

Analysis of Factors Influencing Consumer Decision to Purchase Le Minerale in Depok

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Abstract : This purpose of this research is to know what factors that influencing consumers decision to purchase Le Minerale in Depok. The type of this research is a quantitative descriptive study. The population of this research is the residents Depok Age 16 – 24 years old (Gen Z). Sampling using purposive sampling which is included in the type of nonprobability sampling technique with a minimum sampling size determined using the iteration formula (n: 117). Data collection techniques through questionnaires and Forum Group Discussion (FGD). The questionnaire was tested by using Pearson product moment validity test and reliability test using Alpha Cronbach formula. The results showed that residents of Depok price is the most influential factor in making purchasing decisions for Le Minerale, , and for the results of the product analysis, it has an influence in making purchasing decisions, last but not least is promotion, we know that promotion is also a factor that influences decisions purchase Le Minerale.

Keywords : Purchase Decision; Consumer Behavior; Le Minerale; Depok.

INTRODUCTION

Intense competition occurs between similar and dissimilar producers in all industry. One of the industries with intense competition is the FMCG (Fast-Moving Consumer Goods) industry, plenty of company comes up with the same product that need consumer to choose between one brand to another. Although the competition between one brand to another is a natural thing, a company need to make a strategy for wining the competition and gain consumer liking. So to win the competition, each companies must develop their product, so that can be in demand by consumers. Along with the intense competition between companies, consumer buying interest in Indonesia is also very high, especially in the FMCG industry. One of the products from the FMCG industry that has become a very important need for consumers is mineral water, which mean the need for healthy mineral water is increasing. The company which is engaged in the mineral water business is increasing and their marketing network continues to grow, creating a fierce competition. In this condition requires every

company to continue to try and be creative in creating or developing products that are in accordance from consumer needs, liked, trusted, and able to compete in the market.

Therefore, companies that want to win over consumers in the market need to understand their consumer behavior. By understanding consumer behavior in deciding to buy mineral water, the company can actually find out what the consumer needs, desires and consumer decision processes are. In addition, the company can also find out market opportunities that may be met by the company's products. Understanding the consumer is very important to achieve successful behavioral marketing. To find out consumers behaviour through the product, companies need to do research on the factors contained in these products that can encourage the creation of a purchasing decision.

Le Minerale is a brand of bottled drinking water in Indonesia, produced by PT Tirta Fresindo Jaya which is a subsidiary of Mayora Indah that engaged in the beverage sector. Apart from Le Minerale, the

company also produces The Pucuk Harum, Kopiko 78 and Q Guava. Le mineral also known for their branding which is a water that comes from mountain springs which are taken from a depth of 100 meters underground and bottled directly at the source using a mineral protection system without being touched by human hands and have a sweetness taste. Le mineral having a few competitors such as Aqua, Nestle Pure Life and Pristine.

According to Kotler (2007: 203) explains that consumers get stimulation from outside which consists of the marketing mix (products, price, place, promotion), economics, technology, politics, culture that affect the black box of buyers (Cultural, social, personal, and psychological) and generate responses from buyers to make purchasing decisions. So by analyzing the marketing mix which is price, product and promotion that influence purchasing decisions, and this is also reinforced by studies from Tedjakusuma (2001), Abubakar (2005), Nabhan and Kresnaini (2005), Satmoko (2005) and Wijayanti (2008) which state that product, price and promotion is influence purchasing decisions. Companies can also assess which factors are not in accordance with consumer wants and needs, from the results of these studies the company can develop and improve in order to better satisfy consumers. Consumer attitudes in deciding to buy Le Mineral products will definitely start with problem identification, information seeking, brand evaluation and selection, outlet selection and purchase, and post-purchase process (Mothersbaugh & Hawkins).

LITERATURE REVIEW

Consumer Behavior

Schiffman & Kanuk (1997: 648) said that to describe consumer behavior as: "The behavior that consumers showing in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." Schiffman & Kanuk (1997: 6-7) also interpret the description by explaining that

consumer behavior is, therefore, the study of how individuals make decisions to spend their accessible resources such as time, money, and effort on consumption-related items. It includes the research of what, why, when, where and how often they purchase and how they use the purchased product. Besides, it covers all the behaviors that consumers display in searching for, purchasing, using, evaluating and waste of products and services that they expect will satisfy their needs.

Consumer Decision Process

London & Della Bitta (1993:486), Hawkins et.al (1998:501), Lamb et.al (1999:91), Kotler (2003:204) in Chan (2010:47), explain that in general the decision process The purchase consists of five stages, namely:

- a. Problem recognition (need recognition), the buying decision process begins with consumers who are aware of the main problem or need to be met.
- b. Information search, which consists of private, commercial, public and experiential sources.
- c. Evaluation of alternatives (evaluating several alternatives), the number of criteria that consumers identify depends on the type of product, the consumer and the situation.
- d. Purchase decision (purchase decision), in the evaluation stage, consumers form a preference among brands on a series of choices and will also form an intention to purchase the most favor brand.
- e. Postpurchase behavior (post-purchase behavior)

In this study, only the information search stage will be used because researchers want to know how consumers search for information on fertilizer products so that researchers can later formulate appropriate promotional strategies based on information searches carried out by consumers.

Promotion

According to Tjiptono (2015:387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile Kotler and Armstrong (2012:76) also explain that promotion is an element used to inform and convince the market about new products or services in the company through some advertising, personal selling, promotions, and publications. And the target of the advertising is to make and evolve the image of a product in the market zone. It is one of the significant tools of competition which saves the dynamism of industry. Promotion mix determines the positioning of the product in the target market. It should be considered as an expense and hence added to the cost of a product (Borden & Marshall, 1959).

Price

According to Fandy Tjiptono (2014) Price is the only element of the marketing mix that provides income or income for the company, while the three elements (product, distribution and promotion) cause expenses to arise. Besides, the price is elements of the marketing mix that are flexible, meaning they can be changed easily and quickly. So in order to be successful in its business, a company must be able to set the right price because this can affect the success in marketing the product or service.

Product

Product consists of goods and service, which is offered by its company to a consumer. According to Sudaryono (2016: 207) the product is a something that is offered to the market for attention, possession, used, or consumed so as to satisfy wants and needs. Kotler (2002:448) also explains that a product is anything that can be offered to a market to satisfy a want or need of consumers. Products that can be sold include physical goods, services, experiences, events, people, places, properties, organizations and ideas.

METHODE

This research uses a quantitative descriptive analysis, and doing surveys with two types of data which is primary data and secondary data research:

- Primary Data : This data is a basic data that collected by the researcher directly from the first source or the place where the research object was carried out. In this research, researchers decide that primary data sources were acquired from the questionnaire method addressed to the research sample and the Forum Group Discussion (FGD) conducted with related business practitioners.
- Secondary Data : Secondary data is a data that has been processed first and only obtained by researchers from other sources as additional information, this data that has been collected by the researcher in addition to solving the problem at hand. In this research the researcher using the secondary data sources that comes from previous researchers such as literature, articles, journals and web sites on the internet that related to the research.

Population and Sample

- Population : The population is a total number that consist of objects/subjects that have same qualities and characteristics determined by researchers to be studied and then make a conclusions (Sugiyono, 2013). The population used in this research are all residents who live in the city of Depok with several criteria :
 - Male / Female
 - Age 16 – 24 years old (Gen Z)
 - Up to date on lifestyle trend
- Sample : The sample is a part of the number and characteristics comes from the population. If the population is large, and the researcher is incapable to study everything in the population, such as limited funds, manpower and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions will be applicable to the population (Sugiyono, 2013). The sampling technique that used by the researcher

is non-probability sampling, with certain considerations. The sample in this research uses purposive sampling which is included in the type of non-probability sampling technique, usually the researcher takes samples by determining special characteristics that are in accordance with the research objectives. The characteristics of the sample to be taken are residents of Depok and someone who aged 16-14 years old.

The total population in this research is all residents who lives in Depok which is approximately 412487 residents according to Badan Pusat Statistik (BPS) in 2020. In this study, the researcher narrow the population, namely the number of all residents as many as 412487 by calculating the sample size which is done using the Slovin technique according to Sugiyono (2013). This research uses the Slovin formula because in sampling, the number must be representative so that the research results can be obtained generalizable and the calculation does not require a table of the number of samples, but it can be done with simple formulas and calculations.

The Slovin formula for determining the sample is as follows:

$$n = N / (1 + (N \times e^2))$$

Details:

- n = Sample amount
- N = Population amount
- E = Percentage of allowance for accuracy of sampling error that is still can be tolerated ; e=0.1
- In the Slovin formula there are the following provisions:
- The value of e = 0.1 (10%) can be used for a large population
- The value of e = 0.2 (20%) can be used for a small population. So the range of samples that can be taken from the Solvin technique is between 10-20% of the study population.

The total population in this research were 412487 residents, so the percentage of allowance used is 10% because its included in a large population and the result is calculations can be rounded off to achieve conformity. So to know research sample, with the following calculations:

$$n = 412487 / (1 + (412487 \times 0,1^2))$$

$$n = 412487 / 4125,87$$

$$n = 99,97 \text{ rounded up to } 100 \text{ respondents}$$

Data Collection Technique

In this research, the data that has been collected by reseacher was carried out by distributing a questionnaires with the questions answered using a Likert scale as an alternative answer with the following details:

Table 1: Alternative Answer

No.	Alternative Answer	Value
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Research Instrument Test

Before processing the data results, a questionnaire was first tested on the results of 20 respondents through validity and reliability tests. Validity according to Sugiyono (2016:177) in Setiawan, Utari, & Hartati (2019:592) shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item.

The validity test was executed on 20 respondents, so the summarized results can be shown in table 2 below:

Table 2 : Validity test

Question	Rtable	Rcount	Description
1	0,378	0,732	Valid
2	0,378	0,553	Valid
3	0,378	0,551	Valid
4	0,378	0,42	Valid
5	0,378	0,545	Valid
6	0,378	0,476	Valid
7	0,378	0,403	Valid
8	0,378	0,496	Valid
9	0,378	0,612	Valid
10	0,378	0,734	Valid
11	0,378	0,629	Valid
12	0,378	0,751	Valid
13	0,378	0,447	Valid
14	0,378	0,685	Valid
15	0,378	0,798	Valid
16	0,378	0,564	Valid
17	0,378	0,658	Valid
18	0,378	1	Valid

The results of the validity test on the question items regarding the source of information (table 2) all of the question have a value of rcount > rtable so that the question items are considered valid.

Reliability test is a test that shows the extent to which the measurement can be give relatively no different results, repeated measurements are made on the subject the same one. According to Priyatno

(2014: 64) the reliability test was carried out to "know the constancy or consistency of measuring instruments that usually use questionnaires". Reliability test using SPSS with Cronbach Alpha. According to Sugiyono (2012: 220) in Zahra & Rina (2018: 50) the instrument is reveal to be reliable if the Cronbach Alpha value is > 0.6. The results of the reliability test of this study are as follows:

Table 3 : Reliability Statistics

Cronbach's Alpha	N of Items
0.939	18

According to the table 3, we can see that the reliability of the information source variable is 0.945. Because it is more than 0.6 then the instrument is reveal to be reliable or consistent.

Variable Research

This study uses a variable source of information with four dimensions and sixteen indicators with the following details:

Table 4 : Variable, Dimention, Indicator and Item

Variable	Dimention	Indicator	Item
Purchase Decision	Price	Quality	1
		Benefit	2,3
		Affordability	4
		Variation	5
		Competition	6
	Product	Packaging	7
		Competition	8

		Material	9
		Benefit	10
		Quality	11,12
	Promotion	Social Media	13
		Event	14
	Purchase Decision	Interest	15
		Top of Mind	16
		Consumer Loyalty	17
		Recommendation	18

Data analysis technique

This research uses descriptive data analysis. Descriptive data were obtained in this study to describe the characteristics of the observed data and to find out the description of the companies that were used as research samples. "Measurement of data concentration involves the mean (average), median, and mode, while the measurement of data deviation involves range, variance, and standard deviation" (Trihendradi, 2013:3-5) in (Napitupulu, 2017:343). Only the mean (mean) and standard deviation scores were reported in this study

techniques, instrument development, and data analysis techniques.

RESULT AND DISCUSSION

A total of 117 respondents participated in this research. The following is a breakdown of the demographic division presented in table 5.

Table 5 : Demographic Summary of Respondents

Demographic Profile		Total (in %) N = 117
Age	≤19	36,8%
	≥20	63,2%
Gender	Male	37,6%
	Female	62,4%

According to the table above, we can see that the majority of respondents are over 20 years old, and female respondent also become a majority.

Descriptive Statistics of Research Variables

The data from this research consists of a single variable, namely the factors influencing consumer decision to purchase Le Minerale. In this section will be described or described from the data that has been processed seen from the average value or usually called mean and standard deviation. The following is a summary of the results of descriptive data processing shown in table 6:

Table 6 : Descriptive Analysis Data

Item	N	Mean	Std. Dev
Price			
The price of Le Minerale products is compatible with the existing quality	117	4.37	0.677
The price of the product is compatible with the desired result	117	4.29	0.72
The price of Le Minerale products is compatible with the benefits I feel	117	4.19	0.787
Le Minerale product prices can be reached by all consumers	117	4.28	0.829

Le Minerale Product prices is variative	117	3.83	1.045
Product prices can be competitive with other products	117	4.18	0.795
Price	117	4.19	0.808
Product			
Le Minerale's packaging and model are attractive	117	4.23	0.885
Le Minerale Bottle volume is more complete than its competitors	117	3.79	1.024
Le Minerale products have the characteristics of quality basic ingredients	117	4.1	0.781
Le Minerale products are products that suit my needs to get the benefits of minerals for health.	117	4.12	0.745
Le Minerale products have an overall level of hygiene.	117	4.24	0.762
Le Minerale products have a more delicious taste than other competitors	117	3.91	1.058
Product	117	4.065	0.875
Promotion			
Promotions in electronic media (advertising) that are interesting and unique made me buy Le Minerale products.	117	4.02	0.974

Attractive sales promotions through events made me buy Le Minerale products.	117	3.68	1.121
Promotion	117	3.85	1.047
Purchase Decision			
If I want to buy mineral water, I will definitely buy Le Minerale products.	117	3.72	1.074
I will buy Le Minerale because Le Mineral is one of the number one brand image of bottled water in Indonesia.	117	3.71	0.992
I will continue to buy and consume Le Minerale in the future	117	3.88	0.93
I will refer others to consume Le Minerale	117	3.85	0.997
Purchase Decision	117	3.79	0.998

Based on the table above, price (Mean=4.19 Std. Dev=0.808) is one of the factors influencing consumer to purchase Le Minerale, we can see that consumer agree with the price of Le Minerale products is compatible with the existing quality (Mean=4.37 Std.Dev=0.677) and other following indicators such as the price of the product is compatible with the desired result (Mean=4.29 Std. Dev=0.72), the price of Le Minerale products is compatible with the benefits I feel (Mean=4.19 Std.Dev=0.787), Le Minerale product prices can be reached by all consumers (Mean=4.28 Std.Dev=0.829), Le Minerale Product prices is variative (Mean=3.83 Std.Dev= 1.045), and Product prices can be competitive with other prices (Mean=4.18 Std.Dev=0.795). In this case, out of six item there is one item that get the result

below four point, that one is Le Minerale Product prices is variative, which means the consumer think that Le Minerale product price is not variative other than the competitors product.

After price there is a product (Mean=4.065 Std.Dev=0.875) as one of the factors influencing consumer to buy Le Minerale, we can see that Le Minerale product get 4.065 as average point. The indicators such as Le Minerale's packaging and model are attractive (Mean=4.23 Std.Dev=0.885), Le Minerale Bottle volume is more complete than its competitors (Mean=3.79 Std.Dev=1.024), Le Minerale products have the characteristics of quality basic ingredients (Mean=4.1 Std.Dev=0.781), Le Minerale products are products that suit my needs to get the benefits of minerals for health (Mean=4.12 Std.Dev=0.745), Le Minerale products have an overall level of hygiene (Mean=4.24 Std.Dev=0.762), and Le Minerale products have a more delicious taste than other competitors (Mean=3.91 Std.Dev=1.121). Even though the average point is 4.065, there is a few item that get below four point, which is about competition with other competitors and the quality of the product.

Another factor is promotion (Mean=3.85 Std.Dev=1.047), based on the table 6 the promotion held by Le Minerale is having a quite gap between the online and offline promotion. For the online promotion Le Minerale did (Mean=4.02 Std.Dev=0.974) and offline promotion such as event (Mean=3.68 Std.Dev=1.121).

For the last is purchase decision (Mean= 3.79 Std.Dev=0.998), its more like a post purchase decision that the consumer have like If they want to buy mineral water such as they will definitely buy Le Minerale products (Mean=3.72 Std.Dev=1.074), they will buy Le Minerale because Le Mineral is one of the number one brand image of bottled water in Indonesia (Mean=3.71 Std.Dev=0.992), they will continue to buy and consume Le Minerale in the future (Mean=3.88 Std.Dev=0.93), and they will refer other people to consume Le Minerale (Mean=3.79 Std.Dev=0.997).

Based on the data above, Price is the most influential factor in making purchasing decisions for Le Minerale, this shows that consumers are very sensitive about the price and we can see from the price item that the highest point is from the quality that Le Minerale serve which makes consumers decide to purchase Le Minerale product. After that there is product, from the results of the product analysis, it has an influence in making purchasing decisions, so Le Minerale should try to maintain quality of the product and try to improve the variation, for example by making better packaging designs, making more bottle size variations and maintaining the image by still using water from original springs and keep it hygiene. And the item that got highest point is from the hygiene that lemineral provides. And last but not least is promotion, we know that promotion is also a factor that influences decisions purchase Le Minerale, so Le Minerale should keep trying to maintain the promotions that have been done so far and try to increase promotions with promotions that are more attractive and easy to understand and increase the frequency of promotions, also based on the data consumers mostly know about Le Minerale through the online promotion than the offline promotion (event) and after we held a focus group discussion (FGD) with the marketing representative from Le Minerale, they said that we should focus on online promotion than the offline promotion because of the opportunity to disseminate le mineral products is bigger compared to focus on offline promotion.

Marketing Strategy Proposal

Based on data collection obtained from primary data which is questioners and focus group discussion (FGD) with the marketing representative of Le Minerale, then the marketing strategy proposal will focus on building the online promotion through the social media that Le Mineral so far haven't used it which is TiktTok and YouTube. From the data, we can use the factors that influence consumer decision to purchase Le Minerale which is from the price, product and

promotion. And also based from the Le Minerale Segmentation which is someone who aged 16 – 24 years old (Gen Z), they must be familiar with social media especially with TikTok and Youtube.

The promotion strategy that can be proposed is manage personal Le mineral tiktok account, because Le Minerale haven't use TikTok and only focus on Instagram, Facebook and Twitter so we can proposed the strategy to use TikTok as one of the promotion tools because these days TikTok is become the trend setter and one of the biggest social media platform, so we can't waste the opportunity to using TikTok as the promotion tool. The first thing Le Minerale can do is using the TikTok Ads, because of TikTok's have a unique delivery algorithms, it's getting easy to get a higher engagement on the advertising videos with much less effort, when used effectively it will help Le Minerale access one of the most profitable and hard to reach user groups: Gen Z which is the segmentation of Le Minerale. For the large brand such as Le Mineral can spend anywhere from \$25,000 to \$150,000 depending on what type of the campaign that Le Minerale choose.

Another strategy that can be used is to make a campaign through the influencers, Le Minerale can find the people who they want to work with on TikTok to expand their name out there. The reason why Le Minerale need to work with influencers is because they are have quickly captured many benefits that apps can offer to consumers and businesses. Users who invest with this strategy have managed to grow a large audience and connect with people in a unique way. Through the influencers as the one who introduced the campaign, Le Minerale can make the campaign as creative as possible such as branded hashtag challenges, The target of this campaign is to create user-generated viral content by uploading videos such as unique dances or challenges and encouraging users to participate to this campaign. So with the influencers who create the challenge in the first place, they will encouraging their viewers to participated in this act by videoing themselves, and uploading their work. So Le Minerale can also create a hashtag for consumers to be able to find

out more information about Le Minerale products and other hashtags benefits is also can increase Le Minerale's social media engagement and brand awareness.

Same as TikTok, Le Minerale can also use YouTube to advertise their brand through the Youtube Ads. YouTube can giving the opportunity for Le Minerale to amplify their connection with consumers through storytelling and literacy. Compared to TikTok that content only post up to 3 minutes long video, YouTube is where Le Minerale long-form content. This means that Le Minerale can maximize their content, while creating a consistent visual story across channels. Le Minerale can make content such as short movie that have a deep meaning so audience can enjoy the content but it still has ads inside. Another strategy that also Le Minerale can use the influencer marketing, which is YouTube influencer or we usually called YouTubers they tend to grab a lot of viewers by posting an interesting video especially about their life. Le Minerale can use YouTubers as an endorsement deals, its like Le Minerale find a youtuber that can be related to their product and tell them to make a content such as one of the most natural ways YouTuber incorporate sponsored products into their YouTube videos is through a day-in-the-life vlogs.

CONSLUSION AND SUGGESTION

From the discussion of the analysis that has been executed, the conclusions and suggestions that can be drawn from this research as follows:

- 1) Manage personal Le mineral tiktok account, because Le Minerale haven't use TikTok. Le Minerale can do is using the TikTok Ads. because of TikTok's have a unique delivery algorithms, it's getting easy to get a higher engagement on the advertising videos with much less effort, when used effectively it will help Le Minerale access one of the most profitable and hard to reach user groups: Gen Z

- 2) Le Minerale can make a campaign through the influencers, Le Minerale can find the people who they want to work with on TikTok to expand their name out there and Le Minerale can also create a hashtag for consumers to be able to find out more information about Le Minerale products and other hashtags benefits is also can increase Le Minerale's social media engagement and brand awareness.
- 3) Le Minerale can also use YouTube to advertise their brand through the Youtube Ads. YouTube can giving the opportunity for Le Minerale to amplify their connection with consumers through storytelling and literacy. Le Minerale can make content such as short movie that have a deep meaning so audience can enjoy the content but it still has ads inside.
- 4) Le Minerale can use the influencer marketing, which is YouTube influencer or we usually called YouTubers they tend to grab a lot of viewers by posting an interesting video especially about their life.

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