

RESEARCH ARTICLE



The Correlation Between Marketing Elements and Consumer Purchase Interest at Suzuki Persada Car Dealer

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Abstract

This study aims to evaluate the impact of each element of the marketing mix on consumer purchase interest, providing valuable insights for Suzuki Persada Car Dealer in developing more effective marketing strategies. The data collection techniques for this research include questionnaires and documentation. The sample in this study consists of 100 consumers interested in purchasing a car at the Suzuki Persada car dealer in Lampung. The results of this study are: (1) the questionnaire instrument used is valid, as the calculated R value is greater than 0.300, (2) the reliability test results, which determine the accuracy of the measuring instruments used, show values of 0.717 for product quality, 0.762 for price, 0.892 for place, 0.745 for promotion, and 0.751 for purchase interest, all of which are greater than the minimum value of 0.6, (3) product quality significantly influences purchase interest by 59.1%, (4) price significantly influences purchase interest by 61.7%, (5) place significantly influences purchase interest by 43.9%, (6) promotion significantly influences purchase interest by 51.5%, (7) product quality, price, place, and promotion significantly influence purchase interest by 80.2%, with the remaining influence coming from other factors.

Keyword: Product Quality, Price, Place, Promotion, And Purchase Interest

Introduction

The population growth in Indonesia has led to an increased demand for goods and services, including cars from Suzuki Persada Lampung Raya Car Dealer in Way Jepara. To remain competitive, the company needs to understand consumer behavior and optimize its marketing mix strategies, which include product, price, place, and promotion (Kotler & Keller, 2020).

Table 1. Sales Data of Suzuki Persada Lampung Raya Car Dealer in Way Jepara for 2019

| Month | Number of Consumers | Number of Cars (units) | % Change in Number of Cars from Previous Month | Notes |
|-----------|---------------------|------------------------|--|-----------------------------|
| January | 3 | 3 | - | Beginning of the year sales |
| February | 4 | 5 | +66.67% | |
| March | 10 | 10 | +100.00% | |
| April | 9 | 9 | -10.00% | |
| May | 8 | 7 | -22.22% | |
| June | 5 | 6 | -14.29% | Sales decrease |
| July | 5 | 5 | -16.67% | |
| August | 11 | 11 | +120.00% | High sales |
| September | 10 | 10 | -9.09% | |
| October | 9 | 10 | +10.00% | |

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| | | | |
|----------|----|----|----------|
| November | 7 | 6 | -40.00% |
| December | 16 | 17 | +183.33% |

Peak sales of the year

Source: Processed Primary Data

Analysis Notes:

% Change in Number of Cars from Previous Month: Measures sales fluctuations from month to month to identify trends and patterns.

Notes: Provides additional context for each month based on sales data.

The sales data for Suzuki Persada Car Dealer shows significant fluctuations in sales throughout 2019. The highest sales were recorded in December with 17 units sold and 16 consumers, while the lowest sales occurred in June with 6 units sold and 5 consumers (Primary Data, 2019). These fluctuations indicate the need for more effective marketing strategies to consistently increase consumer purchase interest.

Suzuki Persada Lampung Raya Car Dealer in Way Jepara, East Lampung, faces intense competition in the automotive industry. To compete, the company must understand consumer behavior and implement appropriate marketing strategies, such as the marketing mix (product, price, place, and promotion) (Kotler & Keller, 2020). High-quality products at competitive prices are key to attracting consumer interest. Strategic location and effective promotion also play crucial roles in attracting consumers (Solomon, 2022). Furthermore, Purba, C. O., & Handayani, H. (2022) prove that promotion significantly affects consumer buying interest in digital products. Azis T. et al (2023) stated that marketing mix can play a role in increasing students' interest in choosing a school. In line with that, Phuksee, T., & Sakulkijkarn, W. (2022) also stated that consumer buying interest in cars in Bangkok, Thailand is significantly influenced by the marketing mix. Meanwhile, Rahayu, S. et al. (2022) found that the marketing mix did not succeed in increasing the intention to visit tourist attractions.

Based on the background and previous research this study aims to examine the influence of the marketing mix on consumer purchase interest at Suzuki Persada Lampung Raya

Car Dealer. The results are expected to provide insights for the company in developing more effective marketing strategies to increase sales and consumer satisfaction. This study also aims to evaluate the impact of each element of the marketing mix on consumer purchase interest, providing valuable insights for Suzuki Persada Car Dealer in developing more effective marketing strategies.

Method

The approach used in this research is quantitative, utilizing statistical analysis to measure the variables being studied. Data collection is carried out using questionnaires designed based on the measurement of relevant variables. This type of research is associative, aiming to determine the relationship between two or more variables and to build theories to explain and predict observed phenomena (Sugiyono, 2020).

Data Collection Techniques

Data collection techniques include interviews and questionnaires. Interviews are used for preliminary studies and to obtain in-depth information. They can be structured or unstructured, and conducted directly or indirectly. Questionnaires are used to collect data through written questions filled out by respondents, either directly or with the help of researchers (Tjiptono, 2018).

Population, Sample, and Sampling Technique

Population: Consumers who visit Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung, with a population of 2,700 people (Sugiyono, 2020).

Sample: The sampling technique used is probability sampling with simple random sampling. Based on the Slovin formula, the sample obtained is 100 respondents with a margin of error of 10% (Mahi 2016).

Sampling Technique: Samples are taken to represent a large population, considering time, funds, and effort (Burhan Bungin, 2019).

Instrument Validity and Reliability

Validity Test: refers to the accuracy of a measurement tool in assessing what it is intended to measure. Arikunto (2020) explains that the product-moment correlation formula is used to determine validity:

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Where :

r_{xy} : correlation index between two halves of the instrument

x : Skor item X

y : Skor item Y

Reliability Test: measures the consistency of a tool, indicating whether it produces similar results across different instances. The Spearman-Brown formula is used to determine reliability:

$$r_{11} = \frac{2r_{\frac{1}{2} \frac{1}{2}}}{1 + r_{\frac{1}{2} \frac{1}{2}}}$$

Where :

r_{11} : reliability of the instrument

$r_{\frac{1}{2} \frac{1}{2}}$: r_{xy} is the correlation index between two halves of the instrument.

Data Analysis Techniques

Data analysis uses multiple regression to predict the value of the dependent variable (consumer purchase interest) based on independent variables (Product, Price, Place, and Promotion)

with the regression model: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$ (Djarwanto & Subagyo, 2018).

Hypothesis Testing

T-Test: Tests the significance of the influence of each independent variable on the dependent variable. Results are determined by comparing the t-value with the t-table or using the significance probability value (Ghozali, 2022).

F-Test: Tests the simultaneous influence of the independent variables on the dependent variable. Results are determined by comparing the F-value with the F-table or using the significance probability value (Ghozali, 2022).

Coefficient of Determination (R^2) Analysis: Measures how well the regression model explains the variation in the dependent variable, with an R^2 value between 0 and 1 indicating the proportion of variation that can be explained by the independent variables (Ghozali, 2022).

Classical Assumption Tests

Normality Test: Examines the data distribution to ensure normality using the Kolmogorov-Smirnov test. H_0 is accepted if the significance value > 0.05 (Santoso, 2009).

Multicollinearity Test: Identifies correlations between independent variables by examining the Variance Inflation Factor (VIF). H_0 is accepted if $VIF < 10$ (Nugroho, 2019).

Heteroscedasticity Test: Detects unequal variance of residuals in the regression model through scatterplot patterns. Data points should be spread without a specific pattern (Sujiyanto, 2020).

Results and Discussion

Definition of Marketing

Marketing is the overall system of business activities designed to plan, set prices, promote, and distribute goods and services to meet the needs of buyers. According to Basu Swastha (2014), marketing encompasses a series of interconnected activities aimed at designing and offering goods and services that satisfy both existing and potential buyers.

Definition of Marketing Mix

Kotler, P., & Armstrong, G. (2022) define the marketing mix as a combination of various strategic elements used by companies to influence consumers and achieve their marketing objectives. The marketing mix consists of four main elements known as the 4Ps: Product, Price, Place, and Promotion. Each of these elements plays a crucial role in designing an effective marketing strategy.

Product

The product is a key element in marketing that determines the survival of the company. According to Supranto and Limakrisna (2022), the product includes goods or services designed to meet the perceived needs of consumers.

Product Indicators

Product indicators include various aspects that influence consumer perceptions of the product, including quality, features, design, brand, and after-sales service. These factors determine how the product is perceived in the market and contribute to consumer satisfaction.

Price

Price is the value set for a good or service that reflects the benefits received by consumers. Kotler and Armstrong (2022) define price as the amount of money charged for a product or service, reflecting the value perceived by consumers.

Price Indicators

Price indicators include pricing strategies, discounts, and pricing policies that can influence the attractiveness and

purchasing decisions of consumers. Pricing should consider costs, demand, and the perceived value of the product in the eyes of consumers.

Place

Place is the distribution mechanism used to move products from the producer to the consumer. Assauri (2018) explains that location and distribution systems play an important role in ensuring products are available to target customers.

Place Indicators

Place indicators include distribution channels, sales locations, and accessibility for consumers. Effective distribution channels and strategic locations can increase the reach of products to consumers.

Promotion

Promotion is a communication activity aimed at influencing consumers to purchase products or services. Buchari Alma (2018) defines promotion as a way to introduce products and influence consumer perceptions through various communication channels.

Definition of Purchase Interest

Purchase interest is a psychological response that arises as a result of feelings (affective) and thoughts (cognitive) towards the desired product or service. Kotler and Keller (2019) explain that purchase interest involves evaluations and decisions influenced by various external and internal factors, such as perceptions of product quality and promotion.

Factors Influencing Purchase Interest

According to Swastha and Irawan (2018), factors influencing purchase interest include product quality, price, promotion, and place. All these factors contribute to consumer purchasing decisions by influencing their perceptions and preferences towards the offered products.

Hypotheses

The hypotheses formulated in this research are:

H1: There is a significant influence of Product on consumer purchase interest at Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung.

H2: There is a significant influence of Price on consumer purchase interest at Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung.

H3: There is a significant influence of Place on consumer purchase interest at Suzuki Persada Lampung Raya Way Jepara Car Dealer.

H4: There is a significant influence of Promotion on consumer purchase interest at Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung.

H5: There is a significant simultaneous influence of the Marketing Mix (Product, Price, Place, and Promotion) on consumer purchase interest at Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung.

Research Respondents

The respondents of this study are consumers visiting the Suzuki Persada Lampung Raya Way Jepara Car Dealer in East Lampung. The number of samples used was determined using the Slovin formula, as suggested by Sugiyono (2017), resulting in a sample of 100 consumers with an accidental sampling technique.

Table 2. Description of Respondents Based on Gender

| Gender | Number | Percentage (%) |
|--------|--------|----------------|
| Male | 12 | 12% |
| Female | 88 | 88% |

Table 3. Description of Respondents Based on Age

| Age | Number | Percentage (%) |
|-------------|--------|----------------|
| <20 years | 11 | 11% |
| 21-30 years | 53 | 53% |
| 31-40 years | 20 | 20% |
| >40 years | 16 | 16% |
| Total | 100 | 100% |

Table 4. Description of Respondents Based on Occupation

| Occupation | Number | Percentage (%) |
|------------------|--------|----------------|
| Student | 29 | 29% |
| Civil Servant | 14 | 14% |
| Private Employee | 32 | 32% |
| Entrepreneur | 14 | 14% |
| Others | 11 | 11% |
| Total | 100 | 100% |

Validity and Reliability Testing

Table 5. Instrument Validity Test Results

| Instrument Item | R Count | R Critical | Description |
|-----------------------|---------|------------|-------------|
| Product (X1) | | | |
| 1 | 0.453 | 0.300 | Valid |
| 2 | 0.600 | 0.300 | Valid |
| 3 | 0.460 | 0.300 | Valid |
| 4 | 0.610 | 0.300 | Valid |
| 5 | 0.559 | 0.300 | Valid |
| 6 | 0.479 | 0.300 | Valid |
| 7 | 0.471 | 0.300 | Valid |
| 8 | 0.560 | 0.300 | Valid |
| 9 | 0.825 | 0.300 | Valid |
| 10 | 0.464 | 0.300 | Valid |
| Price (X2) | | | |
| 1 | 0.736 | 0.300 | Valid |
| 2 | 0.790 | 0.300 | Valid |
| 3 | 0.484 | 0.300 | Valid |
| 4 | 0.426 | 0.300 | Valid |
| 5 | 0.475 | 0.300 | Valid |
| 6 | 0.738 | 0.300 | Valid |
| 7 | 0.765 | 0.300 | Valid |
| 8 | 0.479 | 0.300 | Valid |
| 9 | 0.669 | 0.300 | Valid |
| 10 | 0.445 | 0.300 | Valid |
| Place (X3) | | | |
| 1 | 0.876 | 0.300 | Valid |
| 2 | 0.624 | 0.300 | Valid |
| 3 | 0.614 | 0.300 | Valid |
| 4 | 0.688 | 0.300 | Valid |
| 5 | 0.699 | 0.300 | Valid |
| 6 | 0.798 | 0.300 | Valid |
| 7 | 0.755 | 0.300 | Valid |
| 8 | 0.379 | 0.300 | Valid |
| 9 | 0.767 | 0.300 | Valid |
| 10 | 0.871 | 0.300 | Valid |
| Promotion (X4) | | | |
| 1 | 0.734 | 0.300 | Valid |
| 2 | 0.464 | 0.300 | Valid |
| 3 | 0.547 | 0.300 | Valid |
| 4 | 0.618 | 0.300 | Valid |
| 5 | 0.567 | 0.300 | Valid |

| | | | |
|-----------------------|-------|-------|-------|
| 6 | 0.592 | 0.300 | Valid |
| 7 | 0.456 | 0.300 | Valid |
| 8 | 0.481 | 0.300 | Valid |
| 9 | 0.455 | 0.300 | Valid |
| 10 | 0.625 | 0.300 | Valid |
| Purchase Interest (Y) | | | |
| 1 | 0.519 | 0.300 | Valid |
| 2 | 0.524 | 0.300 | Valid |
| 3 | 0.605 | 0.300 | Valid |
| 4 | 0.765 | 0.300 | Valid |
| 5 | 0.585 | 0.300 | Valid |
| 6 | 0.534 | 0.300 | Valid |
| 7 | 0.670 | 0.300 | Valid |
| 8 | 0.580 | 0.300 | Valid |
| 9 | 0.443 | 0.300 | Valid |
| 10 | 0.473 | 0.300 | Valid |

All instrument items tested showed R Count values greater than R Critical, thus considered valid.

Table 6. Instrument Reliability Test Results

| Variable | Cronbach's Alpha | N of Items | Description |
|-----------------------|------------------|------------|-------------|
| Product (X1) | 0.717 | 10 | Reliable |
| Price (X2) | 0.762 | 10 | Reliable |
| Place (X3) | 0.892 | 10 | Reliable |
| Promotion (X4) | 0.745 | 10 | Reliable |
| Purchase Interest (Y) | 0.751 | 10 | Reliable |

All variables showed Cronbach's Alpha values greater than 0.60, thus declared reliable.

Classical Assumption Test

Table 7. Table Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | | | | | |
|------------------------------------|----------------|-------|-------|-------|-------|-------|
| | | X1 | X2 | X3 | X4 | Y |
| Normal Parameters | N | 100 | 100 | 100 | 100 | 100 |
| | Mean | 29.9 | 31.3 | 31.3 | 29.7 | 31.0 |
| | Std. Deviation | 5 | 5 | 4 | 1 | 0 |
| | Std. Deviation | 4.17 | 4.26 | 3.95 | 3.05 | 3.42 |
| Most Extreme Differences | Absolute | .128 | .103 | .116 | .118 | .130 |
| | Positive | .073 | .079 | .107 | .106 | .085 |
| | Negative | -.128 | -.103 | -.116 | -.118 | -.130 |
| Kolmogorov-Smirnov Z | | 1.28 | 1.02 | 1.15 | 1.18 | 1.30 |
| Asymp. Sig. (2-tailed) | | .174 | .242 | .137 | .123 | .168 |

Source: Primary Data, processed by SPSS 21.

Based on the results, it can be concluded that all variables in this study, namely product, price, place, promotion, and purchase intention, are normally distributed and further research can be conducted. The distribution of points in the normality test is as follows:

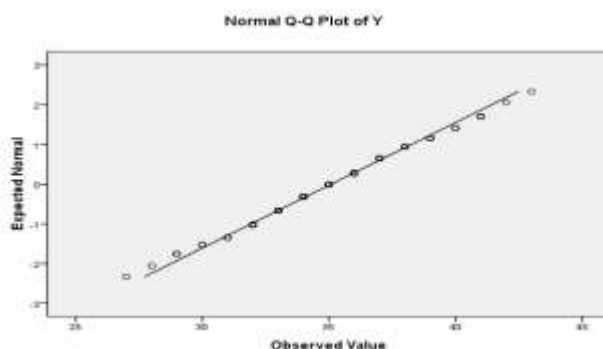


Fig 1. Normality Test Results

Source: SPSS Output

From the graph above, the regression model is deemed appropriate for predicting purchase intention based on the input of independent variables.

Table 8. Table Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|-------|----------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Product (X1) | .468 | 2.135 |
| 2 | Price (X2) | .491 | 2.039 |
| 3 | Place (X3) | .585 | 1.708 |
| 4 | Promotion (X4) | .497 | 2.012 |

Source: Primary Data, processed by SPSS 21.

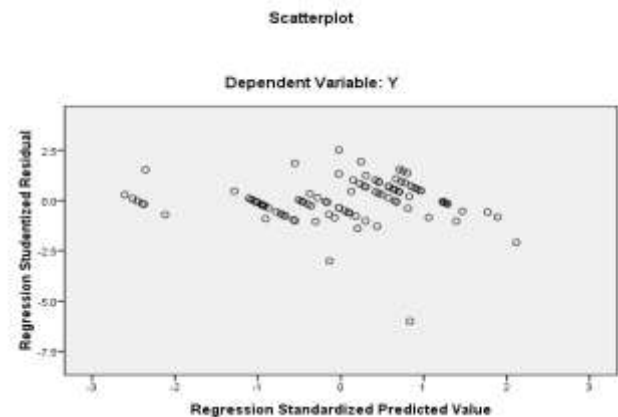


Fig 2. Heteroscedasticity Test Results

Based on the above figure, it can be concluded that this study is free from the assumption of heteroscedasticity, as the data points do not exhibit any pattern and are dispersed both above and below or around the zero line.

Regression Test: Influence of Product Quality, Price, Place, and Promotion on Purchase Intention

Table 9. Table Coefficient of Determination

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.896 | 0.802 | 0.794 | 1.796 |

Source: SPSS Output

In the table above, the R value of 0.896 indicates a strong relationship between product, price, place, and promotion with purchase intention. The R Square value of 0.802 means that 80.2% of the variation in purchase intention is explained by the factors of product, price, place, and promotion, while 19.8% is influenced by other factors.

Table 10. Table Multiple Linear Regression Results

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|----------------|-----------------------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | |
| 1 | | | | |
| (Constant) | 0.889 | 1.851 | | 0.480 |
| Product (X1) | 0.274 | 0.063 | 0.289 | 4.334 |
| Place (X2) | 0.343 | 0.060 | 0.370 | 5.676 |
| Price (X3) | 0.210 | 0.060 | 0.210 | 3.521 |
| Promotion (X4) | 0.273 | 0.084 | 0.211 | 3.256 |

Source: SPSS Output, processed primary data

The multiple linear regression equation is:

$$Y=0.889+0.274X_1+0.343X_2+0.210X_3+0.273X_4$$

Explanation:

Constant (0.889): The purchase intention value when all independent variables (product, price, place, and promotion) are 0.

Product (X1): Each unit increase in the product variable increases purchase intention by 0.274 points or 27.4%.

Place (X2): Each unit increase in the place variable increases purchase intention by 0.343 points or 34.3%.

Price (X3): Each unit increase in the price variable increases purchase intention by 0.210 points or 21.1%.

Promotion (X4): Each unit increase in the promotion variable increases purchase intention by 0.273 points or 27.3%.

Table 11. Table ANOVA Table

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|-------|
| Regression | 1244.474 | 4 | 311.119 | 96.502 | 0.000 |
| Residual | 306.276 | 9 | 3.224 | | |
| Total | 1550.750 | 9 | | | |

Source: SPSS Output

The F value of 96.502 is greater than the F table value of 2.70, indicating that the hypothesis H5 (product, price, place, and promotion affect purchase intention) is accepted.

Discussion

The multiple linear regression test shows that product, price, place, and promotion significantly affect purchase intention. With an R Square value of 0.802, it means that 80.2% of the variation in purchase intention can be explained by these variables, while the remainder is influenced by other factors. Each independent variable makes a significant contribution to purchase intention, with price and place having the greatest impact.

Conclusions and Recommendations

Based on the analysis of the impact of the marketing mix (product, price, place, and promotion) on consumer purchase intention at the Suzuki Persada Lampung Raya Way Jepara Lampung Timur dealership, the following conclusions are drawn, Product has an influence of 27.40% on consumer purchase intention. Price has an influence of 34.30% on consumer purchase intention. Place has an influence of 21.10% on consumer purchase intention. Promotion has an influence of 27.30% on consumer purchase intention. Collectively, product, price, place, and promotion account for 80.20% of the influence on consumer purchase intention.

Based on these conclusions, the following recommendations are proposed: Enhance Product and Service Quality: The company should improve the quality of its products, pricing, and services to better motivate consumers to purchase cars. Strengthen Consumer Assurance: The company needs to better convince consumers to positively influence their perception of the car products offered. Focus on Location: The company should address issues related to parking, traffic, and the layout within the dealership to boost consumer confidence, and improve approach and promotion: The company should adopt more effective strategies to engage with consumers and

enhance promotional efforts to persuade them in choosing the company's products.

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