

The Effect of Marketing Strategy on the Consumptive Behaviour of the People of Bengkulu City in the Month of Ramadan 2024

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Abstract:

The phenomenon of consumptive behavior during the lead-up to Ramadan in Indonesia, particularly in Bengkulu City, has become an annual occurrence. This serves as the background for this study, which aims to analyze the influence of marketing strategy elements, specifically the 4P marketing mix (Product, Price, Place, and Promotion), on the consumptive behavior of Bengkulu City residents during Ramadan 2024. This research employs a quantitative method, with data collected through questionnaires. The questionnaires consist of questions relevant to the research topic and were distributed to 30 respondents selected using an accidental sampling technique. The collected data were analyzed using multiple linear regression analysis to test the hypotheses. The findings reveal that the marketing strategy elements represented by the 4P marketing mix have a positive influence on the consumptive behavior of Bengkulu City residents during Ramadan 2024. These results indicate that an effective combination of marketing strategies, such as product adjustments, pricing strategies, distribution locations, and promotional efforts, plays a significant role in encouraging increased consumer spending during this period.

Keywords: marketing mix; consumer behavior; consumptive behavior; marketing strategy

Abstrak:

Fenomena perilaku konsumtif menjelang bulan Ramadhan di Indonesia, khususnya di Kota Bengkulu, telah menjadi tradisi yang berulang setiap tahunnya. Hal ini menjadi latar belakang penelitian yang bertujuan untuk menganalisis pengaruh elemen strategi pemasaran, yang terdiri dari bauran pemasaran 4P (Product, Price, Place, dan Promotion), terhadap perilaku konsumtif masyarakat Kota Bengkulu selama Ramadhan 2024. Penelitian ini dilakukan menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner. Kuesioner tersebut berisi sejumlah pertanyaan yang relevan dengan fokus penelitian dan disebarkan kepada 30 responden yang dipilih menggunakan teknik sampling aksidental. Data yang diperoleh dianalisis menggunakan metode analisis regresi linear berganda untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa elemen strategi pemasaran, yaitu bauran pemasaran 4P, memiliki pengaruh positif terhadap perilaku konsumtif masyarakat di Kota Bengkulu selama bulan Ramadhan 2024. Temuan ini mengindikasikan bahwa kombinasi strategi pemasaran yang efektif, seperti penyesuaian produk, harga, lokasi distribusi, dan promosi, berperan penting dalam mendorong peningkatan konsumsi masyarakat selama periode tersebut.

Kata Kunci: bauran pemasaran; konsumtif; perilaku konsumen; strategi pemasaran

INTRODUCTION

Every day, consumers do shopping activities to fulfil their daily needs. Some types of shopping are done regularly every day, such as buying food and drinks (Setioningtyas & Wisnu, 2017). Meanwhile, there are other types of shopping that are not done every

day, but within a certain time span, such as once a few days, once a week, once a month, or even only at special moments such as religious holidays or other special days (Ananda, 2019). One of the important celebrations in Islam is Eid al-Fitr. Before celebrating Eid, Muslims are required to fast for one month. This fasting month is known as Ramadan, which is the ninth month in the Islamic calendar (Hidayat, 2016).

Muslims eagerly await the arrival of the month of Ramadan, because that is when they have the opportunity to increase piety by getting closer to Allah SWT (Hidayati & Andriani, 2021). During this month, every good deed will get more calculation, because the reward will be multiplied. Andy (2018) explains that the word Ramadan comes from the word 'ramida,' which means scorching or heat and dryness. The heat and scorching felt during Ramadan is meant to reflect the adjustment to the inner condition of the fasting person, who feels the heat and dryness of the month. Although the weather may rain, the mouth still feels dry, and this sometimes creates an uncomfortable inner state. As a result, at that time, people have difficulty in controlling themselves in various aspects (Nur et al., 2023).

During the month of Ramadan, Muslims face great challenges in controlling themselves, especially in fighting lust. One form of lust is the desire to endure hunger and thirst, as well as the urge to shop excessively, which often brings more vanity than benefit (Adinata et al., 2023). This can trigger consumptive behaviour among Muslims if they are unable to control their spending decisions. This increased consumptive behaviour before Ramadan is used by sellers as a marketing strategy (Aghitsni & Busyra, 2022). The concept of purity that is often raised during Ramadan is often associated with the purchase of new items, especially in terms of fashion, such as new clothes, new shoes, new mukenah, and others. In addition, consumptive behaviour is also seen in the culinary field, where the desire to buy food before breaking the fast is often driven by lust, not because of actual needs (Adinata et al., 2023).

The phenomenon of consumptive behaviour that appears every year before Ramadan is always seen in Indonesia, especially in Bengkulu City. This consumptive behaviour can be analysed through the study of consumer behaviour, which is a discipline that studies human actions related to transactions between producers and seller (Firmansyah, 2018). The enthusiasm of the Muslim community in Bengkulu City in welcoming the fasting month of Ramadan encourages many transaction activities, especially in terms of shopping. Consumers are often involved in the utilisation of both services and products. Consumer behaviour reflects attitudes related to the process of buying, using, evaluating, and spending goods or services to meet needs and achieve satisfaction (Mauludin, 2023).

Consumptive behaviour is a lifestyle of individuals, especially consumers, who tend to shop without rational consideration. According to (Alfitriyani, 2020), the decision to make a purchase is influenced by personal factors, persuasion, or the media. According to (Melina & Wulandari, 2018), there are several factors that influence consumptive behaviour, namely: cultural factors, social factors, personal characteristic factors, and psychological factors. In addition, consumptive behaviour is often related to lifestyle. Adzkiya (2018) explains that lifestyle reflects an individual's expressive attitude in undergoing activities, interests, and opinions, which shows pleasure in what is done, as well as attention to oneself and the surrounding environment. Consumptive behaviour can arise when a person's lifestyle becomes uncontrolled and irrational.

Consumers who show consumptive behaviour are often targeted by producers (traders/businessmen) in their marketing strategies, especially during the month of Ramadan. According to Kotler & Armstrong (2014), marketing is defined as a process

carried out by companies to interact with customers, build positive relationships, and create value for customers, resulting in good feedback from them. This leads to increased profits and customer equity. Furthermore, Hertina et al. (2017) state that marketing effectiveness can be achieved through three main elements, namely elements of philosophy, elements of market segmentation, and elements of consumer behaviour.

To carry out effective marketing, a marketing strategy is needed. According to Hariyanti & Wirapraja (2018), a marketing strategy is a plan that aims to increase influence in the market, both for the short and long term, which is based on the results of market research, assessment, product planning and promotion, as well as sales and distribution planning. Furthermore, in his book, Firmansyah (2018) states that, one of the important aspects of marketing is the marketing mix. The marketing mix consists of elements that make up the marketing strategy. Firmansyah (2018) also explains that before and after 1960, several researchers have developed concepts regarding the marketing mix. The 4P marketing mix includes product, price, place, and promotion.

Consumer enthusiasm during the month of Ramadan is often driven by marketing strategies implemented by businesses. Many entrepreneurs make price adjustments, such as providing discounts or quantity discounts, which is a form of promotional activity. According to Kurriwati et al. (2023), quantity discounts are price reductions given to buyers or consumers who make large purchases. For example, during Ramadan, several culinary shops usually offer promotions where purchases of at least 5 cakes or snacks will get a 20% discount. Meanwhile, discount, according to Kurriwati et al. (2023), is a reduction in the stated price. For example, if someone buys 3 sets of clothes, they will get a discount. This kind of promotion can trigger consumptive behaviour among consumers, as they tend to make purchasing decisions without rational consideration.

Purchasing decisions that are not considered consumptive should go through several stages. According to Firmansyah (2018), before consumers make decisions, there are several steps they need to take. These steps include: need recognition, information search, alternative evaluation, purchase process, and consumption. In this study, there is a problem to be uncovered, namely whether the elements of marketing strategy, especially the marketing mix (4P) which includes Product, Price, Place, and Promotion, which are applied by business entrepreneurs, have an influence on the consumptive behaviour of the people of Bengkulu City during the month of Ramadan in 2024.

METHOD

This research was conducted in Bengkulu City using quantitative research methods (Yusuf, 2016). The object of this research is the people of Bengkulu City. The data sources used consist of primary data and secondary data (Creswell & Creswell, 2017). Primary data is obtained from respondents' responses collected directly, while secondary data includes information related to the research, such as journals, articles, and relevant research reports. For questionnaire collection, an accidental sampling technique was used, where the sample consisted of people in Bengkulu City who happened to meet the researcher (Nurdin & Hartati, 2019).

The data collection technique in this study uses a questionnaire, which consists of several questions given to respondents to answer directly (Yusuf, 2016). These questions relate to marketing strategies (4P marketing mix) related to consumptive behaviour that occurs during the month of Ramadan 2024. The sample in this study consisted of 30 respondents. According to Nurdin & Hartati (2019), for statistical testing purposes, the number of samples taken should be at least 30. Thus, the number of

samples taken by researchers has met the minimum criteria to serve as the basis for statistical testing (Hermawan & Amirullah, 2021).

In this study, the marketing mix consisting of Product (X1), Price (X2), Place (X3), and Promotion (X4) functions as an independent variable included in the marketing strategy element. The effect of these variables will be tested on consumptive behaviour (Y), which is the dependent variable. The analysis model used in this study is multiple linear regression analysis (Nurdin & Hartati, 2019).

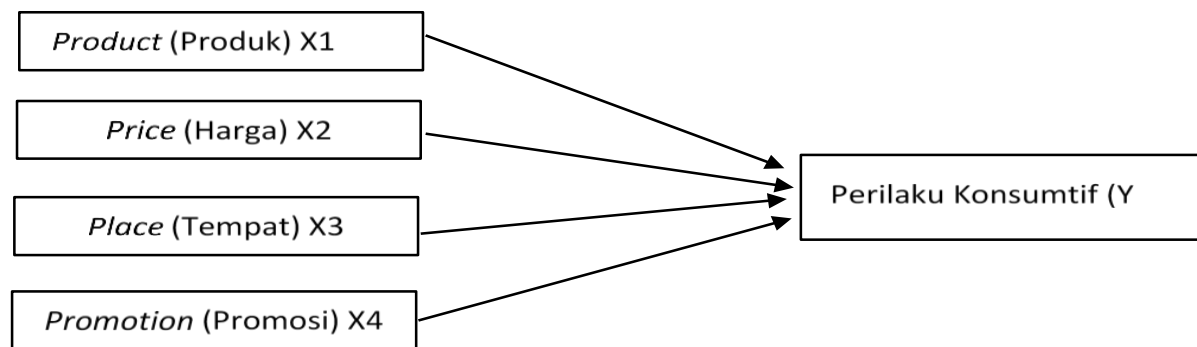


Figure 1. Conceptual Framework

The hypotheses in this study are:

1. It is estimated that the product variable has a positive impact on the consumption behaviour of people in Bengkulu City during the month of Ramadan in 2024.
2. It is estimated that the Price variable has a positive effect on the consumption behaviour of people in Bengkulu City during the month of Ramadan in 2024.
3. It is estimated that the Place variable has a positive influence on the consumption behaviour of people in Bengkulu City during the month of Ramadan in 2024.
4. It is estimated that the Promotion variable has a positive influence on the consumption behaviour of people in Bengkulu City during the month of Ramadan in 2024.

It is estimated that the variables of Product, Price, Place and Promotion together have a positive influence on the consumption behaviour of people in Bengkulu City during the month of Ramadan in 2024.

RESULTS AND DISCUSSION

The research results obtained by researchers based on a questionnaire consisting of 25 questions covering the elements of marketing strategy (4P: Product, Price, Place, and Promotion). This questionnaire was distributed to people living in Bengkulu City during the month of Ramadan in 2024. To ensure that the research results are valid and reliable, it is necessary to test them first through validity and reliability tests. According to Hermawan & Amirullah (2021), the minimum requirement to be considered valid is if the r value reaches 0.03. If the correlation between each instrument item and the total score is below 0.03, then the item is considered invalid. The same thing is also stated by (Tambayong et al., 2021), which states that the validity test criteria are as follows:

1. It is declared valid if the r value of the items is greater than or equal to 0.03.
2. It is declared invalid if the r value of the items is less than or equal to 0.03.

Meanwhile, reliability testing was carried out using the Cronbach's Alpha statistical test, with the following criteria:

1. It is declared reliable if the Cronbach's Alpha value is greater than 0.6.
2. It is declared unreliable if the Cronbach's Alpha value is less than 0.6.

Testing the validity and reliability of the questionnaire was carried out as an initial step in this study by applying the classical assumption test, which includes normality testing, followed by heteroscedasticity testing. Next, multicollinearity testing was conducted, and then analyses were conducted using multiple linear regression. After that, hypothesis testing was conducted using the F and t tests, as well as calculating the correlation coefficient (r) and the coefficient of determination (R^2).

The results shown in Table 1 below indicate that the calculated r value is greater than the r table value. Thus, the results of the instrument validity test show a good value for each item on each variable. An explanation of the validity test results is as follows:

1. Indicator X1.1 on the product variable shows the lowest correlation of 0.506.
2. The X2.4 indicator on the price variable shows the lowest correlation of 0.622.
3. The X3.3 indicator on the place variable shows the lowest correlation of 0.379.
4. The X4.4 indicator on the promotion variable shows the lowest correlation of 0.670.
5. The Y1.3 indicator on consumptive behaviour shows the lowest correlation of 0.561.

The r table value used is 0.361. The results show that each indicator has a value above 0.361, so all question indicators are considered valid.

Table 1. Validity and reliability test

Variables	Indicator	r count	Correlation		Coefficient		
			r table 5% (30)	Status	Alpha >0.6	Roncbach	Status
Product (X1)	X1.1	0.506	0.361	VALID	0.756	0.6	RELIABEL
	X1.2	0.863	0.361	VALID			
	X1.3	0.689	0.361	VALID			
	X1.4	0.865	0.361	VALID			
	X1.5	0.615	0.361	VALID			
Price (X2)	X2.1	0.635	0.361	VALID	0.686	0.6	RELIABEL
	X2.2	0.741	0.361	VALID			
	X2.3	0.724	0.361	VALID			
	X2.4	0.622	0.361	VALID			
	X2.5	0.649	0.361	VALID			
Place (X3)	X3.1	0.461	0.361	VALID	0.650	0.6	RELIABEL
	X3.2	0.387	0.361	VALID			
	X3.3	0.379	0.361	VALID			
	X3.4	0.571	0.361	VALID			
	X3.5	0.517	0.361	VALID			
Promotion (X4)	X4.1	0.860	0.361	VALID	0.834	0.6	RELIABEL
	X4.2	0.733	0.361	VALID			
	X4.3	0.778	0.361	VALID			
	X4.4	0.670	0.361	VALID			
	X4.5	0.846	0.361	VALID			
Consumptive behaviour (Y)	Y1.1	0.711	0.361	VALID	0.699	0.6	RELIABEL
	Y1.2	0.764	0.361	VALID			
	Y1.3	0.561	0.361	VALID			
	Y1.4	0.665	0.361	VALID			
	Y1.5	0.696	0.361	VALID			

(Source: SPSS 2024 Data Processing Results)

From the results displayed in Table 1, it can be seen that the total items of all variables (both independent and dependent variables) have an average value that exceeds the Cronbach's Alpha value of >0.6 , so they can be declared reliable. The following is the Cronbach's Alpha value for each variable:

1. The Product variable produces an Alpha Cronbach of 0.756.
2. The Price variable produces an Alpha Cronbach of 0.686.
3. The Place variable produces a Cronbach Alpha of 0.650.
4. The Promotion variable resulted in an Alpha Cronbach of 0.834.
5. The consumptive behaviour variable produced an Alpha Cronbach of 0.699.

Based on the values shown in Table 1, it can be concluded that the validity and reliability test results for all variables are valid and reliable. Thus, this data can be used for further statistical analysis.

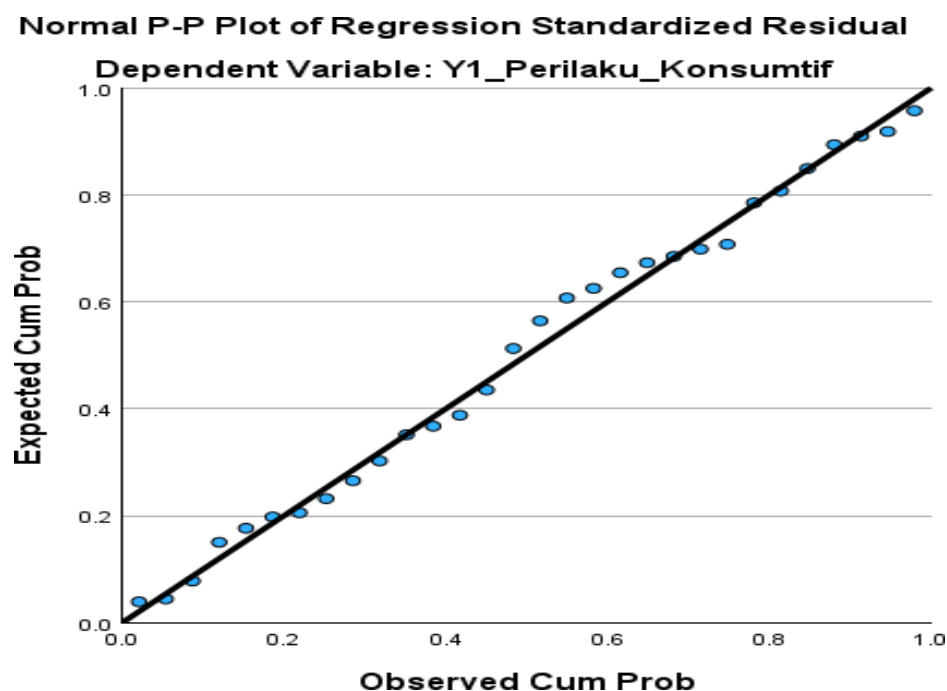


Figure 2. Normality Test
(Source: SPSS 2024 Data Processing Results)

In Figure 2, the normality test graph shows that the data is spread following the direction and around the diagonal line. Thus, the assumption of normality in research using this regression model has been fulfilled.

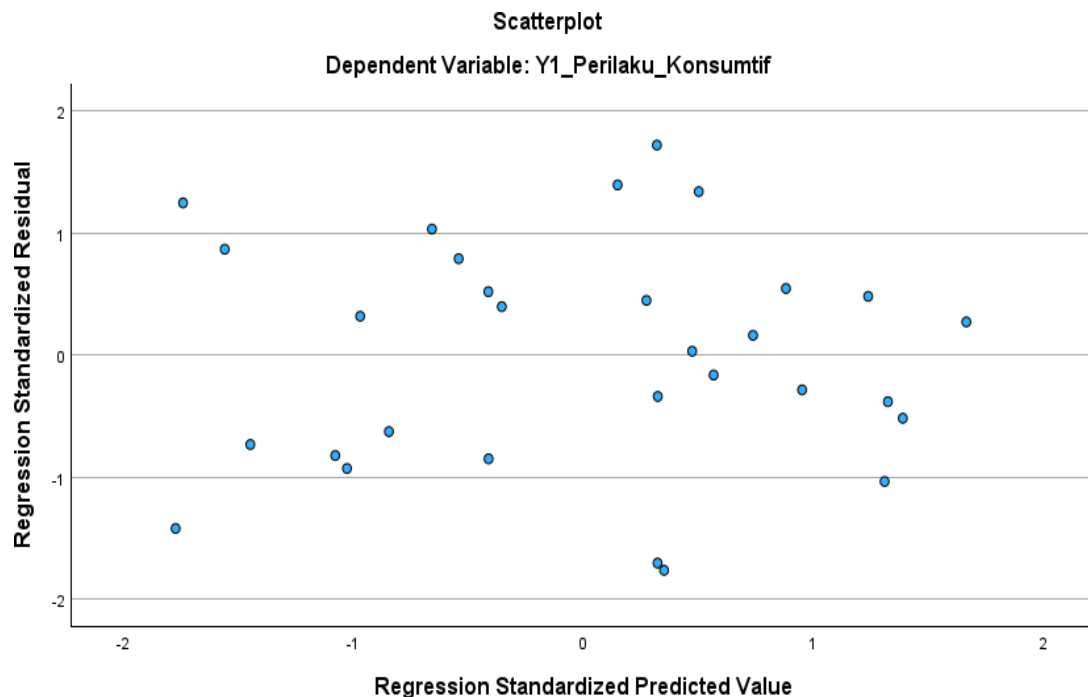


Figure 3. Heteroscedasticity Test Chart
(Source: SPSS 2024 Data Processing Results)

The scatterplot graph displayed in Figure 3 shows a random distribution of points and does not form a significant pattern. The dots are scattered above and below zero (0), without being concentrated at one particular point. Therefore, this graph is identified as having no heteroscedasticity. Thus, this regression model can be considered suitable for use because it shows accuracy to the data.

Table 2. Multicollinearity Test

Model	Tolerance	VIF
Product	0.373	2.683
Price	0.592	1.689
Place	0.745	1.343
Promotion	0.514	1.945

(Source: SPSS 2024 Data Processing Results)

Table 2 shows the results that conclude that the independent variables, namely Product (X1), Price (X2), Place (X3), and Promotion (X4), have a tolerance value greater than 0.10 and a VIF value that is less than 10. From these results, it can be concluded that there is no multicollinearity.

Table 3. Multiple Linear Regression Analysis Results

		Coefficients ^a				
Model		Unstandardized Coefficients	Standardized Coefficients			Sig.
		B	Std. Error	Beta	t	
1	(Constant)	0.098	1.351		0.073	0.943
	Product	0.238	0.119	0.265	1.999	0.057

Price	0.096	0.094	0.107	1.018	0.318
Place	0.139	0.079	0.164	1.746	0.093
Promotion	0.525	0.101	0.590	5.217	0.000

(Source: SPSS 2024 Data Processing Results)

The multiple linear regression model formulation shown in Table 3 is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Thus, the form of the regression line equation becomes :

$$Y = 0,098 + 0,238X_1 + 0,096X_2 + 0,139X_3 + 0,525X_4$$

From the above equation, it can be concluded that if one of the independent variables changes by 1 (one) assuming the value of the other variables remains constant, then the value of consumptive behaviour (Y) as the dependent variable will change according to the coefficient value (B) of the independent variable.

Table 4. Simultaneous F Test

ANOVA ^a					
Model	Squares	df	Mean Square	F	Sig.
1	Regression	272.048	4	68.012	31.810
	Residual	53.452	25	2.138	<.001 ^b
	Total	325.500	29		

a. Dependent Variable: Perilaku Konsumtif

b. Predictors: (Constant), Promotion, Place, Price, Product

(Source: SPSS 2024 Data Processing Results)

F table formula: $f(n-k) = f(30-4) = f(26) = 2,76$

Description:

“n” is the number of samples

“k” is the number of independent variables (independent)

The ANOVA analysis shown in Table 4 shows that this study used a sample of 30 with a significance level of 0.05 or 5%. The analysis results show a significance value (sig) of <0.01, which is less than 5%, and a calculated F value of 31.810, which is greater than the F table of 2.76. These results indicate that the variables product (X1), price (X2), price (X3) and promotion (X4), which are independent variables, have a significant influence on the dependent variable, namely consumptive behaviour (Y).

Table 5. T-test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	0.098	1.351		0.073	0.943
	Product	0.238	0.119	0.265	1.999	0.057
	Price	0.096	0.094	0.107	1.018	0.318
	Place	0.139	0.079	0.164	1.746	0.093
	Promotion	0.525	0.101	0.590	5.217	0.000

Dependent Variable: Perilaku Konsumtif

(Source: SPSS 2024 Data Processing Results)

Formula t table; $t (n-k-1) = t (30-4-1) = t (25) = 1,708$

Description:

“n” is the number of samples

“k” is the number of independent variables.

Based on the partial t-test shown in Table 5, here are some results obtained from the t-test:

1. The first hypothesis shows that the significance value for the product variable (X1) is 0.057. This value is greater than the specified significance level, which is 0.05. Therefore, it can be concluded that hypothesis 1, which states that there is an effect of product on consumptive behaviour during Ramadan in 2024, does not exist.
2. The second hypothesis shows that the significance value for the Price (X2) variable is 0.318. This value is also greater than the significance level of 0.05. Thus, it can be concluded that hypothesis 2, which states that there is an effect of Price on consumptive behaviour during the month of Ramadan in 2024, does not exist.
3. The third hypothesis shows that the significance value for the Place variable (X3) is 0.093. This value is greater than the significance level of 0.05. Therefore, it can be concluded that hypothesis 3, which states the effect of Place on consumptive behaviour during Ramadan in 2024, does not exist.
4. The fourth hypothesis shows that the significance value for the promotion variable (X4) is 0.000. This value is smaller than the significance level of 0.05. Thus, it can be concluded that hypothesis 4 shows the influence of promotion on consumptive behaviour during the month of Ramadan in 2024.

Table 6. Correlation Coefficient (r) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 ^a	0.836	0.810	1.462

a. Predictors: (Constant), X4_Promotion, X3_Place, X2_Price,

b. Dependent Variable: Y1_Perilaku_Konsumtif

(Source: SPSS 2024 Data Processing Results)

Table 6 shows the contribution of each variable, namely product (X1), price (X2), place (X3), and promotion (X4), with an R value of 0.914 (91%) and an R Square value of 0.836 (84%). This R and R Square value shows the ability of this research model to make predictions. Meanwhile, the remaining R value of 8% and R Square of 16% (calculated by $R = 100\% - 91\% = 8\%$ and $R \text{ Square} = 100\% - 84\% = 16\%$) will be explained by other variables outside the existing research model.

CONCLUSION

The results of this study can be concluded as follows: Partially, the Product element of the marketing strategy exerts a positive yet statistically insignificant influence on the consumptive behavior of Bengkulu City residents during Ramadan 2024. Similarly, the Price element shows a positive but not significant impact on consumptive behavior, while the Place element also demonstrates a partially positive but statistically insignificant effect. Conversely, the Promotion element exhibits a significant and positive influence on

the consumptive behavior of residents during Ramadan 2024. Collectively, the four elements of the marketing strategy—Product, Price, Place, and Promotion (the 4Ps in the marketing mix)—have a significant and positive simultaneous effect on the consumptive behavior of Bengkulu City residents during this period.

Based on these findings, several recommendations are proposed to mitigate the tendency toward consumptive behavior among the residents of Bengkulu City. Firstly, residents are encouraged to cultivate a more rational attitude during Ramadan by avoiding excessive consumption and being less susceptible to external influences. Purchases should be made only for essential items and in quantities that align with actual needs. Moreover, it is imperative to exercise self-control by managing desires and refraining from impulsive purchasing behaviors that may lead to irrational consumption patterns.

Additionally, it is recommended that residents adopt a more balanced approach in preparing for Ramadan and Eid celebrations to avoid unnecessary extravagance. Practical measures include avoiding excessive purchases of food for breaking the fast to minimize wastage, limiting the acquisition of new clothing to a reasonable number, refraining from replacing household items such as paint, curtains, furniture, or carpets unless necessary, and preparing Eid dishes in quantities proportional to actual consumption to prevent leftovers. By adopting these strategies, residents can foster a more measured approach to consumption while ensuring their needs are adequately met without excessive spending.

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