

EFFECT OF PRODUCT INNOVATION AND MARKETING STRATEGY ON CONSUMER PURCHASE DECISIONS IN INDONESIA'S LIGHTWEIGHT ROOF STEEL INDUSTRY

Haudi¹, Hadion Wijoyo², Yoyok Cahyono³

¹Sekolah Tinggi Agama Buddha Dharma Widya, Indonesia

²STMIK Dharmapala Riau, Indonesia

³Universitas Pramita Indonesia, Indonesia

Email: ¹haudi.stabdw@gmail.com

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ABSTRACT: This study aims to determine the effect of product innovation and marketing strategies on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia. The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research product innovation have a significant effect on purchasing decisions by 41.3%, hypothesis testing obtained $t_{count} > t_{table}$ or $(8,134 > 1.986)$. Marketing strategy has a significant effect on purchasing decisions by 38.8%, hypothesis testing is obtained $t_{count} > t_{table}$ or $(7,721 > 1.986)$. Product innovation and marketing strategy simultaneously have a significant effect on purchasing decisions with the regression equation $Y = 10.619 + 0.390X_1 + 0.355X_2$. The contribution of the influence is 50.3%, the hypothesis test is obtained $F_{count} > F_{table}$ or $(47,111 > 2,700)$.

KEYWORDS: Product Innovation, Marketing Strategy, Purchasing Decision.

I. INTRODUCTION

Indonesia is a state that has the advantage of being a safe and reliable industry sector, with a large part relying on the use of local raw materials. No exception to the light roof steel industry players who are currently growing slowly shifting the wood industry mainly from several components that can be replaced with steel. This industry is one of the drivers of economic growth in Indonesia. The Alpis Seng Steel Industry Association has received more attention because of its rapid growth, where the government always encourages industry players to have the ability to have a performance that is very efficient, productive and has a high global high level of power (Tambunan, 2012). The world is always developing and there are more and more competitors that cannot be avoided. There is competition for business to make efforts to be exposed to various opportunities and threats both from within the country and from abroad. Competitors in business make efforts to make efforts to be competitive. The massive development of infrastructure and property has made the need for supply of various types of mild steel to increase sharply, including coated steel. However, this growth in the infrastructure and property sectors has not been enjoyed by domestic manufacturers of light steel imports. The rise of imported mild steel, particularly from China and Vietnam, is still a challenge for the domestic steel industry. Although the government plans to hold back the potential overflow of imported steel due to the effects of the trade war between the United States and China, until now, 70% of steel consumption including mild steel is still supplied. of imported products. This is a challenge for business actors to avoid that the quality of the domestic steel industry is no less competitive than imported products that do not have standards. Based on data from SEAISI, China's need for armored steel is only 47.8 million tons, but production reaches 90.2 million tons. Meanwhile, Vietnamese steel needs only 1.52 million tons, but production can reach 3.49 million tons. This excess production has made the two countries sell it to other countries such as Indonesia. The development of the steel industry in these two countries is of course due to government intervention in providing support to industries such as free land to build factories, natural gas pricing policies, tax rebate policies for product exports. This not only supports the ability of the two countries to increase production capacity but is also able to provide prices that are much more competitive than domestic products. Such conditions should be the concern of zinc roofing steel business actors in implementing their marketing strategy so that they are able to optimize their production capacity and still have to compete with substandard products that are sold at low prices so as to distort the market and harm Indonesian consumers, because they do not know that the product is they buy is a non-standard product and does not have a corrosion-resistant guarantee so as to increase consumer buying interest both locally and internationally. With mild steel which has high quality and lightweight properties, it is a mainstay for sturdy building construction. Currently there are

many types of mild steel on the market, some of which have high tensile strength. Zimmererd and Carborough (2005: 79) state that to win competition, while building a competitive advantage is not sufficient, the key to its success is to build a sustainable competitive advantage. The success of a company depends on the strategy that is generally used by its product orientation and innovation. Purchasing decisions are consumer attitudes in determining a decision before making a purchase (Atmaja & Adiwinata, 2013). According to Kotler & Armstrong (2016), a purchase decision is a buyer's decision regarding what they want to buy.

Problem Formulation

- a. Is there any influence between product innovation on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia?
- b. Is there any influence between marketing strategies on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia
- c. Is there a simultaneous influence between product innovation and marketing strategy on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia?

Research Objectives:

- a. This is to determine the effect of product innovation on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia
- b. This is to determine the effect of marketing strategies on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.
- c. To determine the effect simultaneously between product innovation and marketing strategy on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.

II. METHODS

According to Sugiyono (2016), "The research model is a synthesis that reflects the relationship between the variables studied and is a guide to solving research problems and formulating hypotheses in the form of a flowchart equipped with qualitative explanations". In this study the research model created as follows:

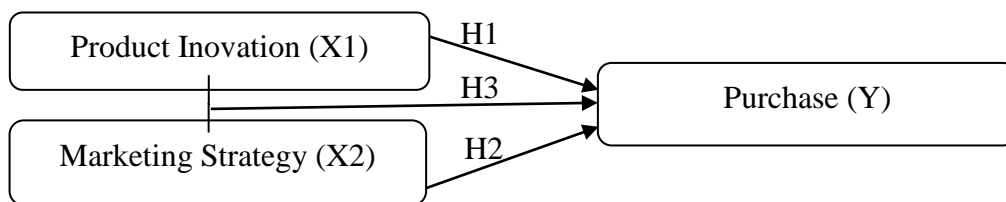


Fig 1. Model of Research

The hypothesis that the researchers propose is as follows:

- H1: It is suspected that there is a significant influence between product innovation on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.
- H2: It is suspected that there is a significant influence between marketing strategies on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.
- H3: It is suspected that there is a significant influence between product innovation and marketing strategy simultaneously on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.

Population is a set of objects that are determined through certain criteria which will be categorized into the object to be studied. According to Sugiyono (2016) defining population is the number of generalization areas consisting of objects or subjects that have the qualities and characteristics set by the researcher and then draw conclusions. The population in the study amounted to 96 consumer respondents in the Light Roof Steel Industry in Indonesia According to Sugiyono (2016), namely "The sample is the number and characteristics of the population". While Suharsini Arikunto (2010) argues that "The sample is part or representative of the population under study". The sampling technique in this research is saturated sample, where all members of the population are sampled. Thus the sample in this study amounted to 96 respondents. The type of research used is associative, where the goal is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

III. RESULT AND DISCUSSION

In this test used the validity test and reliability test. The validity test is intended to determine the accuracy of the data regarding the suitability between what is being measured and the measurement results. According to Sugiyono (2016) "Valid means that there are similarities between the collected data and the real data". Meanwhile, Ghazali (2013) argues that "A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire." To test the validity, the 2 tailed significance value is seen compared to 0.05 provided that:

- 1) If the 2 stringed significance value <0.05, then the instrument is valid,
 - 2) If the 2 stringed significance value > 0.05, then the instrument is invalid,
- From the test results, it is obtained that each item statement for all variables obtained a 2 tailed significance value of 0.000 <0.05, thus the instrument is valid.

The next test is the reliability union. The reliability test analysis model used in this study is the Alpha Cronbach model. According to Ghazali (2013), "reliability is a tool for testing the consistency of respondents' answers to the questions in the questionnaire. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time. "The measurement was carried out using Cronbach's Alpha analysis. Ghazali (2013) classifies the value of Cronbach's Alpha as follows:

- 1) If the value of Cronbach's Alpha > 0.60, it is declared reliable
- 2) If the value of Cronbach's Alpha <0.60, it is declared unreliable,

The test results are as follows:

Table 1. Reliability Testing Results

Variable	Cronbach's Alpha	Standar Kritis Alpha	Result
Product Inovation (X1)	0,764	0,600	Reliable
Marketing Strategic (X2)	0,742	0,600	Reliable
Purchase (Y)	0,720	0,600	Reliable

Based on the results of the above testing, all product innovation variables (X1), marketing strategy (X2) obtained a Cronbach alpha value > 0.600. Thus it is declared reliable. The classical assumption test is intended to determine the accuracy of a data. According to Singgih Santoso (2011) "A regression model will be used to make forecasts, a good model is a model with minimal forecast errors". Therefore, a model before it is used should satisfy several assumptions, which are commonly called classical assumptions. In this study, the classical assumption tests used were: normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test. The results are as follows:

a. Normality test

The normality test is done to test whether the regression model, the dependent variable and the independent variable are normally distributed or not. The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

Table 2 Kolmogorov-Smirnov Normality Results

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase(Y)	.089	96	.059	.975	96	.063
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Based on the test results in the table above, a significance value of 0.200 is obtained where the value is greater than the value of $\alpha = 0.050$ or $(0.059 > 0.050)$. Thus, the assumption of the distribution of the equation in this test is normal.

b. Multiconilierity Test

Mutlycolinearity testing is conducted to ensure that the independent variables do not have multicollinearity or do not have a correlation effect between the variables that are determined as models in the study. The

multicollinearity test is carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

Table 3 Multicollinearity Test Results with Collinearity Statistic.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	10.619	2.954			
	Product Innovation (X1)	.390	.084	.421	.648	1.543
	Marketing Strategic (X2)	.355	.086	.373	.648	1.543

a. Dependent Variable: Purchase(Y)

Based on the test results in the table above, the tolerance value for each independent variable is 0.648 <1.0 and the Variance Inflation Factor (VIF) value is 1.543 <10, thus this regression model does not occur multicollinearity.

d. Autocorrelation Test

Autocorrelation testing is used to determine whether or not there are correlation deviations between sample members. The test was carried out with the Darbin-Watson test (DW test). The test results are as follows:

Table 4. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.709 ^a	.503	.493	2.516	2.078

a. Predictors: (Constant), Marketing Strategic(X2), Product Innovation (X1)
 b. Dependent Variable: Purchase (Y)

The test results in the table above show that the Durbin-Watson value is 2,078, this value is between the interval 1,550 - 2,460. Thus the regression model stated that there was no autocorrelation disorder.

Heteroskedasticity test

Heteroscedasticity testing is intended to test whether in a regression model there is an inequality of residual variance. The test results are as follows:

Table 5. Heteroskedasticity Test Results with the Glejser Test Model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.319	1.772		.745	.458
	Product Innovation X1)	-.048	.050	-.121	-.945	.347
	Marketing Strategic (X2)	.065	.052	.159	1.248	.215

a. Dependent Variable: RES2

The test results using the jglejser test obtained the Sig. > 0.05. Thus regression model there is no heteroskedasticity disorder.

Descriptive Analysis

In this test, it is used to determine the minimum and maximum score, the mean score and the standard deviation of each variable. The results are as follows:

Table 6. Results of Descriptive Statistics Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product Innovation (X1)	96	32	48	38.31	3.820
Marketing Strategic (X2)	96	30	45	38.29	3.713
Purchase (Y)	96	32	46	39.14	3.532
Valid N (listwise)	96				

The product innovation obtained a minimum variance of 32 and a maximum variance of 48 with a mean score of 38.31 with a standard deviation of 3.820. Marketing strategy obtained a minimum variance of 30 and a maximum variance of 45 with a mean score of 38.29 with a standard deviation of 3.713. The purchase decision obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 39.14 with a standard deviation of 3.532.

Verification Analysis.

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 7. Results of Multiple Linear Regression Testing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.619	2.954		3.595	.001
	Product innovation (X1)	.390	.084	.421	4.644	.000
	Marketing Strategic (X2)	.355	.086	.373	4.109	.000

Based on the test results in the table above, the regression equation $Y = 10.619 + 0.390X1 + 0.355X2$ is obtained. From this equation it is explained as follows:

- 1) A constant of 10.619 means that if there is no product innovation and marketing strategy, there is a purchase decision value of 10.619 points.
- 2) The product innovation regression coefficient is 0.390, this figure is positive, meaning that every time there is an increase in product innovation of 0.390, the purchase decision will also increase by 0.390 points.
- 3) The marketing strategy regression coefficient is 0.355, this figure is positive, meaning that every increase in marketing strategy is 0.355, the purchase decision will also increase by 0.355 points.

Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable either partially or simultaneously. The test results are as follows:

Table 8. Results of Testing Correlation Coefficient of Product Innovation on Purchasing Decisions.

Correlations^b

		Product Innovation (X1)	Purchase (Y)
Product Innovation (X1)	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
Purchase (Y)	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.643 means that product innovation has a strong relationship with purchasing decisions.

Table 9. Results of Correlation Coefficient Testing of Marketing Strategies on Purchasing Decisions.

Correlations ^b		Marketing (X2)	Purchasing (Y)
Marketing (X2)	Pearson Correlation	1	.623**
	Sig. (2-tailed)		.000
Purchasing (Y)	Pearson Correlation	.623**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.623 means that the marketing strategy has a strong relationship with purchasing decisions.

Table 10. Results of Testing the Correlation Coefficient of Product Innovation and Marketing Strategy simultaneously on purchasing decisions..

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.493	2.516

a. Predictors: (Constant), Marketing (X2), Product Innovation (X1)

Based on the test results obtained a correlation value of 0.709 means that product innovation and marketing strategies simultaneously have a strong relationship with purchasing decisions.

Analysis of the coefficient of determination

The coefficient of determination analysis is intended to determine the percentage of influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 11. The results of testing the coefficient of determination of product innovation on purchasing decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.407	2.720

a. Predictors: (Constant), Product Innovation (X1)

Based on the test results, it was obtained a determinant value of 0.413, meaning that product innovation had a 41.3% influence on purchasing decisions.

Table 13. Results of Testing the Coefficient of Determination of Marketing Strategies on Purchasing Decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623 ^a	.388	.382	2.778

a. Predictors: (Constant), Marketing Strategic (X2)

Based on the test results, it was found that the determination value was 0.388, meaning that the marketing strategy had a 38.8% contribution to the purchasing decision.

Table 14. Results of Testing the Coefficient of Determination of Product Innovation and Marketing Strategy on Purchasing Decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.493	2.516

a. Predictors: (Constant), Marketing (X2), Product Innovation (X1)

Berdasarkan hasil pengujian diperoleh nilai determinasi sebesar 0,503 artinya inovasi produk dan strategi pemasaran secara simultan memiliki kontribusi pengaruh sebesar 50,3% terhadap keputusan pembelian, sedangkan sisanya sebesar 49,7% dipengaruhi faktor lain.

Hypothesis

testing

Hypothesis testing with the t test is used to determine which partial hypothesis is accepted. The first hypothesis: There is a significant influence between product innovation on purchasing decisions.

Table 15. Hypothesis Test Results on product innovation on purchasing decisions.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.370	2.813		5.820	.000
	Innovation (X1)	.594	.073	.643	8.134	.000

a. Dependent Variable: purchase (Y)

Based on the test results in the table above, the value of t count > t table or (8.134 > 1.986) is obtained, thus the first hypothesis that is proposed is that there is a significant influence between product innovation on purchasing decisions is accepted.

Table 16. Hypothesis Test Results of Marketing Strategies on Purchasing Decisions.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.444	2.952		5.569	.000
	Marketing (X2)	.593	.077	.623	7.721	.000

a. Dependent Variable: Purchase (Y)

Berdasarkan hasil pengujian pada tabel di atas, diperoleh nilai t hitung > t tabel atau (7,721 > 1,986), dengan demikian hipotesis kedua yang diajukan bahwa terdapat pengaruh yang signifikan antara strategi pemasaran terhadap keputusan pembelian diterima.

Simultaneous Hypothesis Test (Test F)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis: There is a significant influence between product innovation and marketing strategy on purchasing decisions.

Table 17. Hypothesis Test Results Product innovation and marketing strategy on purchasing decisions.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	596.490	2	298.245	47.111	.000 ^b
	Residual	588.750	93	6.331		
	Total	1185.240	95			

Based on the test results in the table above, the calculated F value > F table or (47,111 > 2,700) is obtained, thus the third hypothesis proposed that there is a significant influence between product innovation and marketing strategy on purchasing decisions is accepted.

Effect of product innovation on purchasing decisions

From the analysis, it was found that the product innovation variable had a significant effect on purchasing decisions with a correlation value of 0.643 which means that the two variables had a strong relationship with the contribution of the influence of 41.3%. Hypothesis testing obtained the value of t count > t table or (8,134 > 1,986). Thus the first hypothesis proposed that there is a significant effect between product innovation on purchasing decisions is accepted.

The Effect of Marketing Strategy on Purchasing Decisions

From the analysis, it was found that the marketing strategy variable had a significant effect on purchasing decisions with a correlation value of 0.623, which means that the two variables had a strong relationship with an influence contribution of 38.8%. Hypothesis testing obtained the value of t count > t table or (7,721 > 1,986). Thus, the second hypothesis proposed that there is a significant effect between marketing strategies and

purchasing decisions is accepted.

Effect of product innovation and marketing strategy on purchasing decisions

From the analysis, it was found that the variable product innovation and marketing strategy had a significant effect on purchasing decisions by obtaining the regression equation $Y = 10.619 + 0.390X_1 + 0.355X_2$, the correlation value was 0.709, meaning that the two variables had a strong relationship with the contribution of influence of 50.3% while the rest amounting to 49.7% influenced by other factors. Hypothesis testing obtained the value of $F_{count} > F_{table}$ or $(47,111 > 2,700)$. Thus the third hypothesis that is proposed that there is a significant effect between product innovation and marketing strategy on purchasing decisions is accepted.

IV. CONCLUSIONS

Product innovation has a significant effect on purchasing decisions with a correlation value of 0.643 or strong with an influence contribution of 41.3%. Hypothesis testing obtained the value of $t_{count} > t_{table}$ or $(8.134 > 1.986)$. Thus there is a significant influence between product innovation on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia. Marketing strategy has a significant effect on purchasing decisions with a correlation value of 0.623 or strong with an influence contribution of 38.8%. Hypothesis test obtained $t_{value} > t_{table}$ or $(7,721 > 1,986)$. Thus there is a significant influence between marketing strategies on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia. Product innovation and marketing strategy have a significant effect on purchasing decisions with a correlation value of 0.709 or strong with an influence contribution of 50.3% while the remaining 49.7% is influenced by other factors. Hypothesis testing obtained the value of $F_{count} > F_{table}$ or $(47,111 > 2,700)$. Thus there is a significant influence between product innovation and marketing strategy simultaneously on consumer purchasing decisions in the Light Roof Steel Industry in Indonesia.

Companies in the zinc roofing steel industry must carry out a better market orientation to be able to create good product innovations,

Companies in the zinc roofing steel industry must carry out a better market orientation to be able to create good market performance, the need to increase the innovation of new products that will make consumers interested in purchasing and able to increase purchase interest Companies in the zinc roofing steel industry must be able to implement a more precise and effective marketing strategy in order to increase consumer interest in making purchases Companies in the zinc roofing steel industry must do a better market orientation so that they can produce more product innovations and improve their marketing performance.

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