

# The Influence of Spirituality Level, Price, and Promotion on Purchasing Decisions through Advertising on Facebook by Students of SMA MA Annajah South Jakarta

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**Abstract:-** This study aims to examine and analyze the effect of spirituality, price and promotion on purchasing decisions through advertising on Facebook. The research data was obtained through a questionnaire filled out by respondents and collected on September 20, 2019. The sampling method used was purposive sampling, namely MA Annajah students in South Jakarta who had made online purchases through advertisements on Facebook. Of a population of 291 students from MA Annajah in South Jakarta, 171 met the criteria to be sampled. The analytical method used in this study is the Structural Equation Model (SEM). The results showed that the level of spirituality did not significantly influence purchasing decisions made by MA Annajah students in South Jakarta. The results showed that price has a significant influence on purchasing decisions made by MA Annajah students in South Jakarta. The results showed that promotion has a significant influence on purchasing decisions made by MA Annajah students in South Jakarta.

**Keywords:-** Price, Promotion, Purchasing Decision, Spirituality Level.

## I. INTRODUCTION

A recent study entitled "Spirituality of Green Purchase Behavior: Does Religious Segmentation Matter?" shows the results that spirituality has a significant positive effect on willingness to buy organic products through personal, environmental, and communal dimensions. The most influential factor is communal spirituality, followed by personal spirituality and also by environmental spirituality. That finding broadens the notion of spiritual values examined in previous research by breaking them down into personal, environmental, and communal dimensions that are found to be significant in influencing willingness to buy green products. The results of that study also show that personal spirituality will determine the desire to buy environmentally friendly products.

Price is one of the most important elements that businesses use to improve the perception of their products in the market, and that is because prices are the most effective marketing weapon in influencing customers. If this price is combined with a set of benefits expected when consuming the product. Prices are marketing activities

related to the market philosophy, direction and objectives of the company. The choice of pricing policy is an important factor in achieving these goals because of its significant impact on consumers and on preferences and behavior in the market, as well as competitors' practices (Kotler & Keller, 2012). Pricing has administrative and operational responsibilities for the organization. This is the most liquid and influential element in the financial side of the business (Nsour, 2009).

Sales promotion techniques are instruments that seek to increase product and brand sales, usually in a short time (Wierenga & Soethoudt, 2010), because they act in the minds of consumers as benefits for them, thus creating consumer behavior (Yusuf, 2010). The effectiveness and importance of sales promotions in the market can be seen when describing the number of existing segments. According to Teunter (2002), more than 20% of product sales from several food branches occur through sales promotion activities. In a report cited by Wierenga and Soethoudt (2010), more than 75% of spending on communications in the consumer goods segment that did not last long between 1997 and 2004 in the United States was driven by sales promotion activities, while 25% was applied in activities other communication.

Active internet platform users are currently led by Facebook with the most active users. More than two billion active Facebook users, using chat platforms which incidentally are more commonly used daily, such as Whatsapp, FB Messenger, WeChat and QQ, as well as entertainment platforms such as YouTube, Instagram and Tumblr. The key to Facebook's incredible growth over the years is their advertising platform. Marketers spend billions every year to reach their target audience with Facebook Ads. Thanks to the low cost and huge user database, Facebook Ads appeals to businesses of all sizes. Here are some statistics that show the significance of Facebook advertisers: 93% of advertisers use Facebook ads on a regular basis, which means around 3 million businesses use Facebook to market their business. In addition, 70% of this business is outside the US. Facebook generated \$ 7.68 billion in Q1 2017. Most people have lots of questions about Facebook advertising. Doing it right can produce the best ROI in all forms of advertising.

## II. THEORETICAL BASIS AND ASSUMPTIONS OF THE STUDY

The positive relationship between personal spirituality and the willingness to buy organic products shows that a person is positioned into their inner strength to find answers to the meaning and purpose of life through spiritual pursuit when involved with organic products. Consumers with high feelings and experiences in personal spirituality tend to behave in ways that are in accordance with the values of their personal spirituality. For this reason, it is believed that:

H<sub>1</sub> : The level of spirituality has a positive effect on purchasing decisions through Facebook ads.

One study showed that 71% of companies in the surveyed sample believed that price was ranked first element compared to other marketing mix elements (Nsour, 2010). This shows that prices are very important in stimulating purchases and influencing consumer buying behavior in different markets. Many of these studies consider the strong direct impact and price effectiveness on customer retention and competitiveness, but other studies consider price as a routine activity, and that is the value determined later by consumer perceptions and the monetary value that consumers look for to have a product (Kent, 2003). Thus, the latest theory confirms the positive relationship between the product and its added value, and the value of the economic unit increases with the development of productivity and product added value (Belkaoui, 1999). Therefore, the following hypothesis arises:

H<sub>2</sub> : Price has a positive effect on purchasing decisions through Facebook ads.

In 1978, Preston, Dwyer, and Rudelius had already demonstrated the influence of sales promotions to convince consumers to open bank accounts. In that study, it was found that a 50% increase in the number of bank accounts sought occurred during the promotional campaign. Recently, D'Austous and Jacob (2002) demonstrated the efficiency of this promotional tool to influence computer purchases, while Boschetti (2012) confirmed a positive relationship, promoting financial service purchase behavior. Based on this evidence, we propose the next hypothesis:

H<sub>3</sub> : Promotion has a positive effect on purchasing decisions through Facebook ads.

## III. METHODOLOGICAL PROCEDURES

### A. Type of Research

In preparing this study the researcher used causal analysis. In this study, researcher used a conclusive research design with a type of causal research. Malhotra (2009) explains that conclusive research is research designed to test hypotheses and test relationships, where the information needed is clearly defined. Malhorta added that causal research is one type of conclusive research that has the primary goal of obtaining proof of cause and effect (causal relationships).

### B. Operational Definition and Variable Measurement

Sugiyono (2013) revealed that the dependent variable is a variable that is affected or that is due, because of the independent variables. In SEM (Structural Equation Modeling), the dependent variable denoted by Y which is called an endogenous variable. Endogenous variables in this study are the variables of primary concern in an observation. Observers will be able to predict or explain the variables in the dependent variable and the changes that occur later (Kuncoro, 2013). In this study the dependent variable is Purchase Interest (Y).

The independent variable is often also called the stimulus variable, predictor, antecedent, said that the independent variable is a variable that influences or is the cause of the change or the emergence of the dependent variable. In SEM (structural equation modeling), structural equation modeling, the independent variable is called an exogenous variable. In this study there are three exogenous variables, namely Spirituality (X1), Price (X2), and Promotion (X3).

### C. Population and Sample

Sugiyono (2013) defines population as a generalization area consisting of objects that have certain quantities and characteristics determined from objects or subjects that have certain quantities and characteristics set by researchers to be studied, then a conclusion is drawn. The population in this study was all students of MA Annajah South Jakarta from class X to XII in the 2017-2019 school year. Following is the data on the number of students at MA Annajah, South Jakarta Academic Year 2017-2019 in the following table:

Class	Gender		Total
	Boy	Girl	
X	42	60	102
XI	35	49	84
XII	43	62	105
<b>Total</b>	<b>120</b>	<b>171</b>	<b>291</b>

Table 1:- Population

According to Sugiyono (2013) the sample is part of the number and characteristics possessed by the population. What is learned from the sample, the conclusion will be enforced by the population. For this reason, samples taken from the population must be truly representative (representative). The sampling method used was purposive sampling, according to the specified criteria. The criteria that form the basis of the sampling used by researchers are high school students at MA Annajah, South Jakarta, who have made online purchases using the Facebook platform. Using Slovin theory, with an error distance of 5: 1, the minimum respondents who must be sampled for this study are:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{291}{1 + (291 \times 0,05^2)}$$

$$n = \frac{291}{(1 + 0,7275)}$$

$$n = \frac{291}{1,7275}$$

$$n = 168,45 = 170 \text{ respondents}$$

#### D. Method of Collecting Data

According to Sugiyono (2013) primary data is data that comes directly from data sources specifically collected and a direct relationship with the problem under study. The primary data in this study were obtained through the results of a questionnaire containing respondents' responses that contained their opinions or judgments about: level of spirituality (X1), Price (X2), Promotion (X3) and Purchasing Decision (Y1). Secondary data is ready made data, so researchers do not need to process it. Data obtained from literature, journals, and books in the library.

Data collection is carried out by reading literature books, international journals, and previous research relating to the research being carried out. The questionnaire used is a Likert scale with a choice of positive or negative statements in a balanced amount. Respondents were asked to state whether they strongly agree (5), agree (4), disagree (3), doubt (2), or strongly disagree (1). Likert scale is used to measure attitudes, opinions and perceptions of people about social phenomena. Likert scale was chosen because in this study using statistics to process data. With a Likert scale, the variables to be measured are translated into indicator variables. Then the indicator is used as a starting point for arranging instrument items that can be questions or statements. The answers to each item of instruments that use a Likert scale have gradations from very positive to negative, which can be in the form of words:

- a. Strongly agree
- b. Agree
- c. Doubtful
- d. Disagree
- e. Strongly disagree

#### E. Method of Data Analysis

The purpose of the analysis method is to interpret and draw conclusions from the amount of data collected. Data processing in this study was using SEM (Structural Equation Model).

Validity testing is done using confirmatory analysis. In confirmatory analysis, latent variables are considered as causal variables that underlie the indicators (Ghozali, 2008). According to Ghozali (2008) validity testing is performed using confirmatory analysis. In confirmatory analysis, latent variables are considered as the causal variables that underlie the indicators. The basis for making a valid statement of whether or not the statement was stated by Sugiyono (2011):

- If r is positive, and  $r \geq 0.30$  then the statement item is valid
- If r is not positive, and  $r \leq 0.30$  then the statement item is invalid.

Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent or stable from time to time. An acceptable level of 0.30 refers to Iqberia in Wijanto (2008), although that number is not a "dead" measure. To get the reliability level value using the formula:

$$\text{Construct Reliability} = \frac{(\sum \text{Standard Loading})^2}{(\sum \text{Standard Loading})^2 + \sum E_j}$$

Extract variance measurement shows the number of variants of the indicator extracted by the latent variable developed. The acceptable variant extract value is a minimum of 0.50. The equation to get the extract variant value is:

$$\text{Varian Extract} = \frac{(\sum \text{Standard Loading})^2}{(\sum \text{Standard Loading})^2 + \sum E_j}$$

Structural Equation Modeling (SEM) refers to According to Santoso (2014) SEM is a multivariate statistical technique which is a combination of factor analysis and regression analysis (correlation), which aims at the relationships between variables that exist in a model, be it between indicators with constructs, or relationships between constructs. According to Wijanto (2008), SEM plays various roles, including as a system of simultaneous equations, linear causal analysis, path analysis, analysis of covariance structure, and structural equation models.

Analysis of determination (R<sup>2</sup>) in multiple linear regression is used to find out the percentage contribution of exogenous variables (X1, X2, ..., X11) simultaneously to endogenous variables (Y). This coefficient indicates how much percentage of the exogenous variable used in the model is able to explain the endogenous variable. R<sup>2</sup> is equal to 0, so there is not the slightest percentage of the effect's contribution exogenous variables have on endogenous variables, or the variation of exogenous variables used in the model does not explain the slightest variation in endogenous variables. Instead R<sup>2</sup> is equal to 1, then the percentage of the contribution of exogenous variables to the endogenous variables is perfect, or the variation of the exogenous variables used in the model explains 100% of the dependent variable variations, Priyatno (2008) and Sugiyono (2013). According to Joroskog in Wijanto (2008) R<sup>2</sup> in SEM has no clear interpretation. Referring to Ghozali (2013), to interpret the determinant coefficients (R<sup>2</sup>) such as the regression equation, the SEM results can be seen from the analysis of the output squared multiple correlations.

**IV. RESULTS**

Facebook platform, it can be seen a general description of gender, class, and expenditure.

**A. Sample Characterization**

Based on the results of research conducted on 170 respondents, namely MA Annajah South Jakarta high school students who have made online purchases using the

For more details below, one by one the characteristics of the study respondents were stated:

Gender		
	Amount	Percentage
Boy	69	40.6%
Girl	101	59.4%
Class		
	Amount	Percentage
X	57	33.5%
XI	56	32.9%
XII	57	33.5%
Expense in a Month		
	Amount	Percentage
> IDR 500 ribu	81	47.6%
IDR 500rb – 1 juta	63	37.1%
> IDR 1 juta	26	15.3%

Table 2:- Characteristics of The Respondents

**B. Test and Discussion of Hypothesis H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub>**

After testing the overall model fit and a good model is obtained, the next step is the structural model fit test or T test. The structural model fit test consists of the overall model fit test and the causal relationship analysis

(Wijayanto, 2008). Causal relationships between variables said to be significant can be seen in the causality test. The results of the overall model fit can be seen in Figure 1, and Table III.

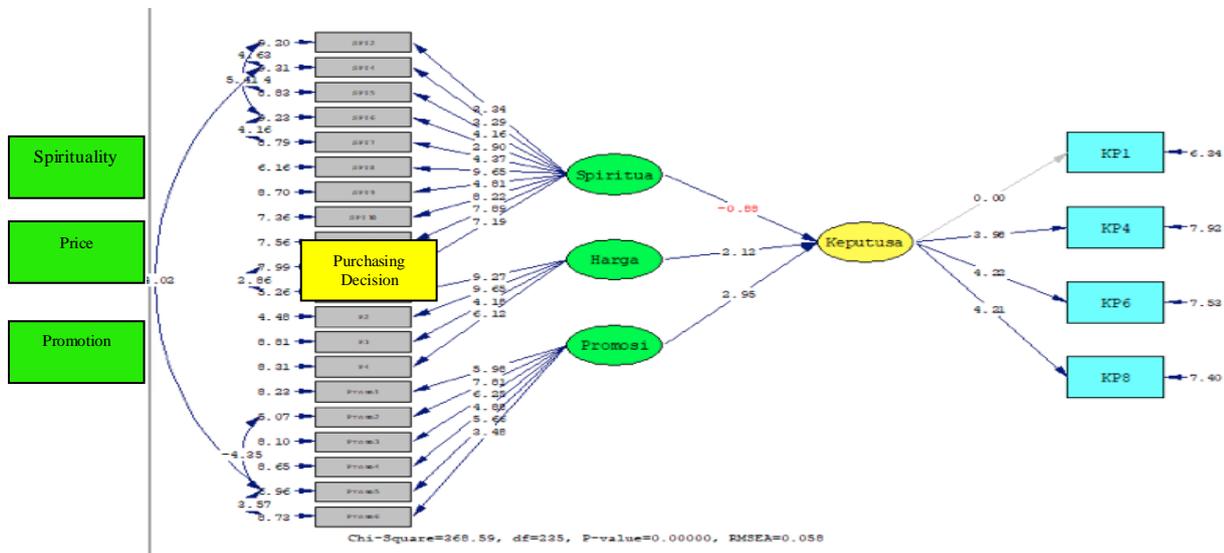


Fig 1:- Structural Model (T-value) with Standardized Solution Data

From Figure 1, it can be seen that spirituality has a T value of -0.88 which means it has no effect on the purchase decision variable, for the price itself has a T value of 2.12

which means it has an influence on the purchase decision variable, and for promotion has a T value of 2.95 which means it has an influence on the purchase decision variable.

No.	GOF Standard	Match Target Level	Estimated Results	Match Level
1	Root Mean Square Error of Approximation (RMSEA) P (close Fit)	RMSEA ≤ 0,08 P ≥ 0,50	0.058	Good Fit
2	Normed Fit Index(NFI)	NFI ≥ 0,90	0.72	Marginal Fit
3	Non-Normed Fit Index (NNFI)	NNFI ≥ 0,90	0.84	Marginal Fit
4	Comparative Fit Index (CFI)	CFI ≥ 0,90	0.86	Marginal Fit
5	Incremental Fit Index (IFI)	IFI ≥ 0,90	0.87	Marginal Fit
6	Relative Fit Index (RFI)	RFI ≥ 0,90	0.67	Marginal Fit
7	Goodness of Fit Index (GFI)	GFI ≥ 0,90	0.85	Marginal Fit
8	Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,90	0.80	Marginal Fit

Table 3:- Goodness of Fit Measurement

From table III it can be seen that the suitability of the model shows good value, that is good fit and marginal fit, meaning that overall the suitability value shows good fit.

After obtaining a structural model with Goodness of Fit, the next step is to test the hypothesis. In this study there are 3 hypotheses as described in the previous chapter and testing is done by looking at the significance of each

variable relationship. The significance value ( $\alpha$ ) used is 0.05 or 5% with a t value of  $\geq 1.96$  (Wijanto, 2008).

The estimated value of the causal relationship from the structural model tested and the results of hypothesis testing with the t value of each relationship can be seen in table IV (note: said to be influential if the t-value values 1.96) is as follows:

Hypothesis	Structural Path	T-Values	Notes	Conclusion
H1	Spirituality → Purchasing Decisions	-0.88	Data does not support hypothesis	Spirituality does not significantly influence Purchasing Decisions
	Price → Purchasing Decisions			
H2	Promotion → Purchasing Decisions	2.12	Data supports the hypothesis	Price has a positive and significant effect on Purchasing Decisions
	Price → Purchasing Decisions			
H3	Promotion → Purchasing Decisions	2.95	Data supports the hypothesis	Price has a positive and significant effect on Purchasing Decisions
	Price → Purchasing Decisions			

Table 4:- Hypothesis Test

Statistical test results on the research model for Spirituality variables do not have a significant effect on Purchasing Decisions, this is indicated by the t value of the variable below 1.96, which is -0.88, while the Price variable has a positive and significant effect on Purchasing Decisions, this is indicated by the variable t value above 1.96 is 2.12, and the Promotion variable has a positive and

significant effect on Purchasing Decisions, this is indicated by the value of the variable t below 1.96, which is 2.95.

C. Correlation Matrix of Constructs

Correlation matrix between dependent and independent dimensions is used to examine the dimensions that have the strongest relationship between dimensions on the independent variable on the dependent variable.

Purchasing Decisions (Y)					
Price (X2)		Problem Recognition	Information Search	Alternative Evaluation	Purchasing Decisions
X2	Price List	0.097	0.096	0.22	0.045
	Discount	0.138	0.101	0.312	-0.117
Promotion (X3)					
X3	Advertising	0.023	0.31	0.277	0.118
	Individual Sales	0.077	0.073	0.155	-0.051
	Sales Promotion	0.228	0.226	0.159	0.097

Table 5:- Correlation Matrix of Constructs

The table above shows that:

1. For the Price variable (X2), the strongest dimension is the Discount Dimension with the Alternative Evaluation Dimension on the Purchase Decision variable (Y) because it has a coefficient of 0.312.
2. For the Promotion variable (X3), the strongest dimension is the Sales Promotion Dimension with the Problem Recognition Dimension on the Purchase Decision variable (Y) because it has a coefficient value of 0.228

## V. CONCLUSIONS AND FUTURE REFERRAL

### A. The Effect of Spirituality on Purchasing Decisions

Based on the results, it can be concluded that the spirituality variable does not significantly influence the Purchasing Decision variable. This is indicated by the t-values of -0.88 smaller than 1.96, meaning that the spirituality factor is not the main factor influencing respondents to decide to buy products online, in this study the conscientious respondent is the Students of MA Annajah High School, this it could happen because at the age of just growing up they have not been too directed to the level or the level of spirituality that is qualified so that the respondents' decision to shop online in this study is not influenced by spirituality factors, even though they carry knowledge in religious schools, this does not mean this school is not quite good, but as explained by Ulvoas, 2009, regarding the identification of characteristics of spirituality leads to the definition of the following concepts: "Spirituality is the construction of the meaning of one's life. It arises from one's ability in transcendence interaction and its objects are the inner self, atherity and sacred things. "Spirituality involves spiritual identity, which can be religious or non-religious, and the level of spiritual commitment. Religion, as an "integrated system of beliefs and practices related to the sacred" (Delener, 1990), is the most common or basic form of spirituality. From previous research conducted by Gaelle Ulvoas-Moal (2010), states that spirituality has an influence on purchasing decisions and consumer behavior can be seen that respondents than the study are those who have more than 40 years of age, the results of this study provide novelty in the form of research respondents related to spirituality. This is not in line with research conducted by Afezah & Rahman (2016) which states that spirituality influences the desire to buy.

### B. Effect of Prices on Purchasing Decisions

Based on table IV it can be concluded that the price variable has a positive and significant effect on the Purchase Decision variable. This is indicated by the t-values of 2.12 greater than 1.96, meaning that price is the main factor influencing respondents to decide to buy online, when respondents will buy a product seen on Facebook Ads the price factor is the main factor for respondents' consideration when going to buy the product, the more affordable the price of the product contained on Facebook Ads, the decision of respondents to buy online will increase. Evidenced by the number of ads on the

Facebook platform that offers a large enough discount if you make a purchase by clicking on it. This is in line with research conducted by Kuo & Nakhata (2016) which suggests that price influences the consumer's desire to buy.

### C. Effect of Promotion on Purchasing Decisions

Based on table IV it can be concluded that the promotion variable has a positive and significant effect on the Purchase Decision variable. This is indicated by the t-value of 2.95 greater than 1.96, meaning that the promotion or marketing factors contained in Facebook Ads become the main factor influencing respondents to decide to buy the products they see on Facebook Ads, the more attractive the promotion of products contained on Facebook Ads, the higher the level of respondents' buying decisions on Facebook Ads. Evidenced by the number of advertisements on the Facebook platform that offers promotions such as cashback, prizes from each transaction, or prizes given after the umpteenth purchase. This is in line with research conducted by Xu & Huang (2014) which suggests that promotion has an influence on consumers' intention to buy.

### D. Future Referral

#### ➤ For Academics

The next researcher is expected to be able to retest the variables used in this study but on different social media platforms, for example: Zalora, Tokopedia, Instagram, and other social media applications. For further research can also retest the variables that influence purchasing decisions which have not been tested in this study. For example: product quality, trust, involvement, E-WoM and other variables that are factors that influence purchasing decisions.

#### ➤ For Practitioners

- Based on the results of the correlation matrix between dimensions related to price variables and purchasing decisions, the dimension of the strongest relationship is the Discount Dimension with the Alternative Evaluation Dimension. So it is recommended for online stores or entrepreneurs who use Facebook Ads as one of the media to make transactions, sellers can provide discounts and highlight these discounts on the products they sell, so they can attract more consumers' attention.
- Based on the results of the correlation matrix between dimensions related to promotion variables and purchasing decisions, the strongest dimension of the relationship is the Sales Promotion Dimension with the Problem Recognition Dimension meaning when consumers are identifying the needs or desires of a product that is needed, the online store and entrepreneurs who use Facebook Ads is advised to emphasize their promotions for example by promoting product excellence or usefulness by educating, making the product look more attractive and selling, and creating other unique promotional programs.

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