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Determine Consumer Purchase Decisions with Micro of Community Activities Restrictions Enforcement (“Micro PPKM”) Moderator



Martinus Robert Hutaaruk *

University of Widya Gama Mahakam Samarinda, Indonesia

Email: martinrioindra@yahoo.com



Yacobus Sutarmo

University of Widya Gama Mahakam Samarinda, Indonesia

Email: yqobus@gmail.com



*(Corresponding author)

Article History

Received: 8 January 2022

Revised: 13 March 2022

Accepted: 18 March 2022

Published: 24 March 2022

How to Cite

Martinus, R. H. and Yacobus, S. (2022). Determine Consumer Purchase Decisions with Micro of Community Activities Restrictions Enforcement (“Micro PPKM”) Moderator. *Sumerianz Journal of Business Management and Marketing*, 5(1): 8-15.

Abstract

The Implementation Micro of Community Activity Restrictions (Micro PPKM) on a micro-scale or level 4 started in early July 2021 as an essential step for the government in tackling the spread of the COVID-19 pandemic. This step is also an anticipation of implementing Large-Scale Social Restrictions (PSBB), which have also been implemented previously but are deemed problematic for the community's economy to implement micro PPKM Mikro. This study aimed to determine and analyze the influence of the marketing mix on consumer purchasing decisions on staple goods at the grocery store moderated by the micro PPKM situation. Data collection through questionnaires and differential semantic scale models. The samples taken in this study were ten times the number of variable indicators or 200 respondents. The study uses Confirmatory Factor Analysis with the SEM PLS model. This study found that the customer solution has a positive and significant effect on purchasing decisions. Customer cost has a negative and insignificant effect on buying decisions. Micro PPKM has a positive and significant effect on purchasing decisions. Meanwhile, micro PPKM does not moderate the relationship between customer solutions and purchasing decisions and does not moderate between customer costs and purchasing decisions.

Keywords: Customer solution; Consumer cost; Micro PPKM; Grocery stores.

1. Introduction

The spread of the COVID-19 virus is still happening everywhere, and the government is always trying to overcome it and other impacts on people's economic activities. This condition is also felt by people who are usually free to buy goods and services in places they want, but with the enactment of Micro PPKM, it is infrequent to do this considering the provisions set by the government. This also clearly gives rise to an exciting phenomenon where public shopping centres, usually located in malls and other modern shopping areas undergo significant changes. The public is increasingly aware of the dangers of the deadly COVID-19 pandemic, without exception for humans. They refrain from going to their mothers and other modern public shopping places.

Shopping centres that have been providing all or various community needs and are visited almost every day ultimately act very differently with the COVID-19 pandemic, which tends to be empty of visitors. In addition, the public is aware of the importance of the health standards set out in the standard health protocols implemented. In the micro PPKM situation, this condition continues and is increasingly felt by households. People are active at home and mostly by using online means. The fulfilment of the community's basic needs also experienced a shift due to this

situation. People who fulfil their basic needs do not buy in a fully-equipped shopping centre but prefer the grocery store around their residence. Traditional grocery stores and modern grocery stores are alternatives for people to buy all necessities (Hutauruk, 2020).

The implementation of micro PPKM can make people's perceptions shift towards marketing mix factors from the consumer's point of view. The public, as consumers, is more aware of the importance of personal safety in the pandemic situation and uses other alternatives as a wise solution. The micro PPKM situation can become a moderating factor and strengthen the relationship between marketing mix factors from the consumer's point of view and consumer purchasing decisions. This phenomenon is an important moment for the rise of the people's economy and provides an opportunity for people to do business from home as an alternative to the opportunities and opportunities that arise from the micro PPKM situation.

2. Theoretical Framework and Hypothesis Development

2.1. Marketing Mix Concept

The concept of the traditional marketing mix (traditional marketing mix) consists of 4Ps, namely product (product), price (price), place (place/location), and promotion (Zeithaml *et al.*, 2000). Each of the four elements of the marketing mix is interconnected and dependent on each other and has an optimal mix according to the segment's characteristics. Companies need to design a flexible marketing mix to win against the increasingly fierce competition. The marketing mix concept that is widely used to date was formulated by McCarthy (Tariq Khan, 2014), which consists of 4Ps, namely product, price, place, and promotion. Furthermore, Kotler *et al.* (2005) suggested that every company plays the composition of the 4Ps by changing prices and various costs incurred for promotional activities or even developing new products and modifying distribution channels (Rangkyuty, 2016). This means that the 4P concept plays a crucial role in influencing consumers from the producer's point of view. On the other hand, from the consumer's point of view, Kotler *et al.* (2005) sees that each marketing mix is designed to solve the problems faced by consumers (4C). 4C, a problem for consumers, consists of customer solutions, customer cost, convenience, and communication.

A customer solution is everything that a producer can offer to be noticed, requested, sought, purchased, used, or consumed by the market to fulfil the needs or desires of the relevant market. The products offered include physical goods, services, persons or individuals, places, organizations, and ideas. So products can be tangible or intangible benefits that satisfy customers (Kotler *et al.*, 2000).

Customer cost is pricing is a critical point in the marketing mix of services because price determines the income of a business/business. Pricing decisions are also very significant in determining the value/benefit provided to customers and play an essential role in describing service quality. The strategy of determining tariffs in service companies can determine premium rates when demand is high and discount rates when demand decreases.

Communication is one of the determining factors for the success of a marketing program. Even though a product has good quality, if consumers have never heard of it and are not sure it will be helpful for them, they will never buy it. In essence, promotion is a form of marketing communication that is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Convenience is defined as a distribution channel (zero channel, two-level channels, and multilevel channels), while for the service industry's production, the place is defined as a service place. The location of the service used in supplying services to the intended customer is a key decision. The decision about which service location to use involves considering how to deliver the service to the customer and where it will occur. The place is of importance as the environment in which and how services will be delivered, as part of the value and benefits of services.

2.2. Consumer Buying Decision

The purchasing decision is an integration process used to combine knowledge to evaluate two or more alternative behaviours and choose one of them. A decision-making process is a problem-adjusting approach that consists of five stages carried out by consumers, and the five stages are problem recognition, information search, alternative evaluation, decision making, and post-purchase behaviour (Kotler, 2012). The explanation also stated that there is also a dominant internal influence on consumer purchasing decisions. These factors are cultural, social, personal, and psychological factors.

The purchase decision is an essential part of consumer behaviour. Consumer behaviour is an action that is directly involved in the effort to obtain, and determine products and services, including the decision-making process that precedes and follows these actions (Fandy, 2016). Purchase decisions made by consumers or buyers are also influenced by habits (Assauri, 2015). A decision taken by a person can be referred to as problem-solving. Consumers have goals or behaviours that they want to achieve or satisfy in the decision-making process. Purchasing is the activity of individuals or organizations in obtaining goods or services by first considering the many factors that affect these goods and services, and usually, purchases are made with a medium of exchange.

2.3. Application of Micro PPKM

The micro PPKM situation is one of the government's efforts to control the spread of the COVID-19 pandemic on a micro basis, starting from the household, which is in the local RW and RT. The implementation of micro PPKM is also based on the Instruction of the Minister of Home Affairs, starting from Number 15 of 2021 to Number 40 of 2021 in Java and Bali. Micro PPKM is implemented based on the increasingly high rate of transmission of the COVID-19 virus on the islands of Java and Bali (Sibuea, 2021).

Nevertheless, on the other hand, the implementation of micro PPKM that has been running also impacts business people among MSMEs. Some MSME entrepreneurs in the area where micro PPKM was implemented experienced a significant decrease in sales turnover and constraints on the distribution of raw materials. In addition, there is also a shift in the business model from B2B to B2C (Nawang Sari, 2021; Rizal *et al.*, 2021). Micro PPKM can also trigger an economic shift to the digital world, and many have begun to use digital marketing tools to carry out marketing activities and new economic activities (Napitu *et al.*, 2021; Susilowati, 2021). The micro PPKM application has become something that is not a strange thing to the public, so they make this situation a generally accepted thing to prevent the spread of the COVID-19 pandemic.

2.4. Effect of Marketing Mix on Consumer's Buying Decision

The marketing mix can have a substantial impact on purchasing decisions. In addition to the available marketing attributes, situations and conditions also contribute to building a new psychological perception for buyers. Product factors, distribution prices, and promotions simultaneously significantly impact purchasing decisions (Noor, 2016). Price and physical environment have a significant effect on purchasing decisions. At the same time, promotions and services have no significant effect on purchasing decisions (Wulandari, 2012). The results of other empirical studies also show that the marketing mix, especially price and promotion, affects consumer purchasing decisions at minimarkets (Shandy, 2015). The marketing mix is in the regular situation and has been known by the public so that in a controlled economic situation, it will act normally as well. This means that the marketing mix factor will have an impact on consumer decisions in buying.

2.5. The Effect of Micro PPKM on Consumers' Buying Decisions

A study concluded that consumers decide to purchase because of the 4C point of view of the marketing mix the consumer's point of view, which is supported by the COVID-19 pandemic situation so they prefer to shop in open places (Hutauruk, 2020). The results of other empirical studies show that consumers prefer to buy necessities in traditional and modern stores outside of shopping centres (Hutauruk, 2020a). With the implementation of micro PPKM, the community gets a signal to carry out activities at home. However, this situation generally refers only to the dominant consumer's decision to buy necessities. This means that the desire to buy goods remains normal.

The hypothesis of this research are as follow:

- H1: Customer solution has a significant effect on consumer purchasing decisions
- H2: Customer cost has a significant effect on consumer purchasing decisions
- H3: Micro PPKM has a significant effect on consumer purchasing decisions
- H4: Micro PPKM does not moderate the relationship between customer solutions and consumer purchasing decisions
- H5: Micro PPKM does not moderate the relationship between customer cost and consumer purchasing decisions

From the elaboration above, we built our research model, which is visually presented in Figure 1 as follows:

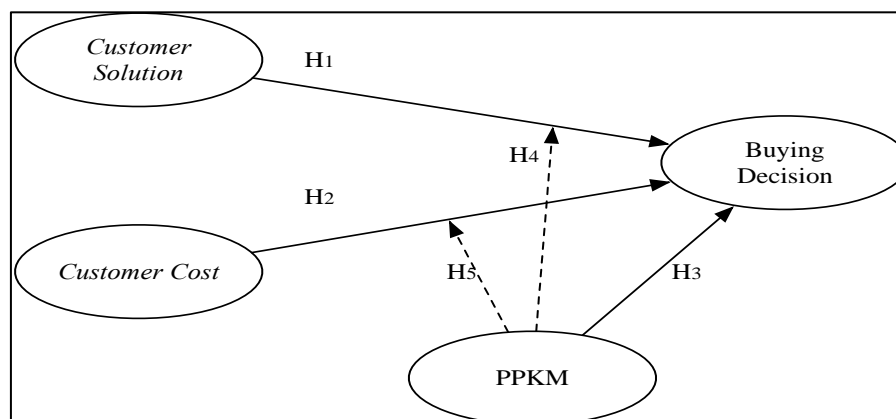


Figure-1. Research Model

3. Research Methods

This research is confirmatory research with a quantitative model with two dimensions of measurement: the design of the direct influence of the 4C marketing mix variables and the moderating of the micro PPKM situation. The data used are primary data by distributing questionnaires directly to respondents who shop at grocery stores in Samarinda City, East Kalimantan, Indonesia. The design of the questionnaire is to use a perception assessment with a semantic differential scale of 1 – 7. The population is all consumers who shop at grocery stores in their homes, including traditional grocery stores and modern grocery stores. Sampling is done by multiplying the number of indicator variables by 10 times or $5 \times 4 \times 10 = 200$ (Sekaran and Bougie, 2016). The 4C's marketing mix is a marketing mix that focuses on consumers as the main actors in a purchase. Customer solution is the value of the product purchased by consumers who can provide benefits following their expectations. Customer cost is many sacrifices in the form of costs incurred to obtain goods or products. Convenience is the convenience of a location where consumers make purchases, including security in a pandemic situation. Communication exists from the store

side through the services provided full of empathy. Micro PPKM is a situation where restrictions on community activities are realized to suppress the spread or pandemic of COVID-19 to micro-scale households throughout Indonesia.

This study uses a variable measurement scale using a differential semantic scale (Aprilia *et al.*, 2013), with the use of a numerical scale ranging from 7 (very good) to 1 (very bad). This scale is designed to represent the respondent's perception choices in more detail and follow the existing situation. That is to represent each of the variables that have been prepared. This study uses prediction purposes with the Structural Equation Modeling (SEM) and Partial Least Square (PLS) approach through the support of the SmartPLS 3.3.3 software with all its provisions, and this, of course, will also be more relevant to the existing situation (Ghozali *et al.*, 2013). In this situation, two different data sources will be analyzed but with the same amount and period. The decision-making level of significance is said to be significant if the statistical t value of the calculation results shows a number above the t table value of 5% of 1.96 or with a probability value of p values < 0.05, then it is significant, and if > 0.05 then the effect is not significant.

4. Results

Based on the results of the validity test of the Corrected item-total Correlation method that has been carried out, it is found that there are four outputs from the first, namely customer solution (X1), customer cost (X2), micro PPKM (M), and buying decision (Y1). The output shows that the correlation value between each question item and the total score of the questions has been corrected. This correlation value is compared with the r table. R table at a significance of 0.05 with a 2-sided test and the amount of data $(n-2) = 200 - 2$ or df 198, the r table value is 0.1166. For all question items starting from groups X1, X2, M, and Y2, there is no Corrected item-total Correlation value that has a value below or < 0.1166 and shows data results or entirely valid questions (Nunnally and Bernstein, 1994).

4.1. Description of the Respondents

Likewise, based on the results of the reliability test, it shows that the Cronbach's Alpha value of the twenty questions is all above 0.70, so it can be concluded that the measuring instrument in this study is fully reliable or the measuring instrument in this study is classified as good and can use entirely (Nunnally and Bernstein, 1994).

The characteristics of the respondents can be described in the table as follows:

Table-1. Respondent Characteristics

Variable	Description	Frequency	Persons
Gender	Male	104	52%
	Female	96	48%
	Total	200	100%
Age	< 25	15	7,5%
	26 - 35	63	31,5%
	36 - 45	90	45%
	>45	32	16%
	Total	200	100%

4.2. Measurement of the Model

Based on the results of the confirmatory factor analysis (CFA) that has been carried out, it can be found that this study entirely uses latent variables whose indicators are reflexive. Examination of model and latent measurements aimed at identifying essential indicators.

Table-2. Loading of Item Measurement, Cronbach's Alpha, Composite Reliability (CR) and AVE

Construct/Item	Loading*	Cronbach's Alpha	CR	AVE
Customer Solution		0.915	0.936	0.746
- Necessities available	0.844			
- Trustworthy product	0.869			
- A variety of necessities are available	0.873			
- Guaranteed product quality	0.811			
- Quantities	0.917			
Customer Cost		0.856	0.902	0.698
- The price is very cheap	0.759			
- Price according to product get a discount	0.892			
- Price listed on the product	0.893			
- Stable price	0.790			
PPKM		0.885	0.945	0.897
- Activities carried out at home	0.950			
- There is a prohibition to visit the crowd	0.944			
Buying Decision		0.863	0.916	0.785
- The product available is pretty complete	0.856			

- The store location is safe for shopping	0.879			
- Store situation implementing suitable health protocol	0.924			

*:Validity Convergent = >0.70

Based on the AVE value generated by all or all of the reflexive constructs that are above > 0.50 so that it has met the requirements of convergent validity and reliability. Cronbach's Alpha, rho A, and Composite Reliability generated by all reflexive constructs are above > 0.70, so it concluded that all reflexive construct indicators are reliable or meet the reliability test (Chin, 1998; Hair F. J. *et al.*, 2014; Hair J. F., 2017; Ringle, 2020).

The discriminant analysis with Heterotrait-Monotrait (HTMT) can be displayed as follows:

Table-3. Heterotrait-Monotrait (HTMT) Discriminant Evaluation

	Buying Decision	Customer Cost	Customer Solution	Moderating Effect 1	Moderating Effect 2	PPKM
Buying Decision						
Customer Cost	0.352					
Customer Solution	0.388	0.483				
Moderating Effect 1	0.345	0.339	0.558			
Moderating Effect 2	0.337	0.413	0.351	0.641		
PPKM	0.697	0.368	0.323	0.312	0.358	

The HTMT ratio assessment of these correlations shows that they are < 0.90, thus indicating good validity in the model (Henseler *et al.*, 2014).

4.3. Inner Model Evaluation

Evaluation of the inner model in this study can be seen in Table 4 as follows:

Table-4. R-Square Evaluation

	R Square	R Square Adjusted
Buying Decision	0.774	0.768

Based on Table 4, it can show that the R Square for service performance is 0.774 or included in the strong category. Meanwhile, the R Square of customer satisfaction is 0.768 or included in the strong category.

4.4. Structural Models

The path analysis resulting presented in the results of this study, and the hypothesis testing of this study was carried out by looking at the paths in the structural model that was significant. The paths of significant relationship and influence can be seen in the partial path coefficient test, using the t-test (t-test), or by the significance level. Partial test results on the path coefficients on each path based on the loading value or coefficient can be seen in Figure 2. as follows:

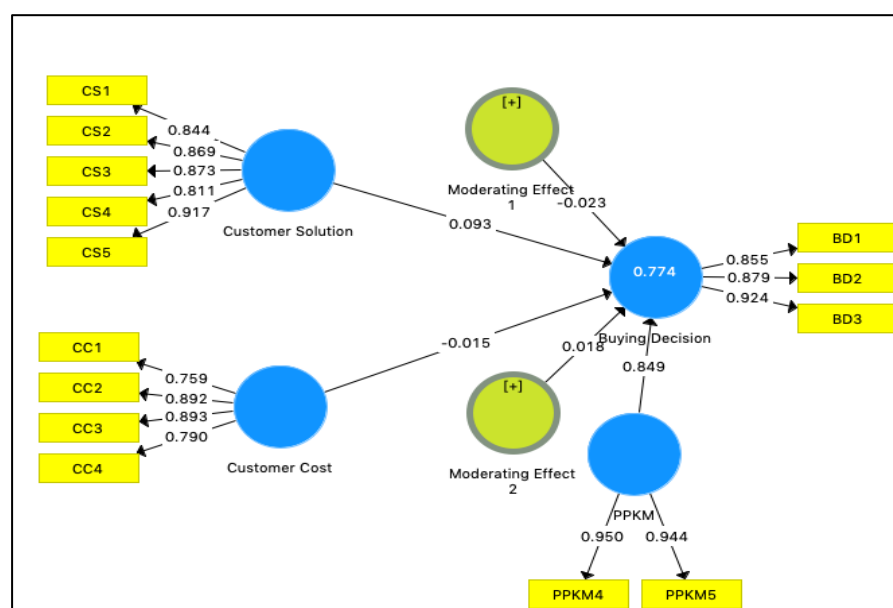


Figure-2. Structural Analysis Model with Value Loadings

Based on the results of the analysis in Figure 2, it can be analyzed further by displaying the direct influence of exogenous variables on endogenous variables in Table 5 as follows:

Table-5. Direct Effect between Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values
Customer Solution -> Buying Decision	0.093	0.103	0.039	2.362	0.019
Customer Cost -> Buying Decision	-0.015	-0.009	0.041	0.356	0.722
PPKM -> Buying Decision	0.809	0.832	0.050	16.837	0.000
Moderating Effect 1 -> Buying Decision	-0.023	-0.033	0.046	0.502	0.616
Moderating Effect 2 -> Buying Decision	0.018	0.022	0.053	0.337	0.736

Table 5 above shows that customer cost has a direct and negative effect but is not significant on buying decisions, with a statistic of $0.356 < 1.96$ or a P-value of $0.722 > 0.05$. Customer solution has a direct positive and significant effect on buying decisions, with a t statistic value of $2.362 > 1.96$ or a p-value of $0.019 < 0.05$. Micro PPKM has a positive and significant direct effect on buying decisions with a t statistic value of $16.837 > 1.96$ or a p-value of $0.000 < 0.05$.

Meanwhile, the role of micro PPKM moderation on the relationship between customer solutions and buying decision convenience is negative and insignificant. Likewise, micro PPKM moderation on the relationship between customer costs and buying decisions is positive but not significant. There shows that micro PPKM cannot be a factor that strengthens the relationship between product or price and consumer decisions in buying.

5. Discussion

The analysis results show that the path coefficient of the direct influence of customer solutions on buying decisions is obtained by a value of 0.093 at t-statistics of 2.362 and a p-value of 0.019. These results indicate sufficient statistical evidence to accept hypothesis 1 (H1) that customer solutions have a significant effect on buying decisions. The results of this study are in line with the opinion of (Zeithaml *et al.*, 2000), where the elements of the marketing mix are closely related to everything offered by producers. Through customer solutions, manufacturers can offer more products and services to consumers (Kotler *et al.*, 2000). Consumer decisions in buying are also influenced by the consumer's habits (Assauri, 2015). In addition, the results of the Noor (2016) empirical study can be confirmed that the marketing mix can provide a strong influence in influencing consumer decisions to decide to buy products or services. The results of this study imply that with micro PPKM, producers are increasingly trying to be creative to continue to market their products and services. So that through the provision of complete and attractive products in one store location, it will be easier for consumers to get goods. Thus, the store must enforce the application of truly adequate health standards so that consumers always feel safe.

The second results of the analysis show that the path coefficient of the direct influence of customer cost on buying decision is -0.015 at t-statistic 0.356 and p-value 0.722. These results indicate sufficient statistical evidence to reject hypothesis 2 (H2), where customer cost has no significant effect on buying decisions. This can also be confirmed in Figure 2. The results of this study are not in line with the opinion of Kotler *et al.* (2000), where customer cost as one element of the marketing mix has a significant effect on purchasing decisions. In the results of this study, customer cost in terms of price discounts does not affect purchasing decisions which are dominated by the fulfilment of standard health standards by the store. The results of this study do not confirm the previous studies (Noor, 2016; Shandy, 2015). However, it is in line with Wulandari (2012), where promotions and services have no significant effect on purchasing decisions. The absence of a significant influence between price discounts and purchasing decisions is when PPKM applies, and consumers prioritize health so that places to shop at grocery stores must be chosen that are truly safe from the COVID-19 pandemic and apply good health standard regulations. So that even if the discount is given, it will not impact the consumer's desire to buy if it does not meet good health standards. The existence of micro PPKM increasingly reminds the consumer community of the importance of protecting themselves from the transmission of the pandemic on the smallest scale.

The third analysis results that the path coefficient of the direct influence of micro PPKM on buying decisions with 0.809 at t-statistic 16.837, and with a p-value of 0.000. These results indicate sufficient statistical evidence to accept hypothesis 3 (H3) that micro PPKM has a significant effect on buying decisions. The results of this study are in line with the opinions of Susilowati (2021); Napitu *et al.* (2021) and Sibuea (2021) where through PPKM, which is supported by the Instruction of the Minister of Home Affairs Number 15 of 2021 to Number 40 of 2021, the public is increasingly aware of that life safety and avoiding the COVID-19 pandemic is an absolute priority in terms of life. Incredibly close to other people in a shopping area around the house. This also makes the business shift from B2B to B2C model Rizal *et al.* (2021), and Nawangsari (2021). So that the stronger the implementation of micro PPKM, the more vigorous public attention will be on choosing shopping places that are genuinely safe and apply standard health protocols that meet the requirements. The results of this study also confirm the empirical study of Hutaeruk (2020) in which consumers decide to buy because of a point of view coloured by the COVID-19 pandemic, so they prefer to shop in truly safe places. In addition, people are more inclined to make purchases at shops located far from the centre of large crowds.

The results of the fourth analysis show that the path coefficient of moderating effect 1st on buying decision is -0.023 at t-statistic 0.502 and p-value 0.616. These results indicate sufficient statistical evidence to accept hypothesis 4 (H4), where micro PPKM does not moderate the relationship between customer solutions and buying decisions. These results also indicate that the existence of micro PPKM does not necessarily influence consumers to look for goods that are available in large quantities and with various choices so that they are interesting for consumers in

making choices for their purchases. What is more fundamental in the micro PPKM situation is the application of standard health protocols required by the government. In this case, it shows that the community realizes the importance of restraint for the sake of mutual safety. So it is not surprising that Indonesia is one of the countries that has successfully controlled the COVID-19 pandemic significantly in the world.

The results of the fifth analysis show that the path coefficient of moderating effect 2 on buying decisions is 0.018 at at-statistic 0.337 and a p-value 0.376. These results indicate sufficient statistical evidence to accept hypothesis 5 (H5), where micro PPKM does not moderate the relationship between customer costs and buying decisions. The existence of micro PPKM also does not necessarily make consumers try to find products at affordable prices or provide attractive and affordable discounts to decide to buy them. More meaningful is complying with the government's program to implement health protocols and standards at the micro-level through the micro PPKM. In general, the public has been aware of and very attentive. The appeals and provisions of the government to stop the refreshment of the COVID-19 pandemic. The marketing mix factor that gives a very tempting lure is not a factor that can influence the level of his decision to buy. This situation shows that the public is increasingly understanding and understanding the government's efforts as a joint effort in fighting the COVID-19 pandemic so that the micro PPKM policy does not create a panic to buy necessities like in the early days of the pandemic some time ago.

6. Conclusion

Based on the analysis and discussion done previously, it concluded that Customer solution has a positive and significant effect on buying decisions. There shows that the higher the customer solution, the higher the buying decision—the more variety of goods available, the more to meet consumer needs. Customer cost has a negative and insignificant effect on purchasing decisions. Means no significant relationship between giving a discount and a buying decision. Micro PPKM has a positive and significant effect on buying decisions. The result shows that the higher the micro PPKM, the higher the buying decision. The activities carried out from home affect the mindset of consumers in determining a safe store. Micro PPKM does not moderate the relationship between customer solutions and purchasing decisions and cannot strengthen purchasing decisions potentially caused by the availability of goods in large quantities. Micro PPKM does not moderate the relationship between customer costs and purchasing decisions, and it cannot strengthen the purchase decision potentially caused by a price discount. Micro PPKM provides many benefits to the community, although on the other hand, it requires a quick adjustment to the situation and conditions. So that it will form a new adjustment concerning the level of buying decisions. Further research should explore the relevance of other external and internal factors for examining the antecedent of buying decisions.

In general, people are used to this emergency so that it does not create a significant panic. Products and prices become valid as in general or stable. Meanwhile, government programs can run well and suppress the COVID-19 pandemic as much as possible with the community's help with high awareness through micro PPKM. The implementation of social restrictions on large scales (PSBB) that were imposed before the micro PPKM successfully controlled the economic crisis and pandemic situation.

7. Managerial Implication

The implementation of micro PPKM initially made the community quite anxious and impacted the economic situation. However, the government's plan turned out to work well in suppressing the COVID-19 pandemic. In this situation, micro PPKM directly impacts purchasing decisions, where people buy necessities at places that provide more variety of product choices, and the price is not a problem. Micro PPKM does not moderate the relationship between product and price with consumer decisions in buying.

8. Limitation and Future Research

This study was conducted on consumers and grocery stores in the area around the residence so that it is possible to expand the location and respondents in further studies.

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