

ANALYSYS OF MARKETING EFFECT ON CONSUMER BUYING INTEREST OF “BUSANA ELENER” PRODUCTS

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ABSTRACT

This study aims to determine the effect of product, price, location, and promotion simultaneously and partially to consumer buying interest. The type of research is explanative quantitative research to examine the relationship between marketing mix to consumer buying interest in product "Busana Elener". This research was conducted at "Busana Elener" shop which is located at Jl. Kaliurang Km 4.5 Selokan Mataram, Karangbendo or north of the Faculty of Forestry Gadjah Mada University of Yogyakarta. Population in this research is all consumer of product buyer "Busana Elener". The sample used is 90 respondents. Sampling technique used is purposive sampling with criteria: 1) buy product "Busana Elener" as much as 2 times or more; 2) become a customer for 2 years or more. The techniques used in data collection are questionnaire and observation. Data analyzed with regression analysis. To know the effect of simultaneously used F test, and to know influence partially used t test.

The results showed that 1) Product, price, place, and promotion have simultaneous effect to consumer buying interest in "Busana Elener" product; 2) Product affects partially on consumer buying interest in "Busana Elener" product; 3) Price partially effect on consumer buying interest in "Busana Elener" product; 4) Place has partial influence on consumer buying interest in "Busana Elener" product; 5) Promotion partially effect on consumer buying interest in product "Busana Elener".

Keywords: product, price, location, promotion, consumer buying interest

INTRODUCTION

The need for clothing is one of the primary human needs in addition to the need for food and boards. This primary need encourages the growth of fashion business globally, where the fashion business is a business that has the second highest level of consumption absorption after the need for a board. Data released by Swa Magazine based on sources from the State of the Global Islamic Economy 2013 Report states that the value of consumption for the needs of clothing globally in 2013 reached \$ 2,113 Billion. The amount of consumption is divided into several categories of fashion products. One of them is Muslim fashion product. Muslim fashion market share of the total market of global fashion products reached \$ 224 billion. In Indonesia alone, the market share of Muslim fashion products reached \$ 17 billion (Swa, 2014:30).

The enormous Muslim population is one of the factors that makes this Muslim consumer market the fastest growing in the world. A very large and growing market makes a promising market target for syar'i products with halal labels, both in food and clothing. In Indonesia, the market potential for the absorption of Muslim fashion products is quite large. This can be seen from the large Muslim population in Indonesia which reaches 85% of the total population, or about 170 million people out of a total of about 200 million people in Indonesia. Thus, it can be roughly concluded that there are about 170 million Indonesians who are ready to consume Muslim products and services (Swa, 2014:27). Such a large market potential is certainly a very tempting opportunity for the business world. Moreover, as released by Center for Middle Class Consumer Studies (CMCS), 30% of the

Muslim population in Indonesia fall into the category of middle class with budget reaching 4 million to 15 million rupiah per month.

The excitement of the Muslim fashion business in Indonesia has recently increased very rapidly. The need for Muslim fashion continues to increase along with the shifting trend of Muslim dress behavior that tend to be more daring expose Islamic identity. This shift can not be separated from the role of mass media and social media that increasingly expose the style of Muslim clothing. Along with its development, the current Muslim fashion is no longer considered as a fashion outfit. Muslim clothing and hijab now can be said as a fashionable and modern fashion. The development of Muslim fashion fashions along with the rapid growth of Muslim fashion demand can not be separated from the role of young Indonesian designers who focus on the development of Muslim fashion designs such as Dian Pelangi, Ria Miranda, Jenahara, and Shafira (Destria and Iskandar, 2013:1508).

The market segment is very large and the increasing trend of demand for Muslim fashion can not necessarily be enjoyed by all Muslim clothing industry. To be able to enjoy success in this field, the Muslim fashion industry should have certain tips in order to survive in the midst of intense competition. Some events that are held related to the trend of this Muslim fashion, such as the Indonesian Islamic Fashion Consortium (IIFC), Indonesia Islamic Fashion Fair (IIFF), Moslemah Festival, and others are leverage the excitement of the Muslim fashion industry, but only a few industries that can use it peak of success (Destria and Iskandar, 2013:1508). Some marketing strategies need to be applied by the Muslim fashion industry in order to compete. One of Muslim clothing manufacturers located in Jogjakarta is CV "Busana Elener". This company is engaged in convection (apparel), especially women's fashion founded by Riyanaldi Ikhsan, SE. The company was pioneered in 2006 which started by selling Moslem clothes in the area around UGM campus. Increasing demand for Muslim fashion, in 2012 CV "Busana Elener" began to produce Muslim women's clothing with brand "Luvia" and Muslim fashion for children with brand "Sansa". To market its products, CV "Busana Elener" uses several ways, including by building a shop "Elener", following Muslim fashion exhibitions in major cities on the island of Java, and through social media. The target market segment is Muslim women with middle and lower middle level either adults, teenagers, or children.

In the face of increasingly fierce business competition, CV "Busana Elener" is required to be able to implement marketing strategy in order to maintain market share and attract new customers. In addition, to maintain business continuity and maintain market share, CV "Busana Elener" should be able to provide assurance of customer satisfaction on the products offered. One way that applied CV "Busana Elener" in order to maintain market share is to implement marketing mix strategy (Marketing Mix).

The marketing mix strategy that has been applied in CV "Busana Elener" includes 4 elements: Product, Price, Place, and Promotion. Products produced from CV "Busana Elener" are women's apparel with Sansa brand for kids & adult robe, Luvia for cotton women's shirt, and Fadisha for cotton women shirt. Moslem fashion products CV "Busana Elener" which has its own brand also offers several advantages namely, neat stitching, quality materials, attractive models and designs, additional ethnic applications with jumputan techniques and batik combinations, unique, different from similar products from competitors, competitive prices, producers at once in charge of distribution and sales lines, and supported by diverse sales lines; shop, sales, exhibition, via online. "Busana Elener" continues to strive to develop products, with designs and modes that are more varied, trendy and unique. Quality of sewing and raw material quality are also continuously developed. In addition, CV "Busana Elener" also plans to produce an exclusive line of products with a new brand to target the middle and upper middle segment.

LITERATURE REVIEW

Marketing Mix

Marketing mix is an integrated marketing activity and mutual support to each other. The success of the company in marketing is supported by the success in choosing the right product, reasonable price, good distribution channels, and effective promotion (Fuad, et.al., 2013:128). According to Amri (2012:59) marketing mix is a component of marketing that is used by management in sales activities.

Philip Kotler defines the marketing mix as a set of controllable variables and the level of variables used by firms to influence the target market (Rachmawati, 2011:145). Marketing mix is a set of

marketing tools used by companies to achieve marketing objectives to the target market. Marketing mix is a term to describe all elements of marketing and non-marketing factors that are mixed together and utilized to achieve company goals, such as achieving profit targets, market share, brand awareness, product availability, customer satisfaction, and so on. The portion is not constant forever, but always changing according to the market situation faced or the existence of external factor changes, such as technological, political, social, and economic change (Wardana, 2011:12).

The marketing mix is an integrated package consisting of four sets of variables, namely product, price, promotion, and place. In line with what was formulated by McCarthy, according to Soegoto (2010:112) marketing mix is a combined strategy of four key elements of marketing, namely product, price, distribution, and promotion used to market the product.

Furthermore, Lamb, Hair, and Mc Daniel (2012) in Rangkuti (2013: 21-22) explain that the marketing mix is a unique product, promotional and pricing strategy designed to generate mutually beneficial exchanges with the intended market. The marketing mix basically consists of four areas of marketing strategy, namely (1) marketing decisions that will change the basic idea of the whole good or service; (2) promotional decisions that will communicate useful information to the destination market; (3) distribution decisions regarding the delivery of products to consumers; and (4) a price decision stating the acceptable exchange value of a good or service.

Marketing Mix (Marketing Mix) is one element in the marketing strategy services and products. Marketing Mix has a very important role in the progress of the company, so Marketing Mix must be done with the right consideration.

According to Tjiptono (2010: 30), the marketing mix is a set of tools that marketers can use to shape the characteristics of services offered to customers. These tools can be used to develop long-term strategies and design short-term tactics programs.

According to Madura (2011: 83), the marketing mix of a company is a combination of product strategy, pricing, distribution, and promotion used to sell various products.

Components Of The Marketing Mix

In accordance with the formulation put forward by McCarthy, there are four important elements in the marketing mix that must be noticed by the company. In other words, to be successful in the business of marketing products both goods and services, four important elements in this marketing mix should be considered by the company in marketing its products to consumers. The four important elements are product, price, promotion, and distribution, or better known as 4P (product, price, promotion, and place)

a. Product

Products are goods, services or ideas designed for the needs of a consumer (Rangkuti, 2013: 22). The product is the whole concept of the object or process that gives some value to the consumer (Rachmawati, 2011:145). Kotler and Armstrong (2010:218) in Chandra (2012:168) defines the product as "Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need."

It means the product is everything that can be offered to the market to get attention, purchase, use, or use and can satisfy a desire or need. Tangible products are generally called goods, while intangible products are often referred to as services.

According to Sumarni and Soeprihanto (2010: 274), "Products are anything that can be offered in the market to get attention, demand, use or consumption that can meet the wants or needs". Products not only always in the form of goods but can also be a service or a combination of both (goods and services)

b. Price

An important marketing mix tool is the price, which is the amount of money that a customer has to pay for a particular item or service. The price given to the customer must be proportional to the value offer to the customer. For, if not customers will turn to competitor products (Ariyanti, et al., 2013:7). Pricing is choosing the most appropriate price to sell it, sometimes a counterweight measure (Rangkuti, 2013:22). Price becomes very important, because it will have a wide effect on the company. Influences that can be caused, as noted Angipora (2012:270) in Chandra (2012: 169) are: (a) Price is a determinant for market demand; (b) The price may affect the position of the company's competition and affect its market share; (c) The price will provide maximum

yield by creating a number of net income and profits; and (d) Prices of goods may also affect the company's marketing program.

According to Sumarni and Soeprihanto (2010:281) the price is, "The amount of money (plus some products if possible) needed to get some combination of goods and services". After the product is ready to be marketed, the company will determine the price of the product.

c. Promotion

Promotion is related to the techniques of conveying information about the product (Rangkuti, 2013:23). Promotion is the term used to describe the overall sales-advertising communication activity, such as face-to-face sales, sales promotion and public relations. These activities result in consumer awareness of a product as well as knowledge of its distinctive and desirable attributes (Ariyanti, et al., 2013:7). There are five variables according to Simamora (2013: 294) in Chandra (2012:170) contained in the promotion mix, namely Advertising (advertising), personal selling, public relations, sales promotion), and direct marketing. The promotion mix is closely related to communication, where in the promotion of communication acts as an informer and makes potential customers aware of the existence of a product, persuading potential consumers to desire to enter into exchange relations, a product reminder, distinguish a product from a product from a company other. According Tjiptono (2010:219), the essence of promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and loyal to the product offered by the company concerned.

d. Place

On the basis of the problem the place is closely related to the problem of channeling the product / service from the party offering to the requesting party. Decisions on location and channel include consideration of how service delivery to the customer and where the service should be placed is an important meaning because the ease of the customer obtaining the services is part of the value and service benefits perceived (Ariyanti, et al., 2013:7). Distribution / placement is to place a product in an appropriate outlet and require certainty about a kind of activity that is entirely related to how to deliver the product from producer to consumer (Rangkuti, 2013:23).

In site or site selection requires careful consideration of the following factors: (a) Access, for example, locations accessible to public transport; (b) Visibility, such as a visible location from the curb; (c) Traffic (traffic), where there are two things to consider, that the number of people passing by can provide a great opportunity for impulse buying, traffic congestion and traffic jams can also be an obstacle; (d) Spacious and safe parking; (e) Expansion, there is sufficient space for future business expansion; (f) Environment, ie the surrounding area that supports the services offered; (g) Competition, ie the location of competitors; and (h) Government regulation (Hurriyati, 2011:57 in Chandra, 2012:170).

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. The definition of Sumarni and Soeprihanto (2010: 288) on distribution channels is, "The channels used by producers to distribute the product from producer to consumer or consumer industry"

Buying Interest

Interest is one of the psychological aspects that have a considerable influence on behavior and interest is also a source of motivation that will lead a person in doing what they do. Buying interest is part of the behavioral component in consuming attitudes. According to Kinnear and Taylor buying interest is part of the component of consumer behavior in the attitude of consuming, the tendency of respondents to act before the buying decision is actually implemented (Umar Husein, 2015:45). The behavior of consumer purchases to come can be measured from the intention of behaving, a strong desire to engage in certain behaviors. According to Hurlock in Fitriani (2013:45) interest is a psychological aspect that has a major impact on attitudes and behavior. While Markin Jr. in Effendy (2009:78) expressed interest in buying is a psychic activity that arises because of the thoughts and feelings of pleasure towards a desired object in the form of goods or services. According to Effendy (2009:83) interest itself is a continuation of attention which is the starting point for the emergence of desire or desire (desire) to do something the expected communicator activities, so interest in buying can be said

the emergence of a person's desire to try to buy the advertised product . To meet the needs and desires perceived, consumers will be encouraged to seek more information, if the drive is strong and the object of fulfillment of needs close then it is very likely consumers will buy it. One of the market research that can be done by the company is to ask people for the services and products that how desired. So will get a very broad answer. It can be seen that there is a difference between desires and needs that are sometimes very different or not in line therefore the company must find out the difference by compiling a question for the poll conducted based on it. Companies are expected to be more aware of what consumers expect so that companies can sell products that customers really like, need and look for. Buying interest can be identified through the following indicators (Ferdinand, 2006:129):

1. Transactional interest, namely the tendency of someone to buy the product.
2. Refrensial interest, namely the tendency of someone to reference the product to others.
3. Preferential interest, ie interest that describes the behavior of someone who has a main preference on the product. This preference can only be changed if something happens with its preference product.
4. Interest explorative, this interest describes the behavior of someone who is always looking for information about the products of interest and seek information to support the positive characteristics of the product.

Relationship between Variables

According to Cyntia J. Gantt (2001) the notion of buying interest is: "Indicator to measure the extent to which one's efforts to achieve the goal of his behavior. There are two dimensions in buying interest: attitude and one social subjective norm. "Attitude or attitude is part of Response Hierarchy Model. at the stage of the Affective Stage can be said which is a feeling towards a particular product or a thorough evaluation of the object, which is also influenced by the perception of consumers of the product or service studied. This is usually regarded as an attitude. So the attitude in this study is the size of consumer buying interest influenced by External Influences in the form of marketing stimuli and nonmarketing stimuli. Marketing stimuli in the form of marketing mix consisting of Product, Price, Place, Promotion, People, Physical Evidence, and Process, or so-called Firm's Marketing. While nonmarketing stimuli such as economic conditions, social class technology, politics, culture. Consumer buying interest in this research is defined as consumer behavior where consumers have a desire in buying or choosing a product, based on experience in choosing, using and consuming or even wanting a product. Based on previous research that is Bambang Sarjono (2010) with the title "The Influence of Marketing Mix Against Interest Buy Products Drawing Pack: A Research Result". The results showed that there is a positive and significant influence between product strategy, pricing strategy, promotion strategy, and distribution strategy to consumer buying interest of Drawing Pack product either simultaneously or partially.

RESEARCH METHODS

This research is an explanative quantitative research. Quantitative research is a research based on philosophy of positivism, used to examine the population or a particular sample, sampling techniques are generally done randomly, data collection using research instruments, quantitative statistical data analysis with the aim to test the hypothesis that has been established (Sugiyono, 2010:13). Meanwhile, explanative research that connects or search for causation between two or more concepts (variables) to be studied. This research requires the definition of concepts, conceptual framework and theoretical framework. Researchers need to do theorizing activities to generate initial conjecture (hypothesis) between variables one with another.

This research was conducted at Elener clothing store located at Jl. Kaliurang Km 4.5 Selokan Mataram, Karangbendo or North Faculty of Forestry Gajah Mada University Yogyakarta. Population in this research is all consumer of product buyer Elener as many as 892 people. The sampling technique used in this study is saturated. The number of samples used in the study of 90 samples. The data source consists of primary data source and secondary data source. Data collection in this study using two methods, namely using questionnaires and observations. Method of data analysis using multiple linear regression analysis.

RESULTS AND DISCUSSION

Respondent's Overview

The number of male respondents as much as 4 people or 4.4% of the total of respondents, while the number of female respondents as many as 86 people or 95.6% of the total respondents. Based on the percentage above can be seen that the majority of respondents are women.

The number of respondents or consumers aged 15-19 years as many as 10 people or 11.1% of the total respondents, the age of 20-30 years as many as 42 people or 46.7% of the total respondents, ages 31-40 years as many as 21 people or 23.3% of the total respondents, ages 41-50 years as many as 8 people or 8.9% of the total respondents, age 51-60 years as many as 5 people or 5.6% of the total respondents, and age > 60 years as many as 4 people or 4.4% of the total respondents.

The majority of respondents are S1 educated as many as 30 people or 33.3% of the total of respondents, respondents who have high school education of 27 people or 30.0% of the total respondents, respondents who educated Diploma I / II / III as many as 23 people or 25, 6% of the total of respondents, junior high school respondents as much as 6 people or 6.7% of the total of respondents, and respondents who have S2 educated as many as 4 people or 4.4% of the total respondents.

The majority of respondents work as students or as many as 29 people or 32.2% of the total of respondents, respondents who work as civil servants as many as 17 people or 18.9% of the total respondents, respondents who work as a BUMN employee as many as 12 people or 13, 3% of the total respondents, respondents who work as private employees as many as 12 people or 13.3% of the total respondents, respondents who work as housewives as many as 10 people or 11.1% of the total respondents, and respondents who working as self-employed as many as 10 people or 11.1%.

The majority of respondents have income / allowance per month amounting to Rp 500,001 - Rp 2,000,000 that is as many as 38 people or 42.2% of the total respondents, respondents have income / pocket money per month of Rp 2,000.001 - Rp 3,500,000 as many as 31 people or 34.4% of the total respondents, respondents who have income / pocket money per month amounting to Rp 300,000 - Rp 500,000 that is 11 people or 12.2% of the total respondents, and respondents who have income / allowance per month amounting to Rp 3,500,001 - Rp 5,000,000 as many as 10 people or 11.1% of the total respondents. Researchers discuss income / allowance per month because income affects the purchasing power of a person.

The majority of respondents subscribe to Elener clothing for 6 to 10 years as many as 54 people or 60.0% of the total respondents, and respondents subscribe Elener clothing shop products for 1 to 5 years as many as 36 people or 40.0 % of the total respondents.

Multiple Linear Regression Analysis

1. The effect of product variable (X1) on buying interest (Y) based on the results of partial calculations have a positive influence and significant effect. In the regression coefficient of 0.354 means that the product is directly proportional and has a significant effect on buying interest. If X1 goes up one unit then Y will rise by 0.354 assuming another variable remains. So the higher the product, the higher the buying interest.
2. The influence of variable price (X2) on buying interest (Y) based on the results of partial calculations have a positive influence and significant effect. In the regression coefficient of 0.527 means that the price is directly proportional and has a significant effect on buying interest. If X2 rises one unit then Y will rise by 0.527 assuming another variable remains. So the more appropriate price with consumer expectations the higher the buying interest.
3. The effect of place (X3) variable on buying interest (Y) based on the result of partial calculation has positive influence and significant effect. In the regression coefficient of 0.269 means that place is directly proportional and has a significant effect on buying interest. If X4 rises one unit then Y will rise by 0.269 assuming another variable remains. So the higher the place, the higher the buying interest.
4. The influence of promotion variable (X4) on buying interest (Y) based on the results of partial calculations have a positive influence and significant effect. In the regression coefficient of 0.305 means that promotion is directly proportional and has a significant effect on buying interest. If X3 rises one unit then Y will rise by 0.305 assuming another variable remains. So the higher the promotion, the higher the buying interest.

The correlation coefficient indicates the relation between independent variable that is product, price, place and promotion with variable of buying interest, R value (correlation coefficient) equal to 0,871. This correlation value indicates that the relationship between the independent variables of product (X1), price (X2), place (X3), and promotion (X4) with buying interest are included in very strong category because at interval 0.8 - 1.00.

Based on the analysis in Table 5.26 obtained results R² (coefficient of determination) of 0.758. This means that 75.8% of buying interest variables will be influenced by independent variables of product (X1), price (X2), place (X3), and promotion (X4). While the remaining 24.2% is an error or not discussed in this study.

Managerial Implications

Product

1. The company conducts market research about Muslim fashion products up to date.
2. The company adds fashion designer division to conceptualize the new and interesting muslim fashion design.
3. The company designs new products with attention to consumer interest.
4. The Company develops materials of raw materials that become differentiation products "Busana Elener".
5. Companies produce fashion products according to consumer interest.
6. The Company conducts Quality Control system on the products produced, to maintain the quality.

Price

1. The Company conducts a survey on the selling price of similar products from other stores.
2. Firms set prices that compete with other stores for the same product.
3. The company sets the price according to the quality of the product.
4. Firms set prices affordable by consumers.
5. A price-oriented pricing strategy in which prices are set to achieve sales volume targets.

Place

1. The company designs a convenient store layout.
2. The company displays fashion products neatly and attractively.
3. The company adds supporting facilities such as a large and secure parking lot.
4. The company plans to expand the area of the store to increase customer convenience.

Promotion

1. Companies do promotion through print media ie newspapers.
2. Companies conduct promotions through electronic media such as creating a website.
3. Companies maximize social media functions such as facebook, instagram, twitter as a marketing medium.
4. The company holds promo bundling product purchase promo product get unique merchandise bonus, to increase sales volume.
5. Company promotes by sponsorship of charity or fashion show.

CONCLUSSION

Based on the calculation of multiple linear regression analysis, it can be seen:

1. Product, price, place, and promotion have simultaneous effect to consumer buying interest in "Busana Elener" product.
2. Product affects partially on consumer buying interest in "Busana Elener" product.
3. Price partially effect on consumer buying interest in "Busana Elener" product.
4. Place has partial influence on consumer buying interest in "Busana Elener" product.
5. Promotion partially effect on consumer buying interest in product "Busana Elener".

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