

**THE EFFECT OF ELECTRONIC WORD OF MOUTH, PRODUCT QUALITY,  
PROMOTION AND PRICE ON INTEREST IN BUYING MSME PRODUCTS IN  
MALANG AFTER THE COVID-19 PANDEMIC**

**Moh. Cholid Mawardi<sup>1\*</sup>, Sudarmiatin<sup>2</sup>, Agus Hermawan<sup>3</sup>**

<sup>1</sup> Student Doctoral Program, Universitas Negeri Malang & Lecturer Faculty of Economics & Business  
Universitas Islam Malang, moh.cholid2204139@students.um.ac.id

<sup>2</sup> Management Science Doctoral Program, Universitas Negeri Malang, Jl. Semarang No. 5, Malang,  
Indonesia, sudarmiatin.fe@um.ac.id

<sup>3</sup> Management Science Doctoral Program, Universitas Negeri Malang, Jl. Semarang No. 5, Malang,  
Indonesia, agus.hermawan.fe@um.ac.id

DOI : <https://doi.org/10.21107/pamator.v16i1.19860>

Manuscript received January 2023, Revised April 2023, Published May 2023

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**Abstract**

*The research aims to find out and analyze how the electronic word of mouth, the quality of products, prices and promotion of the interest in the prebujaya outfit buy products. The sample used in this study is 105 respondents who once made a purchase at a poor prebujaya outfit. The method of data analysis used in the study is a quantitative data analysis that USES linear regression analysis. The data testing used was the simultaneous hypothesis (f) and the testing of a partial hypothesis (t) from simultaneous tests showing that the electronic word of mouth, product quality, promotion, and price affected the interest of buying. Based on partial testing of electronic word of mouth variables can make a significant difference to purchasing interest, product quality variables have a significant impact on purchasing interests, promotional variables have a significant impact on purchasing interests, and price variables affect the interest of the purchase.*

**Keywords:** *Electronic Word Of Mouth, Product Quality, Price, Promotion And Interest Purchase*

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## **INTRODUCTION**

The Covid-19 pandemic has had a significant impact on the business world, including micro, small and medium enterprises (MSMEs). In the midst of this difficult situation, MSMEs must adapt to survive and thrive in the future. One way to do that is by strengthening product marketing and optimizing sales through social media.

*Electronic Word of Mouth* (eWOM) is a form of marketing that is increasingly popular in this digital era. eWOM is the process of sharing information and experiences between consumers through digital platforms such as social media, online forums, and product review sites. In this context, eWOM can influence consumer purchasing decisions.

In addition to eWOM, product quality, promotion, and price also play an important role in influencing consumer buying interest in MSME products. Good product quality can increase consumer confidence in MSME products and brands, while effective promotions can attract attention and generate buying interest. Competitive prices can also influence consumer purchasing decisions, especially in a difficult economic.

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That purchase interest is an attitude or behavior of consumers who have an interest in buying products both in terms of color, texture, raw materials used from a company.<sup>1</sup>

*Electronic word of mouth* is where consumers who have bought products or services from a manufacturer and from the results of buying these products get information from these products, and the information obtained is fed back to new consumers who need these products through electronic media.<sup>2</sup> Apart from *Electronic word of mouth* which affects buying interest, namely product quality. Product quality is a characteristic feature that has value to satisfy consumers in buying products or services including features, colors, textures, models or shapes.<sup>3</sup> This is, the better the quality of the product, the better the raw materials used in producing the product will be the more attractive for consumers to make purchases.

Promotion is a way carried out by a company to inform about products in a certain way. Promotion itself can be done by utilizing social media such as YouTube, Instagram, Facebook, WhatsApp, television and other information media. Promotion itself has a big influence in introducing products to consumers, because in promotional steps we must provide information about product quality, product benefits, and other advantages.<sup>4</sup>

Price is the amount or value that consumers must pay to the producer to get the product so that the producer makes a profit from selling the product. In this case, the price set by the producer must be competitive compared to existing competitors, at least it must be equal to competitors.<sup>5</sup> The price set by the producer must be in accordance with the quality of the product. This has been done by one of the MSMEs in Malang City, namely the Prapujaya outfit to promote and market products. They market their products via online and offline. Before the covid 19, the rating at UMKM Prabujaya Outfit was quite good, but due to the pandemic consumer buying interest has decreased. It can be seen from social media and also the online buying and selling platform. Where many products are not sold even though the product quality is good and the price is competitive, promotions are intensively carried out but there is still no interest from consumers to buy these products. And also the number of competitors in the fashion sector with models, the raw materials used are better than Prabujaya Outfit, making consumer buying interest decline.

Research on the influence of eWOM, product quality, promotion, and price on buying interest in MSME products after the Covid-19 pandemic can provide very useful information for MSME owners to plan marketing strategies. By understanding how these factors affect consumer buying interest, MSMEs can take appropriate actions to strengthen their product branding, improve product quality, design more effective promotions, and strategically set product prices. In addition, MSME owners can also use the results of this study to adjust their business models to be more relevant and effective during the pandemic and post-pandemic.

This research can also provide useful information for government and non- government agencies in designing programs and policies that can assist MSMEs in promoting their products and increasing consumer buying interest. In addition, this research can also strengthen the understanding of consumer behavior and the factors that influence it, which can be useful for further research and studies in marketing and economics.

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<sup>1</sup> Philip Kotler dan Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Prentice Hall, Inc.

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<sup>5</sup> Dolan, R. J., & Simon, H. K. (2021). *Power Pricing: How Managing Price Transforms the Bottom Line*. Routledge

## RESEARCH METHODS

The population in this study are consumers who have made at least one purchase at Prabujaya Outfit Malang. The population is random and cannot be known who has made purchases at the UMKM Prabujaya Outfit Malang. For the sample of this study To determine the sample taken from the population of this study using according to Malhotra,<sup>6</sup> Suggests that the number of sample members is determined by a minimum of 5 to 10 times the number of indicators studied, to make it easier to determine the sample, the number of indicators in this study is multiplied by 5 so that the number in the research sample (21 Indicators X 5) is 105 respondents.

The research indicators are as follows:

Variables	Operational Definition	Indicator
Purchase intention	the attitude or behavior of consumers who have an interest in buying	a. Transactional Interest, b. Referential Interest, c. Preferential Interest, d. Explorative Interest, <sup>7</sup>
<i>Electronic Word Of Mouth</i>	the process of sharing information and experiences between consumers through digital platforms	a. Positive review b. Buying confidence c. Purchase consultation d. Information gathering e. Self-confidence <sup>8</sup>
Product Quality	a set of characteristics or attributes possessed by a product	a. Performance b. Compatibility c. Durability d. Aesthetics Quality impression <sup>9</sup>
Promotion	a marketing strategy used to increase awareness, interest, and purchase of a product or service.	a. Advertising b. Sales Promotion c. Public Relations <sup>10</sup>
Price	the value or amount of money assigned to a product or service sold	a. Price affordability b. Price compatibility with product quality c. Price competitiveness d. Price compatibilitywith benefits <sup>11</sup>

<sup>6</sup> Malholtra, N. K. (2014). *Riset Pemasaran (Marketing Research) (Edisi 4 Jilid)*. New Jersey, Indonesia: PT Indeks.

<sup>7</sup> Philip Kotler dan Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.

<sup>8</sup> Philip Kotler dan Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.

<sup>9</sup> Ernawati, Pengaruh Kualitas Produk, Inovasi, Produk Dan Promosi Terhadap Keputusan Pembelian Produk Hi Jack sandal Bandung. *Jurnal Wawasan Manajemen, Perbanas Institute 7.1 (2019)*

<sup>10</sup> Fandy Tjiptono, Gregorius Chandra, dan Dadi Adriana, *Pemasaran Strategik*. Yogyakarta : Penerbit Andi (2018)

<sup>11</sup> Saiko, M, Hari dan Bulan, Pengaruh promosi, harga dan kualitas produk terhadap minat beli konsumen kerudung rabbani. *Jurnal Ilmu Administrasi Bisnis, Universitas Diponegoro, 5.1 (2016)*

## RESULT AND DISCUSSION

### Respondent Overview

**Table 1 Characteristics of Respondents Based on Gender**

Gender	Frequenc y	Percentage (%)
Male	13	12,38%
Female	92	87,62%
Total	<b>105</b>	<b>100%</b>

Source of data processed: 2023

Based on this table, 13 male respondents (12.38%) and 92 female respondents (87.62%) distributed respondents based on gender which in general can be said to be almost balanced between the number of male and female respondents, where the difference in number is 79 respondents (79%). It can be concluded that all respondents in this study were more dominant to female respondents than male respondents.

**Table 2 Characteristics of Respondents Based on Age**

Age	Frequency	Percentage (%)
< 19 Years	6	5,7%
>19 - 24 Years	72	68,6%
>24 - 30 Years	15	14,3%
>30 - 36 Years	7	6,7%
> 36 Years	5	4,8%
<b>Total</b>	<b>105</b>	<b>100%</b>

Source of data processed: 2023

From this table, it can be seen that Prabujaya Outfit consumers are <19 years old as many as 6 respondents (5.7%). Age> 19-24 years as many as 72 respondents (68.6%). Age> 24-30 years 15 respondents (14.3%). Age >30-36 years as many as 7 respondents (6.7%). And age> 36 years as many as 5 respondents (4.8%). This shows that Prabujaya Outfit consumers who are interested in buying products are in the age range of 19-24 years.

### Data Instrument Test

#### Validity Test

**Table 3 Validity Test Results**

No.	Indicator	Total Data	r table	r count	Description
1.		105	0,1918	0,893	Valid
2.	Y	105	0,1918	0,932	Valid
3.	(Purchase Intention)	105	0,1918	0,927	Valid
4.		105	0,1918	0,584	Valid
5.		105	0,1918	0,617	Valid
6.	X1	105	0,1918	0,683	Valid
7.	(Electronic Word	105	0,1918	0,825	Valid
8.	Of Mouth)	105	0,1918	0,788	Valid
9.		105	0,1918	0,818	Valid
10.		105	0,1918	0,669	Valid
11.	X2	105	0,1918	0,780	Valid
12.	(Product Quality)	105	0,1918	0,865	Valid
13.		105	0,1918	0,807	Valid
14.		105	0,1918	0,766	Valid
15.		105	0,1918	0,887	Valid
16.	X3	105	0,1918	0,907	Valid
17.	(Promotion)	105	0,1918	0,899	Valid
18.		105	0,1918	0,809	Valid
19.	X4	105	0,1918	0,900	Valid
20.	(Price)	105	0,1918	0,670	Valid
21.		105	0,1918	0,883	Valid

Source of data processed: 2023

It can be seen that all research instruments have a value of  $r_{count} > r_{table}$  so that it can be said that all variables can be considered to have passed the validity test, so it can be concluded that all variables are valid.

### Reliability Test

**Table 4 Reliability Test Results**

Variables	Cronbach's Alpha Coefficient	Description
Electronic word of mouth (X1)	0,803	Reliable
Product Quality (X2)	0,838	Reliable
Promotion (X3)	0,879	Reliable
Price (X4)	0,836	Reliable
Purchase Intention (Y)	0,859	Reliable

Source of data processed: 2023

Based on the results of the Reliability Test research, it can be explained that all variables are declared reliable because the Cronbach's Alpha value is  $> 0.6$

### Normality Test

**Table 5 Normality Test Results**  
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.35098741
	Absolute Positive	.102
Most Extreme Differences	Negative	.102
		-.085
Kolmogorov-Smirnov ZAsymp. Sig. (2-tailed)		1.050
		.220

a. Test distribution is Normal.

b. Calculated from data.

Source of data processed: 2023

### Multiple Linear Regression Analysis

**Table 6 Multiple Linear Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.556	1.073			
1	X1	.141	.069	.160	2.044	.044
	X2	.178	.073	.197	2.441	.016
	X3	.520	.143	.433	3.629	.000
	X4	.170	.138	.159	1.233	.221

a. Dependent Variable: Y

Source of data processed: 2023

Based on the table, the following regression model is obtained:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

$$Y = 0.556 + 0.141X_1 + 0.178X_2 + 0.520X_3 + 0.170X_4 + e$$

Then the results of multiple regression analysis in this study can be described as follows:

(1) Constant value (a) = 0.556 This means that if all independent variables are 0, then variable Y will be 0.556. (2) Regression coefficient (b1) The *electronic word of mouth variable* shows the value that *electronic word of mouth* on buying interest has a positive influence, which means that if the independent variable *electronic word of mouth* increases, the dependent variable, namely buying interest, will increase. (3) The regression coefficient (b2) of the product quality variable shows the value that product quality on purchase intention has a positive influence, which means that if the independent variable product quality increases, the dependent variable, namely purchase intention, will increase. (3) The regression coefficient (b3) of the promotion variable shows the value that the promotion of buying interest has a positive influence, which means that if the independent variable promotion has increased, the dependent variable, namely buying interest, will increase. (4) The regression coefficient (b4) of the price variable shows the value that the price on buying interest has a positive influence, which means that if the independent variable price increases, the dependent variable, namely buying interest, will increase.

### Hypothesis Test Simultaneous Test (F Test)

**Table 7 F test  
 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	481.897	4	120.474	63.468	.000 <sup>b</sup>
Residual	189.817	100	1.898		
Total	671.714	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X2, X3

Source of data processed: 2023

Based on the test results, it can be explained that the calculated F value is 63.468 with a significance value of 0.000, which value is <0.05, so simultaneously *electronic word of mouth*, product quality, promotion, price have a significant influence on buying interest.

### Partial Test (t Test)

**Table 8 t test  
 Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.556	1.073		.519	.605
1 X1	.141	.069	.160	2.044	.044
X2	.178	.073	.197	2.441	.016
X3	.520	.143	.433	3.629	.000
X4	.170	.138	.159	1.233	.221

a. Dependent Variable: Y

Source of data processed: 2023

It can be concluded that the variables *electronic word of mouth* (X1), product quality (X2) promotion (X3) have an effect on purchase intention (Y), so hypotheses H2, H3, H4 can be accepted and H5 rejected. This means that if the independent variable *electronic word of mouth* (X1), product quality (X2) promotion (X3) increases, the dependent variable purchase intention (Y) will also increase.

## Adjusted Determination Test ( $R^2$ )

Table 9 Adjusted determination test ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 <sup>a</sup>	.717	.706	1.37774

a. Predictors: (Constant), X4, X1, X2, X3

Source of data processed: 2023

It is known that the entire adjusted square value is 0.706, which means that all independent variables, namely, *electronic word of mouth*, product quality, price and promotion have a simultaneous contribution of 70.6% to the dependent variable, namely consumer buying interest. While the value of 29.4% is the rest that can be influenced by other variables not included in this study.

## Implications of Research Results

### The Effect of *Electronic Word Of Mouth*, Product Quality, Promotion and Price on Buying Interest in UMKM Prabujaya *Outfit* Products in Malang City.

Based on the statistical test results, it can be seen that simultaneously *electronic word of mouth*, product quality, promotion and price have an effect on the dependent variable, namely purchase interest. The influence given from the four variables is significant, meaning that the higher the *electronic word of mouth*, product quality, promotion and price, the higher the purchase interest in the product. This study supports research conducted which state that there is a positive influence between *electronic word of mouth*, product quality and promotion on consumer buying interest.<sup>12</sup>

### The Effect of *Electronic Word of Mouth* Partially on Buying Interest in UMKM Prabujaya *Outfit* Products

Based on the statistical test results, it can be seen that *electronic word of mouth* has an effect on purchase intention. The effect given is that the higher the *electronic word of mouth*, the higher the purchase interest in the product. The application of *electronic word of mouth* in social media is considered far effective because it can be accessed by the wider community. With the development of a person's mindset, consumers will become more expressive in convincing other consumers through their opinions and experiences. *electronic word of mouth* is measured by indicators of positive reviews, buying confidence, purchasing consultation, information gathering and confidence. The *electronic word of mouth* variable is reflected by material indicators with the highest statement being "I believe in the product I chose" and the lowest statement being "I ask other people's opinions before buying a product" This is in line with research conducted with the research title "The Effect of *Electronic Word of Mouth* and Social Media Promotion". *electronic word of mouth* and social media promotion on buying interest in Eiger fashion products".<sup>13</sup>

<sup>12</sup> Adriyati, R. dan Farida Indriani. Pengaruh *Electronic Word Of Mouth* Terhadap Citra Merek Dan Minat Beli Pada Produk Kosmetik Wardah, *Diponegoro Journal Management*, 6,4 (2017)

<sup>13</sup> Bona Aripin Sinaga, dan Sulistiono Pengaruh *Electronic word of mouth* Dan Promosi Media Sosial Terhadap Minat beli pada produk fashion eiger. 1-17. *Jurnal Ilmiah Manajemen Kesatuan* 8.2 (2020)

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### **The Effect of Product Quality Partially on Buying Interest in UMKM Prabujaya Outfit Products**

Based on the statistical test results, it can be seen that quality has an effect on buying interest. The effect given is that the higher the quality of the product, the higher the buying interest in the product. This is due to the very tight level of competition between MSMEs. Product quality is measured by the indicators Performance (performance) Conformance specification (suitability), durability (durability), Aesthetics (aesthetics), Perceived quality (impression of quality). The product quality variable is reflected by the material indicator with the highest statement being "Prabujaya Outfit has good products" and the lowest statement "Prabujaya outfit products are better than other products". This is in line with research conducted with the research title "The effect of promotion, price, product quality on consumer buying interest in Rabbani hoods" From the results of the study it proves that promotion, price and product quality have a significant and positive effect on buying interest in Rabbani hoods. It can be said that the independent variable in this study is one of the factors that can increase consumer buying interest in products.<sup>14</sup>

### **The Effect of Promotion Partially on Buying Interest in UMKM Prabujaya Outfit Products.**

Based on the results of statistical testing, it can be seen that promotion has an effect on buying interest. The influence given is that the higher the promotion, the higher the buying interest in the product. UMKM Prabujaya outfit uses celebrity endorser services in product promotion so that when the product is used by celebrity endorsers, it looks attractive and good, thus increasing buying interest in the product. Promotion is measured by indicators of advertising, sales promotion and public relations. The promotion variable is reflected by the material indicator with the highest statement, namely "Prabujaya outfit often provides feedback from reviews given by consumers" and the lowest statement "Prabujaya outfit promotes through social media". This is in line with research conducted with the research title "The Effect of Hijup.com Fashion Product Promotion on Buying Interest in Serang Hijaber" that promotion has a significant influence and it can be concluded that promotion can make it easier for consumers to find out the details of the products offered, find out what is needed, and desired, of course this will make consumers feel satisfied and affect buying interest in the product.<sup>15</sup>

### **The Effect of Price Partially on Buying Interest in UMKM Prabujaya Outfit Products.**

Based on the statistical test results, it can be seen that there is an insignificant effect of the price variable on buying interest. This means that consumer buying interest in Prabujaya Outfit MSME products is influenced by price but not significantly. This is because consumers do not really consider price issues, but consumers consider other variables such as *electronic word of mouth*, promotions carried out by Prabujaya Outfit, and also the quality of the products provided. Price is measured by indicators of price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits. The price variable is reflected by the material indicator with the highest statement, namely "The price of prabujaya outfit products can compete with other products" and the lowest statement "The price of prabujaya outfit products is in accordance with the existing quality". However, the results of this study contradict previous research conducted with the research title "The Effect of Price and Promotion on Consumer Purchase Interest Online at Brainwash Graphic Clothing Store" and which states that price has a significant effect on consumer buying interest variables. With product quality, prices that can compete and the benefits of the appropriate product, the price set by the company will affect consumer buying interest and increase sales by the company.

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<sup>14</sup> Saiko, M, Hari dan Bulan, Pengaruh promosi, harga dan kualitas produk terhadap minat beli konsumen kerudung rabbani. *Jurnal Ilmu Administrasi Bisnis, Universitas Diponegoro, 5.1 (2016)*

<sup>15</sup> Muthoharoh. Pengaruh promosi produk fashion hijup.com terhadap minat beli hijabers serang. *Universitas Sultan Agung Tirtayasa Banten, (2017)*



## CONCLUSION

It can be concluded that simultaneously there is an influence between the variables of *electronic word of mouth*, product quality, promotion and price on the purchase intention of Prabujaya *Outfit* MSME products significantly.

It can be concluded that partially there is an influence between the *electronic word of mouth* variable on the purchase intention of Prabujaya *Outfit* MSME products significantly. It can be concluded that partially there is an influence between product quality variables on the purchase intention of Prabujaya *Outfit* MSME products significantly. It can be concluded that partially there is an influence between promotional variables on the interest in buying Prabujaya *Outfit* MSME products significantly. It can be concluded that partially there is no influence between the price variable on buying interest in Prabujaya *Outfit* MSME products.

At the end of the article, the author only needs to give conclusions on the research results that have been done. Conclusions are not made in points or numbered but arranged in paragraph form. Conclusions should show new findings that are accurate and in-depth. New findings can be theories, postulates, rules, methods, models, and prototypes that sufficient research results must also support. Don't repeat the abstract or describe the results of the study. Provide a clear explanation of possible applications and/or suggestions related to the research findings.

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