
THE EFFECT OF SALES PROMOTION, ELECTRONIC WORD OF MOUTH AND HEDONIC SHOPPING MOTIVATION ON IMPULSIVE PURCHASING IN THE SHOPEE APPLICATION (CASE STUDY ON STEI INDONESIA STUDENTS)

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Abstract

This study discusses sales promotion, word of mouth, electronic hedonic shopping motivation towards impulsive purchases. The population in this study used a nonprobability sampling technique that is purposive sampling with a sample of 100 Indonesian Stei students. The results show sales promotion, word of mouth electronics and Hedonic shopping motivation significantly towards impulsive buying. Sales promotion and hedonic shopping motivation significantly influence impulsive buying. While electronic word of mouth has no significant effect on impulsive purchases

Keywords : *sales promotion, electronic word of mouth, hedonic shopping motivation, impulsive buying*

Abstrak

Penelitian ini membahas tentang promosi penjualan, word of mouth, motivasi belanja hedonis elektronik terhadap pembelian impulsif. Populasi dalam penelitian ini menggunakan teknik nonprobability sampling yaitu purposive sampling dengan jumlah sampel 100 mahasiswa Stei Indonesia. Hasil penelitian menunjukkan promosi penjualan, elektronik dari mulut ke mulut dan motivasi belanja Hedonis secara signifikan terhadap pembelian impulsif. Promosi penjualan dan motivasi belanja hedonis berpengaruh signifikan terhadap pembelian impulsif. Sedangkan electronic word of mouth tidak berpengaruh signifikan terhadap pembelian impulsif.

Kata kunci: *promosi penjualan, electronic word of mouth, motivasi belanja hedonis, pembelian impulsif*

I. PRELIMINARY

In line with the era of globalization that is happening all over the world nowadays, there are various developments in all aspects, one of which is the development in terms of communication technology and of course Indonesia is experiencing the same thing. This makes it easier for people to search for information via the internet. This happens because of the development of internet use

In fact, almost all people today cannot be separated from smartphones and the

internet. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII, 2019) in 2018 the time a person spends using the internet is 14.1%, on average, users are connected for 3-4 hours to an internet

Shopping is considered an important part of everyday life whose purchases may not be planned (Wu, Chen, & Chiu, 2016, p. 284). The internet is a communication medium and marketing channel that has transformed the online social environment into a marketing platform (Ahmad, Rahman, & Khan, 2016, p. 125). The current development of the internet is not only a medium of information and communication, but the internet is able to fulfill people's wishes in shopping practically, namely by shopping online which is rife among modern people ranging from teenagers to the elderly (Muttaqin, 2018). One of the businesses that use the internet is e-commerce. E-commerce is all information exchange that is electronically mediated between organizations and external stakeholders (Chaffey, 2015: 13). Shopee is one of the developing e-commerce sites in Indonesia. Shopee e-commerce offers a wide range of products ranging from fashion to products for daily needs and is also equipped with guaranteed delivery services and secure payment methods.

The development of e-commerce companies in marketing products in the Indonesian market is also due to the observance of e-commerce companies in studying the characteristics of Indonesian society. According to (Handi Irawan, 2008) issuing thoughts about 10 Characteristics of Consumers in Indonesia, the research conducted reduces the characteristics of consumers in Indonesia into 10 distinctive characteristics, one of which is that Indonesian consumers tend not to have a good plan. That is why the level of impulsive buying in Indonesia is still high. Online impulsive purchases are defined as sudden and direct online purchases without pre-shopping intentions (Chan et al., 2017).

Various factors influence impulse buying and conclude that one of the factors driving impulse buying is sales promotion and then a study conducted showed that 61% of consumers use electronic word of mouth before buying products and the reasons why online shopping are increasingly enjoying doing, one of which is practical and cheaper, this can foster a hedonic shopping nature regardless of whether the product purchased is needed or not and without planning the shopping time

Hedonic shopping motivation is the motivation of consumers to shop because shopping is a pleasure in itself so they don't pay attention to the benefits of the products purchased (Kosyu et.al., 2014). The reason why online shopping is increasingly being enjoyed is one of them is practical and cheaper, this can foster a hedonic shopping nature without seeing the products purchased are needed or not and without planning shopping time. This occurs when consumers do window shopping or just walking around, they explore places that have never been or are frequently visited (Kosyu et.al., 2014). This happens because Shopee has neatly arranged features that make it easier for consumers. In addition, discounts and cashbacks make consumers especially Indonesian Stei Students buy products without planning or impulsive purchases. The existence of the Shopee application can also make it easier for consumers to fulfill their needs by shopping hedonistically without paying attention to the usefulness of the products they consume by making purchases that were not planned beforehand.

II. LITERATURE ASSESSMENT

2.1 Review of Research

The first national journal research review used in this study was first written by, Indira Rachmawati in 2018 with the title: Hedonic shopping motivation on impulse buying on Tokopedia consumers. This research is a descriptive causal research using quantitative methods with non-probability sampling techniques with purposive sampling analysis technique carried out by distributing questionnaires online to 385 Telkom University students. The results show that hedonic shopping motivation and impulse buying are in good categories. Simultaneously, hedonic shopping motivation has an effect on impulse buying. Partially, there is a positive and significant effect of adventure / explore shopping, idea shopping, and relaxation shopping on impulse buying, while value shopping has no significant effect and social shopping has a negative significant effect.

The second national journal research review by, I Km. Wisnu Bayu Temaja, Gede Bayu Rahanatha and Ni Nyoman Kerti Yasa in 2015 in a study entitled: The effect of fashion involvement, store atmosphere and sales promotion on impulse buying at Matahari Department Store in Denpasar. This study uses purposive sampling method and uses multiple linear regression analysis techniques. The research results obtained that fashion involvement has a positive and significant effect on impulse buying for fashion products at Matahari Department Store, the store atmosphere has a positive and significant effect on impulse buying for fashion products at Matahari Department Store, and sales promotion has a positive and significant effect on impulse buying for fashion products at Matahari Department. Store.

A review of the third national journal research by, Esther Yosilia Ernawati Longdong and Sifrid S. Pangemanan in 2015 in a study entitled: Analysis of online store atmosphere, sales promotion and situational factors on impulsive online purchases in Manado. This study collected primary data through a questionnaire and used Multiple Regression Analysis. The population studied was Manado internet users who had shopping online with a sample of 60 respondents. The results showed that sales promotion and situational factors have a positive and significant effect on impulsive online shopping while the store atmosphere has no effect. To attract consumers to shop impulsively, the recommendation for online store owners is to continue to provide effective sales promotions, provide affordable prices to increase purchasing power, maintain 24-hour service and facilitate access to online stores to stimulate consumers to spend more time at online store.

The fourth national journal research review by Florensia Jovita Poluan, Johny Tampi and Danny Mukuan in 2019 in a study entitled: The Effect of Hedonic Shopping Motives and Sales Promotion on Consumer Impulse Buying at Matahari Department Store Manado Town Square. The sample used in this study were 100 consumer respondents at Matahari Department Store Manado Town Square. The sampling technique used probability sampling and the method used was purposive sampling. The method of collecting data using a questionnaire. The data analysis

used is multiple linear regression. The results show that: There is a significant partial effect of Hedonic Shopping Motivation on Impulsive Purchases. There is a simultaneous effect between the Hedonic Shopping Motive and the Sales Promotion on the Purchase Impulse. Based on the research results, it appears that Matahari Department Store Manado Town Square management can use the hedonic motivation of their consumers to increase their sales. The company must increase their sales promotion to attract consumers' attention and make it competitive in the Indonesian retail business

The fifth national journal research review by Enggar Widianingrum and Doni Purnama Alamsyah in 2019 in a study entitled: The Importance of Website Quality in Improving Online Consumer Purchasing Behavior. The sampling technique was purposive sampling method. Structural Equation Model (SEM) was used to analyze data. Based on the proposed model, the quality of the website was found to have a significant and positive effect on EWOM and Online Impulse Buying among students. As for the novelty of this research, Online Impulse Buying on students when visiting e-commerce is very much influenced by the quality of the website and the quality of the website affects them to do EWOM.

The first international journal research review used in this study was written by Sharifah Faridah Syed Ali, Yuhanis Abdul Aziz, Raja Nerina Raja Yusuf and Ng Siew Imm in 2019 with the title: Evaluation the role of sales promotion in influencing impulse buying behavior: A comparison between international and local tourist at premium outlets in Malaysia. Data were collected from 359 tourists at five premium outlets in Malaysia, using a self-administered questionnaire. The results showed that the two groups have different preferences in terms of sales promotions which encourage them to make impulsive purchases. This study suggests that retailers or marketers should improvise pricing strategies and provide more samples and prizes to entice tourists to spend more money.

The second international journal research review used in this study was written by Mudassir Husnain¹, Imran Qureshi, Tasneem Fatima and Waheed Akhtar in 2016 with the title: The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits. Data was collected through a self-administered questionnaire from a sample of 266 Chinese and Pakistani students who were online users and studied at various institutes located in the capital city of Islamabad, Pakistan. As hypothesized, impulsive buying behavior was significantly associated with electronic word-of-mouth and a moderate effect of the Big 5 personality trait was also demonstrated. Data were analyzed statistically using IBM SPSS Statistics 22 to determine the correlation and regression analysis between study variables, the reliability of the research instrument, the strength of the relationship between the independent and dependent variables, the moderating effect of the 5 major personality traits on the relationship between electronic word of mouth and impulsive buying behavior as well. proven. The implications suggest that online retailers and shopping website designers must understand the importance of online social interaction to drive consumers' online buying patterns. They must integrate elements of online social interaction, along with reviews that customers place online on their website, purchasing patterns, history, and sales volume on their website for the eWOM transformation.

The third international journal research review used in this study, written by Abir Sahraoui Kchaou and Rim Ben Amara, in 2014 with the title: The Role of Sales Promotion in inducing Impulse Purchases. Data were analyzed using binary logistic regression and structural equations. The results obtained allow us to confirm most of our hypotheses. The results of this study support the formulation of a number of theoretical, methodological and managerial recommendations.

2.2 Sales promotion

Sales promotion is one of the determinants of the success of a marketing program. Sales promotion is basically all activities that are intended to deliver or communicate a product or service to the target market for immediate action. Sales promotion is a major element in a marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate faster or greater purchases of a particular product or service by consumers or trade (Kotler, 2013).

The purpose of sales promotion is based on the purpose of marketing communications. These goals are defined by more basic marketing objectives, designed for a particular product. Sales promotion is useful in promoting greater consumer awareness of prices. With sales promotion the company is assisted in selling more than usual at official prices and implementing programs to various consumer segments. Marketers implement sales promotions to attract new customers to make planned and unplanned purchases.

2.3 *Electronic word of mouth*

Word of mouth marketing is oral, written, and electronic communication between people related to the advantages or experiences of buying or using a product or service. Recommendations from other customers are usually considered more trustworthy than promotional activities originating from the company and can greatly influence other people's decisions to use or avoid a product. As technology developed, consumer influence through WOM communication was accelerated by the internet. WOM conducted over the internet is called electronic word of mouth (e-wom). Electronic word of mouth is any positive or negative statement made by a potential, actual customer about a product or company that is available to many people and institutions via the internet where electronic word of mouth communication plays an important role in shaping and influencing the attitudes of internet users (Al-Debei et al., 2015). The rapid advancement of technology, especially on the WWW (World Wide Web) internet network, is able to provide information choices about a product enabling word of mouth communication which is not only a form of communication between individuals about a product, service or brand but can be in various forms. WOM communication that propagates worldwide through online media and is often called the Electronic Word of Mouth (Jalilvand, 2012). EWOM is a very important place for consumers to give their opinion and is considered more effective than WOM because of the level of accessibility and wider reach than traditional WOM with offline media (Jalilvand, 2012). Electronic word of mouth is a web term that describes behavior in which information about a product or service is communicated from consumer to consumer via a website, either in real time or not (Ha & Im, 2012). EWOM can be made by consumers and merchants (Yusuf et al., 2018). The occurrence of e-wom

cannot be separated from the consumer's experience of the products or services consumed. If consumers get satisfaction from their consumption experience, then consumers will voluntarily make a statement (review) about a product or service. Information or messages contained in e-wom can be a reference for consumers in evaluating a product or brand (Lin, Cinho, Wu, Yi-Shuang Dan Chen, Jeng Cv, 2013). From some of the definitions above, it can be concluded that according to researchers, the definition of electronic word of mouth is the ability to drive product marketing through the mouth of consumers directly electronically. In measuring electronic word of mouth, benchmarks or dimensions are needed.

2.4 Hedonic Shopping Motivation

Hedonic Shopping Motivation, that is, someone will love shopping because that person feels fun and feels that shopping is something interesting. So, this motivation is based on subjective or emotional thinking because it includes emotional responses, sensory pleasures, dreams, and estensic considerations. According to Scarpi (2017) hedonic shopping describes the value of the shopping experience including fantasy, censorship, stimulation, joy, pleasure, curiosity and delusion of joy.

2.5 Impulsif Buying

Impulse Buying or impulsive buying is defined as unplanned buying behavior characterized by relatively fast decision making and a desire to have. Purchases like this are described as more exciting, unintentional, and difficult to avoid than planned buying behavior. The impulsive buyer usually doesn't think in his mind, emotionally attracted to a.

Most people must have a happy and happy nature when they shop either directly or indirectly. According to Christina (2014: 47) Hedonic Shopping Motivation, that is, someone will be happy to shop because that person feels pleasure and feels that shopping is something interesting. So, this motivation is based on subjective or emotional thinking because it includes emotional responses, sensory pleasures, dreams, and estensic considerations. According to Scarpi (2017) hedonic shopping describes the value of the shopping experience including fantasy, censorship, stimulation, joy, pleasure, curiosity and delusion of joy. Hedonic shopping motivation is an instrument that directly presents the benefits of an experience when shopping, such as pleasure and new things that are felt by individuals, emphasizing consumer emotional feelings and psychological sensations and making shopping for entertainment. Impulse buying consists of an emotional component or the urge to make a purchase which can occur when consumers experience a sudden and persistent urge to buy something immediately.

III. RESEARCH METHODS

This study uses an associative research method / causality (cause and effect) with a quantitative approach. The population used in this study were all Shopee application customers in Indonesian STEI students. The sample was selected using purposive sampling technique, in order to obtain a total sample size of 100 shopee application consumers in Indonesian stei students. Data collection is by using primary data. The data collection method in this study used a questionnaire

3.1. Population and Samples

3.1.1. Research Population According to Sujarweni (2014: 65), Population is the entire amount consisting of objects or subjects that have certain characteristics and qualities that are determined by the researcher to be investigated and then draw conclusions. The population used in this study were all Shopee application customers in Indonesian STEI students.

3.1.2. Research Samples According to Sujarweni (2014: 65), the sample is part of a number of characteristics possessed by the population used for research. If the population is large, it is impossible for the researcher to take everything for research, for example because of limited funds, energy, and time, the researcher can use a sample taken from that population. Furthermore, according to Sugiyono (2016: 168) the sample is part of the number and characteristics of the population. Roscoe's statement which has been translated by Sugiyono (2016: 164) argues that the appropriate sample size in the study is between 30 to 500 people. The sample in this study were 100 Shopee application consumers in Indonesian STEI students who were made respondents and were also willing to fill out and answer the questionnaire that had been given. The sampling technique in this study used a nonprobability sampling technique, namely purposive sampling by distributing questionnaires online via google doc to 100 Indonesian STEI students. According to Sudaryono (2018: 173), nonprobability sampling is a subjective sampling, in this case the probability of selecting population elements cannot be determined. This is because each element of the population does not have the same opportunity to be selected as a sample. In this study, the sampling technique used was nonprobability sampling with purposive sampling technique. According to Sugiyono (2016: 85) purposive

sampling is a technique of sampling data sources with certain considerations. Researchers used nonprobability sampling with purposive sampling technique, where sampling was based on considerations based on certain criteria. Certain considerations to be sampled in this study were Indonesian STEI students who had purchased and used the Shopee application.

IV. RESEARCH AND DISCUSSION

The test results obtained in this study using SPSS 24 state that all questionnaires are valid because the r-count is greater than the r-table. From the results of the reliability test carried out, the Cronbatch Alpha value was also obtained of 0.940, thus the reliability test results can be said to be reliable because the Cronbatch Alpha value is above 0.60.

Based on the results of the normality test, the Kolmogorov-Smirnov value was 0.086 with a significance value of 0.067. The significance value is greater than 0.05 or 5% ($0.067 > 0.05$). Thus, it can be concluded that the data used in this variable is normally distributed.

Based on the results of the Multicollinearity Test, it is known that the tolerance value for the Sales Promotion variable is 0.423, the tolerance value for the Electronic Word of mouth variable is 0.506 and the tolerance value for the Hedonic Shopping Motivation variable is 0.505, the tolerance value for the three variables is more than 0.10. The VIF value of the Sales Promotion variable is 2.363, the VIF value of the Electronic Word of mouth variable is 1.978 and the VIF value of the Hedonic Shopping Motivation variable is 1.980. The VIF value of the three variables is less than 10, so it can be concluded that there is no multicollinearity between the independent variables.

Following are the results of the Autocorrelation test using the SPSS 24 program, the value of Durbin Watson is 1.956. If $DU < DW < 4-DU$ then there is no autocorrelation. Based on the test results, $DU = 1.7364 < DW = 1.9656 < 4-DU = 2.2636$. Then there is no autocorrelation.

The results of the calculation of the heteroscedasticity test showed that there was no heteroscedasticity disorder, because the significance level was > 0.05 . Thus, overall it can be concluded that there is no heteroscedasticity problem in this study.

Simultaneous test results obtained F count of 10.563 and a significance value of 0.000, which means < 0.05 . F table at a significance level of 0.05 with df 1, the number of variables-1 ($4-1 = 3$), and df 2 ($n-k-1$) or $100-3-1 = 96$, the F table result is 3.091. Thus $F \text{ count} > F \text{ table}$ ($10.563 > 3.091$) and significance < 0.05 ($0.000 < 0.05$), so H_0 is rejected and H_a is accepted, so it can be concluded that sales promotion, Electronic word of mouth and Hedonic shopping motivation simultaneously significant effect on impulsive purchases.

The result of the determination coefficient (R^2) test shows that the adjusted coefficient of determination (Adjusted R Square) is 0.225. This means that 22.5% of the variation in impulsive buying can be explained by variations in the independent variables (sales promotion, electronic word of mouth and hedonic shopping motivation). While the rest ($100\% - 22.5\% = 77.5\%$) is explained by variables other than those under study.

The results of the partial test state that it can be seen that the effect of sales promotion and Hedonic shopping motivation on impulsive buying shows a significant effect. Following are the results of an explanation of the influence between independent variables on impulsive buying

Effect of sales promotion on impulsive buying.

Sales promotion variable with t value of 2.365 with a significance level of 0.05 with degrees of freedom $df = n-k-1$ or $100-3-1 = 96$, the results for t table are 1.985. This shows the value of $t \text{ count} > t \text{ table}$ ($2.365 > 1.985$) with a significance of < 0.05 ($0.020 < 0.050$). Thus it can be concluded that H_0 is rejected and H_a is accepted, which means that partially sales promotion has a significant effect on impulsive buying.

The effect of electronic word of mouth on impulsive purchases.

The variable Electronic word of mouth with a t value of 0.628 indicates that the t value $< t_{table} (0.628 < 1.985)$ with a significance $> 0.05 (0.531 > 0.050)$. Thus it can be concluded that H_0 is accepted and H_a is rejected, which means that partially electronic word of mouth has no significant effect on impulsive buying.

The influence of Hedonic shopping motivation on impulsive buying. The Hedonic shopping motivation variable with a t value of 3.295 shows the value of t count $> t_{table} (3.295 > 1.985)$ with a significance of $< 0.05 (0.001 < 0.050)$. Thus it can be concluded that H_0 is rejected and H_a is accepted, which means that Hedonic shopping motivation partially has a significant effect on impulsive buying.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research conducted, the researchers drew the following conclusions:

The sales promotion variable partially has a significant effect on impulsive buying. The value of t count $> t_{table} (2.365 > 1.985)$ with a significance of $< 0.05 (0.020 < 0.050)$. According to Ernawati Longdong and Sifrid S. Pangemanan (2015) Sales promotion has a positive and significant effect on online impulsive shopping. To attract consumers to shop impulsively, a recommendation for online store owners.

The variable Electronic word of mouth with a t value of 0.628 indicates that the t value $< t_{table} (0.628 < 1.985)$ with a significance $> 0.05 (0.531 > 0.050)$. Thus it can be concluded that H_0 is accepted and H_a is rejected, which means that partially electronic word of mouth has no significant effect on impulsive buying. This result is different from previous researchers, such as research conducted by Enggar Widianingrum and Doni Purnama Alamsyah (2019) which was found to have a positive and significant effect between e-wom and Online Impulse Buying, Online Impulse Buying on students when visiting e-commerce was strongly influenced by e-commerce. wom.

The Hedonic shopping motivation variable partially has a significant effect on impulsive buying. The t value of 3.295 indicates the value of t count $> t_{table} (3.295 > 1.985)$ with a significance of $< 0.05 (0.001 < 0.050)$. This means that it is in line with the opinion according to Widia Sefiska Rahma and Whyosi Septrizola (2019). The results show that motivational hedonic shopping has a positive and significant effect on impulsive buying.

5.2 Suggestion

Suggestions for research operations, in this research the research operation is Shopee:

- A. In the sales promotion variable there is a dominant influence on impulsive buying, therefore it is expected that the company can increase sales promotions to increase the volume of impulsive purchases.
- B. In the variable electronic word of mouth partially does not have a significant effect on impulsive buying. Therefore, companies must further improve strategies to increase electronic word of mouth so as to increase the volume of impulsive purchases
- C. In the Hedonic shopping motivation variable, there is a dominant influence on impulsive buying, therefore companies must be able to use more strategies to maintain or improve it.

Suggestions for the development of science, this research is expected to be developed again by further researchers with some suggestions:

- a. The independent variable in this study can only explain the impulsive purchasing variable of 22.5%. While the remaining 77.5% is influenced by other variables such as service quality, product display, website quality and others other than what is being studied. For this reason, further researchers are advised to examine other factors that are likely to influence impulsive buying even more.
- b. Further researchers can add other methods of conducting research, for example by using the method of interviewing consumers, so as to provide additional references about factors that influence impulsive purchases, being able to take more samples so that they can represent perceptions more broadly, understand priorities In carrying out a study, pay attention to linking an indicator with the existing strategic theory in order to provide further explanation and work with a well planned time.

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