

**The Effect of Sales Promotion on Buying Decision
(Case Study of the Blessing Geplak Cake Culinary Business in Parungpanjang District, Bogor)**

Mutmainnah, Ahmad Dimiyati, Dedek Kumara

Universitas Pamulang
dosen01720@unpam.ac.id

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Abstract

This study aims to find out the sales promotion carried out by the Geplak Cake Blessing Culinary Business in Bogor Parungpanjang Subdistrict also find out the purchasing decisions on Geplak Cake Blessing Culinary Business in Bogor Parungpanjang and to find out how big the Sales Promotion Effect on Geplak Cake Buying Decisions Bogor Parungpanjang District. The method used in this study is a descriptive quantitative method, namely through an approach, data collection using questionnaire method (questionnaire) to customers blessing culinary business. The results of the research are sales promotion on the Geplak Cake Blessing Culinary Business in Parungpanjang Bogor District, both of which can be seen from the average score of the variable (X) Sales Promotion 3.89. Purchasing Decisions on the Geplak Cake Blessing Culinary Business in Parungpanjang Bogor District both of these can be seen from the average variable score (Y) of Purchase Decision 3.96. Sales promotion proved to have a positive and significant effect on purchasing decisions on the Geplak Cake Blessing Culinary Business in Parungpanjang, Bogor. This is indicated by regression (R) 0.553 with the regression equation $Y = 24.55 + 0.553X$ The contribution of sales promotion influence on purchasing decisions is 96.1% and the remaining 3.9% is influenced by several other factors and the results of the t-test are t-count greater than t-table $6,789 > 1.666$.

Keywords: Sales Promotion, Purchasing Decisions, Culinary

Abstrak

Penelitian ini bertujuan untuk mengetahui promosi penjualan yang dilakukan pada Usaha Kuliner Kue Geplak Berkah di Kecamatan Parungpanjang Bogor juga mengetahui keputusan pembelian pada Usaha Kuliner Kue Geplak Berkah di Kecamatan Parungpanjang Bogor dan untuk mengetahui seberapa besar Pengaruh Promosi Penjualan pada Usaha Kuliner Kue Geplak Berkah di Kecamatan Parungpanjang Bogor. Keputusan Pembelian Kabupaten Parungpanjang Bogor. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif yaitu melalui pendekatan, pengumpulan data menggunakan metode kuisisioner (kuesioner) kepada pelanggan restoran usaha kuliner. Hasil penelitian adalah promosi penjualan pada Usaha Kuliner Kue Geplak Berkah di Kecamatan Parungpanjang Kabupaten Bogor baik dilihat dari rata-rata skor variabel (X) Promosi Penjualan sebesar 3,89. Keputusan Pembelian pada Usaha Kuliner Kue Geplak Berkah di Kecamatan Parungpanjang Kabupaten Bogor kedua hal tersebut dilihat dari skor rata-rata variabel (Y) Keputusan Pembelian sebesar 3,96. Promosi penjualan terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian pada Usaha Kuliner Kue Geplak Berkah di Parungpanjang Bogor. Hal ini ditunjukkan dengan regresi (R) sebesar 0,553 dengan persamaan regresi $Y = 24,55 + 0,553X$ Besarnya sumbangan pengaruh promosi penjualan terhadap keputusan pembelian sebesar 96,1% dan sisanya sebesar 3,9% dipengaruhi oleh beberapa faktor lain dan hasil uji t adalah thitung lebih besar dari ttabel $6,789 > 1,666$.

Kata kunci: Promosi Penjualan, Keputusan Pembelian, Kuliner



INTRODUCTION

The current development of the business world has an increasingly sharp level of competition for culinary businesses in Indonesia. With the increasingly advanced world and technology, as well as the rapid change in people's tastes, every culinary business is trying to compete to win and maintain its market share to get consumers to want to buy the culinary business products they offer, one of which is the culinary business of geplak cakes in Parungpanjang District, Bogor.

In the sense that culinary businesses use marketing strategies with the aim of improving customer purchasing decisions in making choices. In the business environment accompanied by economic globalization, it has an impact on the 3Cs which include customers, competition and change. Currently, customers are in control of the business, before producers determine what culinary business products should be provided on the market. In this way, purchasing decisions can be used as a tool to obtain new opportunities that arise or to anticipate such tight ones. To survive, develop and be able to compete, culinary businesses must be able to maintain the level of customer satisfaction.

There are various ways to maintain customer satisfaction, one of which is by always improving promotional strategies to be able to determine purchasing decisions. Geplak Cake is a culinary business typical of Pekalongan, Central Java, which has been around for generations since 1992, made from sago, sesame seeds, hot water, salt, sugar and food paste consisting of 3 flavors, namely jackfruit, durian and pineapple. Making this geplak cake still uses traditional tools. Where the segmentation of this culinary business provides food generally for local communities in the Parungpanjang and Tigaraksa environments. According to Agus Hermawan (2021:38) promotion is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to carry out purchasing activities. According to Assael (2010:67), he developed a typology of the consumer decision making process, namely: level of decision making and level of involvement in purchasing. There are four types of consumer purchasing processes, namely: complex decision making, limited decision making, brand loyalty, low involvement purchase intention, limited decision behavior.

Table 1
Geplak Cake Sales Promotion Data

Year	Target	Sale
2019	IDR 65,000,000	IDR 40,000,000
2020	IDR 40,000,000	IDR 25,000,000
2021	IDR 20,000,000	IDR 15,000,000
2022	IDR 17,000,000	IDR 7,000,000

Source: Geplak Cake Culinary Business (2022)

Based on the table above, it can be seen that sales of the Geplak Cake culinary business in Parungpanjang District, Bogor, have declined over the last four years, indicating that sales have experienced a fluctuating decline so that they have not met the specified target. One of the factors causing the decline in sales promotions is advertising, personal selling, sales promotions and publicity, resulting in decision problems. The fluctuating sales that occur in the Geplak Cake Culinary Business are

thought to be caused by the level of promotional strategies that are still low or less than optimal. With the background of this problem, the researcher is interested in conducting more in-depth research on the extent to which sales promotions influence the purchasing decisions of customers of the Geplak Cake Culinary Business to then use it as research to take the title "The Influence of Sales Promotion on Purchase Decisions for Geplak Cakes in the Blessed Culinary Business in Parungpanjang District, Bogor".

Formulation of the problem

Based on the problem identification and problem limitations above, the author formulates the problem as follows:

1. How is the sales promotion for Geplak Cakes at the Berkah Culinary Business in Parungpanjang District, Bogor?
2. What is the decision to purchase Geplak Cake at Berkah Culinary Business in Parungpanjang District, Bogor?
3. Is there an influence of sales promotions on buyers' decisions for Geplak Cakes at the Berkah Culinary Business in Parungpanjang District, Bogor?

Research purposes

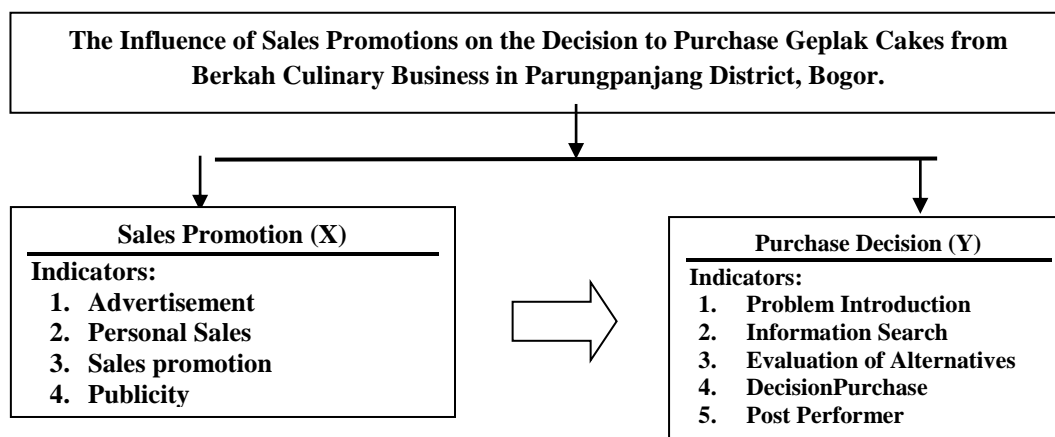
In accordance with the problem formulation that has been determined, the objectives of this research are:

1. To find out about the sales promotion for Geplak Cake at the Berkah Culinary Business in Parungpanjang District, Bogor.
2. To find out the decision to purchase Geplak Cake at the Berkah Culinary Business in Parungpanjang District, Bogor.
3. To determine the effect of sales promotions on purchasing decisions for Geplak Cakes at the Berkah Culinary Business in Parungpanjang District, Bogor.

Research Objectives

In accordance with the problem formulation that has been determined, the objectives of this research are:

1. To find out about the sales promotion for Geplak Cake at the Berkah Culinary Business in Parungpanjang District, Bogor.
2. To find out the decision to purchase Geplak Cake at the Berkah Culinary Business in Parungpanjang District, Bogor.
3. To determine the effect of sales promotions on purchasing decisions for Geplak Cakes at the Berkah Culinary Business in Parungpanjang District, Bogor.



Source: Kotler and Keller (2019:172)

Source: Kotler (2019:147)

Figure 1
Framework of thinking

Hypothesis

1. $H_a: b \neq 0$: There is an influence between sales promotions and the purchasing decision process for Blessed Culinary Business Geplak Cakes in Parungpanjang District, Bogor.
2. $H_o: b = 0$: There is no influence between sales promotions and promotions on purchasing decisions for Blessed Culinary Business Geplak Cakes in Parungpanjang District, Bogor.

According to Machfoedz (2015: 31), sales promotion is an activity that in its application uses techniques, under the control of sales or producers, which can communicate interesting persuasive information about the products offered by the seller either directly or through parties who influence purchasing decisions. . According to Rambat Lupiyoadi (2017:92), sales promotions are activities carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs. According to Stanton, quoted by Buchari Alma (2015: 179), sales promotion is an exercise in information, persuasion and vice versa by persuading people to become information. According to Kotler and Armstrong (2014: 76), sales promotion refers to the activities of communicating and persuading target customers to buy.

According to Schiffman and Kanuk, translated by Ujang Sumarwan (2016: 357), a purchasing decision is the selection of an action from two or more alternative choices. According to Kotler and Keller (2014: 170) purchasing decisions are an evaluation stage, consumers of preferences between brands in the choice set and perhaps also of the intention to buy the most preferred brand.

METHODS

According to Sugiyono (2013:2) "Research methods are basically a scientific way to obtain data with certain aims and uses". The research method used in this research is a quantitative descriptive method. It is called a quantitative descriptive method because the data in the research uses numbers.

The author conducted research and analyzed it at the Geplak Cake Culinary Business, Sukamanah II Village RT02/04 Parungpanjang Village, Parungpanjang sub-district, Bogor Regency, West Java Province Postal Code (16360). The research period took place from October 2022 to December 2022.

In the research, the population selected were consumers of the Geplak cake culinary business, especially people who shopped at shops in Parungpanjang and Tigaraksa in the Geplak cake culinary business, totaling 300 customers in the 6 shops supplied, so the total population was 300. In his book quoted from Husein Umar (2019:91), he explains that to determine the number of samples from the population to be studied, the Slovin method is used with the formula:

$$n = \frac{N}{1 + N(\epsilon)^2}$$

n : Number of samples

N : Total Population

e : Error in taking samples is set at 10%.

In this study random samples were taken at random according to the sample size formula above:

$$n = \frac{N}{1 + N(\epsilon)^2}$$

$$n = \frac{300}{1 + 300(0,10)^2}$$

$$n = \frac{300}{1+300(0,1)}$$

$$n = \frac{300}{1+3}$$

n = n = 75 respondent

The sampling technique used is probability sampling with simple random sampling technique. Probability sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a member of the sample. The data collection method in scientific research is to obtain relevant materials that are accurate and reliable. The data collection technique used in this research is the interview method, namely a method carried out through questions and answers with the owner of the Geplak cake culinary business company in Parungpanjang District. It is a data collection technique in research using a questionnaire containing a list of questions to respondents. The questionnaire is given to respondents who would fill it in with each individual respondent's own opinions and perceptions. The questionnaire used in this research is a direct and closed questionnaire, meaning that the questionnaire is directly given to respondents who can choose one of the alternative answers available.

According to Sugiyono (2015:199), the data analysis method is an activity after data from all respondents or other data sources has been collected. Activities in data analysis are grouping data based on variables and type of respondent, tabulating data based on variables from all respondents, presenting data on the variables studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypotheses that have been proposed. For research that does not formulate a hypothesis, the final step is not carried out. To collect data about the independent variable (X) and the dependent variable (Y), a questionnaire or questionnaire is used where the answers are strongly agree, agree, unsure, disagree and strongly disagree. The measurement scale used in this research is a Likert scale which is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, so it is referred to as research variables (X and Y).

RESEARCH RESULTS AND DISCUSSION

This business is a family business founded by the owner, Mr. Muhtadin, in Parungpanjang District, Bogor in 1992, with its main business in the field of making typical Pekalongan geplak cakes. This business is very rare to find. Making Geplak cake still uses traditional tools. To make Geplak cake, the ingredients used consist of sago, sesame seeds, hot water, salt, sugar and food paste. The food paste is also divided into 3 (three) flavors, namely, jackfruit, durian. and pineapple. The segmentation of this culinary business provides food which is generally for local people or the middle class and is very rare to find in the upper middle class.

Table 2 Respondent Data Based on Gender

No	Gender	Number of Buyers	Percentage
1	Man	41	54.7%
2	Woman	34	45.3%
	Amount	75	100%

Source :Geplak Cake Blessings Culinary Business (2022)

From research conducted at the Geplak Cake Business in Parungpanjang District, Bogor, it shows that male respondents dominate the purchase of Geplak cakes at the Kuliar Berkah Business with a total of 41 people or 54.7% while 34 people or 45.3%.

Table 3 Respondent Data Based on Age

No	Age (Years)	Number of Buyers	Percentage
1	< 17-21	8	10.7%
2	22-26	15	20%
3	27-31	26	34.7%
4	32-36	17	22.7%
5	< 37	9	12%
	Amount	75	100%

Source :Geplak Cake Blessings Culinary Business (2022)

From research that has been carried out on the Geplak Cake culinary business in Parungpanjang District, Bogor, it shows that the respondents studied were 8 people or 10.7% from the age < 17-21 years, then 15 people or 20% from the age of 22-26 years, then 15 people or 20%, then at the age of There were 26 people aged 27-31 years or 34.7% and at the age of 32-36 years there were 17 people or 22.7%, while those aged > 36 years were 9 people or 12%.

Table 4 Respondent Data Based on Type of Work

No	Type of work	Amount	Percentage
1	Learner or Student	9	12%
2	Civil servants	6	8%
3	Employee	11	14.7%
4	businessman	27	36%
5	Etc	22	29.3%
	Amount	75	100%

Source :Geplak Cake Blessings Culinary Business (2022)

From research that has been carried out on the Geplak Cake culinary business in Parungpanjang District, Bogor, it shows that the respondents studied from their type of work dominate the work in purchasing Geplak cakes in the blessing culinary business, namely entrepreneurs, 27 people or 36%, we can see in table 4.3, while school children/students 9 people or 12% then civil servants 6 people or 8% then employees 11 people or 14.7% and others 22 people or 29.3%.

**Table 5
Summary of Sales Promotion Validity Test Results (X)**

No	r-count	r-table	Conclusion
1	0.524	0.224	Valid
2	0.709	0.224	Valid
3	0.625	0.224	Valid
4	0.626	0.224	Valid
5	0.734	0.224	Valid
6	0.758	0.224	Valid
7	0.442	0.224	Valid

Source: Data processed by SPSS (2022)

From table 5 above, it can be seen that the overall value of the r-count has a value that is greater than the t-table, so it can be concluded that the 7 questions are valid.

Table 6 Summary Results of Purchasing Decision Validity Test (Y)

No	r-count	r-table	Conclusion
1	0.454	0.224	Valid
2	0.568	0.224	Valid
3	0.629	0.224	Valid
4	0.743	0.224	Valid
5	0.449	0.224	Valid
6	0.610	0.224	Valid
7	0.632	0.224	Valid
8	0.665	0.224	Valid
9	0.702	0.224	Valid
10	0.724	0.224	Valid

Source: data processed by SPSS (2022)

From table 6 above it can be seen that the overall value of the r-count has a greater value than the t-table so it can be concluded that the 7 questions are valid.

**Table 7
Sales Promotion Item Variant Value (X)**

$\sum X_i$	310	309	308	291	292	276	285	
$\sum X_i^2$	1326	1337	1324	1189	1226	1146	1157	
S_i	0.596	0.852	0.789	0.799	1,189	1,738	0.987	6,948

Ca

Calculating Reliability

Is known : $\sum S_i = 6984$
 $\sum S_t = 18,903$
 $K = 7$

$$\begin{aligned}
 Rca &= \left(\frac{k}{k-1} \right) \left(\frac{\sum S_i}{\sum S_t} \right) \\
 &= \left(\frac{7}{7-1} \right) \left(1 - \frac{6984}{18,908} \right) \\
 &= \left(\frac{7}{6} \right) (1 - 0,3693) \\
 &= (1.166) \times (0.6307) \\
 &= 0.735
 \end{aligned}$$

From the calculation above, it is known that the correlation coefficient Alpha rca = 0.735 is greater than the r table value of 0.224, meaning that the measuring instrument is reliable for use in research.

Table 8 Variants of Purchase Decision Items (Y)

$\sum Y_i$	309	242	255	284	321	324	323	308	310	316	
$\sum Y_i^2$	1319	888	981	1141	1411	1426	1445	1332	1344	1402	
S_i	0.612	1,429	1,520	0.914	0.537	0.495	0.719	0.895	0.836	0.941	5,152

Calculating Reliability

Is known : $\sum S_i = 5,152$
 $\sum S_t = 31,721$
 $K = 10$

$$\begin{aligned}
 Rca &= \left(\frac{k}{k-1}\right) \left(\frac{\sum Si}{St}\right) \\
 &= \left(\frac{10}{10-1}\right) \left(1 - \frac{5.152}{31.721}\right) \\
 &= \left(\frac{10}{9}\right) (1 - 0,1624) \\
 &= (1.111) \times (0,8376) \\
 &= 0.930
 \end{aligned}$$

From the calculation above, it is known that the Alpha rca correlation coefficient = 0.930 is greater than the r table value = 0.224, meaning that the measuring instrument is reliable for use in research.

From these data it is obtained:

$$\begin{aligned}
 X &= \frac{\sum x}{n} = \frac{2081}{75} \\
 Y &= \frac{\sum y}{n} = \frac{2992}{75} \\
 b &= \frac{n \cdot \sum xy - \sum x \cdot \sum y}{n \cdot \sum x^2 - (\sum x)^2} \\
 &= \frac{75 \cdot 83.762 - 2081 \cdot 2992}{75 \cdot 59.085 - (2081)^2} \\
 &= \frac{6.282.150 - 6.226.352}{4.431.375 - 4.330.561} \\
 &= \frac{55.798}{100.814} \\
 &= 0.553 \\
 a &= y - bx \\
 &= 39.893 - (0.553 \times 27.746) \\
 &= 39.893 - 15,343 \\
 &= 24.55
 \end{aligned}$$

From the calculation above, the regression equation can be obtained:

$$Y = 24.55 + 0.553$$

These numbers can be interpreted as follows:

- The constant is 24.55. This means that without being influenced by sales promotions, purchasing decisions have been formed at 24.55 units.
- The regression coefficient for the sales promotion variable (X) is 0.553. This means that sales promotions have a positive effect on purchasing decisions. If sales promotions are increased by 1 unit, it will have an effect on purchasing decisions by 0.553 units. This can be seen from the regression equation $Y = 24.55 + 0.553$

From the regression calculation table above, to find out the relationship between variable X (Sales Promotion) and Variable Y (Purchasing Decision). So the Correlation Coefficient formula is used as follows:

$$\begin{aligned}
 n &= 75 \\
 \sum X &= 2081 \\
 \sum Y &= 2992 \\
 \sum X^2 &= 59.085 \\
 \sum Y^2 &= 121,740 \\
 \sum XY &= 83.762 \\
 r_{xy} &= \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n \cdot \sum X^2 - (\sum X)^2] \cdot [n \cdot \sum Y^2 - (\sum Y)^2]}} \\
 &= \frac{75(83.762) - (2081)(2992)}{\sqrt{[75 \cdot (59.085) - (2081)^2] \cdot [75 \cdot (121.740) - (2992)^2]}}
 \end{aligned}$$

$$\begin{aligned}
 &= \frac{6.282.150 - 6.226.352}{\sqrt{\{4.431.375 - 4.330.561 \times 9.130.500 - 8.952.064\}}} \\
 &= \frac{55.798}{\sqrt{\{100.814 \times 178.436\}}} \\
 &= \frac{55.798}{17.988.85} \\
 &= 0.310
 \end{aligned}$$

From the results of calculation analysis using the Correlation Coefficient formula, there is a positive relationship between the influence of sales promotions on purchasing decisions, namely $r = 0.310$ which is included in the low category (0.20-0.399) so it can be concluded that sales promotion (X) on purchasing decisions (Y) is low.

Next, to find out how much sales promotion affects purchasing decisions is to use the coefficient of determination formula as follows:

$$\begin{aligned}
 \text{K.D} &= r^2 \times 100\% \\
 &= (0.310)^2 \times 100\% \\
 &= 0.961 \times 100\% = 96.1\%
 \end{aligned}$$

This proves that the magnitude of the relationship between variable

Based on the calculation results above, the author carried out a hypothesis test by comparing the t table value with the calculated t. The t table is determined based on the level of significance used and the degree of freedom ($df = n - 2$) whose size depends on the number of samples (n) with a confidence level of 95% and a real level of $\alpha = 0.05\%$ (5%)

$$\begin{aligned}
 \text{Df} &= n - 2 \\
 &= 75 - 2 \\
 &= 73
 \end{aligned}$$

$$t_{\text{table}} (0.05 ; 73) = 1.666$$

The tcount formula is as follows:

$$t_{\text{count}} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where :

- t = t test value
- r = correlation coefficient
- n = number of samples

Is known :

$$r = 0.310$$

$$n = 75$$

$$t_{\text{count}} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t_{\text{count}} = \frac{0,310\sqrt{75-2}}{\sqrt{1-0,310^2}}$$

$$t_{\text{count}} = \frac{0,310\sqrt{73}}{\sqrt{1-0,961}}$$

$$t_{\text{count}} = \frac{2,648}{0,39}$$

$$t_{\text{count}} = 6,789$$

To strengthen the calculation results obtained and to determine the level of truth of the influence between two variables, namely variable x and variable y, the author carried out a hypothesis test with the following steps:

Formulate a hypothesis

H₀: $\rho = 0$ (there is no influence between variable x and variable y)

H_a: $\rho \neq 0$ (there is an influence between variable x and variable y)

Testing significance Sugiyono (2015: 214)

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where:

n = Number of Samples

t = t which is then compared with the t table

rx = Correlation coefficient

Significance level

$\alpha = 5\%$

$t_{(db=n-2)}$

rules, testing:

if t is calculated from t table, then it is significant. >

If t is calculated from the t table, then it is not significant. <

Decision making uses table comparison figures with the following criteria:

If $t_{count} > t_{table}$ H₀ is rejected, H_a is accepted (significant)

If $t_{count} < t_{table}$ H₀ is accepted, H_a is rejected (not significant)

Thus, based on the test results above, $t_{count} > t_{table}$ is $6,789 > 1,666$, which means that H₀ is rejected, and H_a is accepted, meaning that Sales Promotion (X) has a significant influence on Purchasing Decisions (Y).

CONCLUSIONS

Based on the results of the research, a series of data processing and analysis and discussion regarding the influence of sales promotion variables on purchasing decisions in the culinary business Blessing Geplak Cake in Parungpanjang District, Bogor, several conclusions can be drawn, namely:

1. Sales promotion for the culinary business Blessing Geplak Cake in Parungpanjang District, Bogor. This can be seen from the total average score value of 3.89 in the interval 3.41-4.20. From the results it can be concluded that the sales promotion for the culinary business Blessing Geplak Cake in Parungpanjang District, Bogor, based on the respondents' answers, is categorized as Good.
2. Purchasing decisions for the culinary business Blessing Geplak Cake in Parungpanjang District, Bogor. This can be seen from the total average score value of 3.96 in the interval 3.41-4.20. From the results it can be concluded that the purchasing decision for the culinary business Berkah Geplak Cake in Parungpanjang District, Bogor, based on respondents, is categorized as Good.
3. Sales promotions have been proven to have a positive and significant effect on purchasing decisions at the Geplak Blessing Cake culinary business in Parungpanjang District, Bogor. This is shown by regression (R)0.553 with the regression equation $Y = 24.55 + 0.553X$ Correlation coefficient that is 0.310 coefficient of determination results, namely 96.1% t-test results, namely 6,789. The contribution of the influence of sales promotions on purchasing decisions is 96.1% and the remaining 3.9% is influenced by several other factors and the results of the t-test, namely t-count, are greater than t-table $6,789 > 1,666$.

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