

THE ROLE OF SERVICE MARKETING MIX ON DECISION OF PURCHASE OPEN TRIP TOUR PACKAGE (STUDY ON SMARTWAY INDONESIA TOURS'S CUSTOMER)

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ABSTRACT

This study aims to determine the effect of Service Marketing Mix on the decision of purchasing an open trip tour package on the customer of Smartway Indonesia Tours, a travel agency based in Malang city, Indonesia. The variables studied in this research are: Product (X_1), Promotion (X_2), People (X_3), Physical Evidence (X_4), Process (X_5), and purchasing decision of Bromo Sunrise open trip package to Smartway Indonesia Tours (Y)

. Sampling is done by using Slovin formula, with total population is 366 people of customer of open trip package of Bromo Sunrise July 1st, 2017 - September 30th, 2017. Then got 79 respondents who become sample of research. This research was conducted by using quantitative method of regression by doing F test, t test, multiple regression test and Classic Assumption test.

Based on the results of this study obtained the results that the Service Marketing Mix (Product, Promotion, People, Physical Evidence and Process) simultaneously significant effect on purchasing decision open trip package of Bromo Sunrise on Smartway Indonesia Tours. Physical evidence variable partially significant effect on purchasing decision open trip package of Bromo Sunrise. While Product, Promotion, People and Process partially non-significant effect on purchasing decision open trip package of Bromo Sunrise on Smartway Indonesia Tours.

Keyword : Service Marketing Mix, Buying decision, Travel agents.

INTRODUCTION

Open trip is a new package scheme on the Indonesian tourism industry sold by travel agents. Through this scheme, a solo traveler has a possibility to join with another traveler and do travel together by share-cost. With this share-cost system proved able to attract the attention of consumers in Indonesia because the price is cheaper if compared with private trip tour packages scheme. Among the many of travel agents who sell an open trip travel package scheme. Smartway Indonesia Tours (smartway.id) comes with the slogan "Open trip around Indonesia. Every day." Slogans appear because in the open trip travel package scheme, an agent travel usually only opens this scheme on certain dates only. However, Smartway Indonesia Tours made a new breakthrough by venturing to sell an open trip tour package every day on all destinations on sale.

Purchase decision process is a consumer behavior to determine the purchase of a product. In the science of marketing mentioned that consumer decisions to buy a product is influenced by elements of Marketing Mix, namely: Product, Price, Promotion, Place, People, Physical Evidence and Process (Lupiyoadi and Hamdani, 2008: 81). Marketing mix is a combination of variables that are expected to affect and create consumer satisfaction that can form a loyal consumer personality. All aspects are used in a structured and programmed manner clearly, and coordinated so that a company can run one of its own development functions as part of its marketing and self-introduction to the community, in order to run as effectively as possible. (Purnamasari, 2011: 67).

With this background, researcher is interested to lift the title "The role of Service Marketing Mix to the decision of purchasing an open trip tour package. Study on Smartway Indonesia Tours customer. "Although the analysis in the field of Marketing Mix has been done a lot, but the difference is the object of research conducted, namely the consumer package of open trip tours. There has never been an analysis that conducted research on the role of Service Marketing Mix on the purchase decision of open trip tour packages

LITERATURE REVIEW

A. Marketing Mix Theory

Marketing Mix on product merely includes 4P product, price, place and promotion. While in the field of services these four things are still not sufficient. Therefore, marketing experts add three more elements, namely: people, process, and physical evidence (Lupiyoadi and Hamdani, 2014: 81).

❖ Product

Product is goods or services offered and will be traded to consumers. Quality Consumers not only buy physically from the product but the benefits and value of the products offered. The advantages of service products lie in their quality that includes reliability, responsiveness, and empathy (Lupiyoadi and Hamdani 2014: 81).

2. Price

Price is the amount of money that must be issued by a consumer to get a product or service produced by a sales company. Price is an economic sacrifice made by consumers to obtain the desired product or service (Monroe, 2012: 45).

3. Place

Place or place is one element in the Marketing Mix that plays an important role in terms of distribution of goods and smooth flow of goods from producers to consumers. The distribution of goods from producer to consumer will be difficult to do without adequate distribution channels. Moreover, to be able to reach a broad market, the company needs a variety of intermediaries or distribution channels that can deliver the goods into the hands of consumers. The location of services used in supplying services to the intended customers is a key decision. The decision regarding the location of services to be used involves consideration of how the delivery of products / services to customers and where it will take place. Selection of a site location needs to consider the following: a. Close to industrial area or factory. b. Close to office location. c. Close to crowded or market locations. d. Close to residential location. (Kasmir, 2011: 166)

4. Promotion

Promotion is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of a product so that consumers are willing to

accept, buy and loyal to a product offered by a company. Promotion is one element in Marketing Mix that can not be ignored in the sales process. (Alma, 2010: 179)

5. *People*

The role of individuals as service providers is also one important factor that can affect the quality of services provided. To achieve good quality, staff training is required so that employees are able to provide satisfaction to the consumers (Lupiyoadi and Hamdani, 2014: 81).

6. *Physical Evidence*

Physical evidence or what is known as "physical evidence" is a thing that can affect consumer decisions to buy and use goods or services offered. This physical means is a thing that significantly affects the consumer's decision to buy and use the products offered services. (Lupiyoadi and Hamdani, 2014: 81).

7. *Process*

Process in marketing of goods / services related to services of goods / services provided. Market penetration ability by adding services provided. This is related to the added element of complexity (Lupiyoadi and Hamdani, 2014: 81).

B. Customer Purchase Decision Process

Consumer decision to buy a product will start with introduction of need, time, situation change, product concept, product consumption pattern, individual difference, marketing influence and information search both externally and internally. In addition, with the increasing number of competitors, the more choices for consumers to be able to choose products that fit with what the expectations. (Sumarwan, 2011: 361). According to Kotler and Keller, the buying decision process is a consumer behavior to determine the process of decision development in the purchase of a product goods / services. The process is a price-fixing problem consisting of five stages: problem recognition, information searching, evaluation, alternatives, purchasing decisions and post purchase. As for the stages of consumer purchase decisions are as follows:

1. Problem identification

At this stage consumers begin to identify problems with their internal behavior. Is the need for goods / services is urgent or just a desire. Whether the needs of these goods / services can be delayed purchase process, and so forth.

2. Search information

After passing the stage of the introduction of the problem, a consumer will go to the next stage of information seeking phase related products / services that will be purchased. At this stage a consumer will perform product identification.

3. Evaluation

At the alternative evaluation stage. A consumer will start looking for a comparison of a product / service that he or she has found before.

4. Buying decision

Product (X₁)

At this stage the consumer will decide and drop his choice to buy a product goods / services.

To give a simple understanding about this study, the following models of analysis and expected results will be devised in the Figure 1.

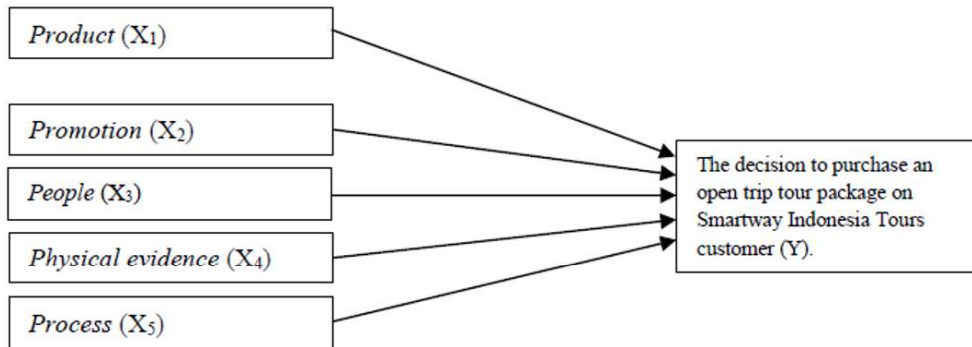


Figure 1: Analytical Model

C. Hypothesis

Based on the formulation of the problem, the purpose of research and the theoretical basis that has been discussed, the hypothesis to be tested in this study are: H1: Product (X1) affects package purchase decision open trip tour Bromo Sunrise consumer Smartway Indonesia Tours (Y). H2: Promotion (X2) has an effect on purchasing decision tour package open trip Bromo Sunrise consumer Smartway Indonesia Tours (Y). H3: People (X3) has an effect on packet purchasing decision open trip tour Bromo Sunrise consumer Smartway Indonesia Tours (Y). H4: Physical evidence (X4) affects decisions purchase of an open trip Bromo Sunrise consumer travel package Smartway Indonesia Tours (Y). H5: Process (X5) has an effect on purchasing decision Open Bromo Sunrise consumer travel packages Smartway Indonesia Tours (Y).

RESEARCH METHODS

In accordance with the problems and aims of this study. The research to be conducted includes the type of quantitative research. The analysis is used by causality test, that is to test the causal relationship between free variable Marketing Mix (5P) that is Product, Promotion, People, Physical Evidence and Process to dependent variable, that is decision of purchasing of Bromo Sunrise open trip tour package to Smartway Indonesia Tours customer. The population in this study is the consumers of open trip Bromo Sunrise travel packages on July 1, 2017 - September 30, 2017 which amounted to 366 people. The number of samples taken will be determined using the Slovin formula (Noor, 2011: 158). Based on the formulation of the sample-taking results obtained as many as 79 people.

The data in this study is primary data (data obtained from the questionnaire) and secondary data (data obtained from literature studies in the form of theories, journals, articles, internet, and previous research). The research data was collected from questionnaires containing questions that should be answered by consumers acting as respondents. Questionnaire question form is presented in the form of closed questions (Closed end items), which is a questionnaire where the questions written provided the answer of choice so that the respondents just choose one of the answers that have been provided. (Sukandarrumidi, 2010: 78:88).

The type of data obtained in this study is quantitative data type interval, using Likert scale. The research instrument was made in the form of questionnaires with questions using Likert scale.

Table 1. Likert Scale.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
POSITIF	5	4	3	2	1

Variables in this study include: a. Variable Free (X) consisting of Product (X₁), Promotion (X₂), People (X₃), Physical evidence (X₄), and Process (X₅). b. Dependent Variable (Y) is the decision of Bromo Sunrise open trip travel package purchase on Smartway Indonesia Tours (Y) customer.

The analysis in this study used regression analysis, with the help of SPSS program. The validity test used is pearson correlation test. An instrument is said to be valid when the significant value of pearson correlation obtained from each question variable <0.05 (Noor, 2011: 169). The reliability test is done jointly on all questions. If the value of Cronbach alpha > 0.60 and the indicators have a Cronbach Alpha Item Deleted <Cronbach Alpha variable, then the question is reliable. The correlation coefficient (R) shows the strength of the linear relationship between the independent variable (X) and the dependent variable (Y), without indicating a causal relationship. The value of R is between -1 and +1. If the correlation coefficient is positive, then the direction of the relationship between the two variables is unidirectional. Conversely, if the correlation coefficient is negative, then the direction of the relationship between the two variables is opposite (Kuncoro, 2011: 9-10).

F test known as simultaneous significance test or simultaneous test, is used to show whether all independent variables contained in the model have an effect simultaneously on the dependent variable (Kuncoro, 2011: 219). The provisions of the F Test are: a. If the value is Sig. <0.05, then all the independent variables are Product (X₁), Promotion (X₂), People (X₃), Physical Evidence (X₄), and Process (X₅) simultaneously have significant effect on the dependent variable that is the decision of Bromo Sunrise on Smartway Indonesia Tours (Y) customers. b. If the value is Sig. > 0.05, then all the independent variables ie Product (X₁), Promotion (X₂), People (X₃), Physical evidence (X₄), and Process (X₅) simultaneously have no significant effect on the dependent variable ie the decision of Bromo open trip tour package Sunrise on Smartway Indonesia Tours (Y) customers.

Individual Significance Test (t test): a.If the sig value. in the test t <0.05 then the independent variables are Product (X₁), Promotion (X₂), People (X₃), Physical Evidence (X₄), and Process (X₅) partially significant influence on the dependent variable is the decision of purchasing tour

package open trip Bromo Sunrise on Smartway Indonesia Tours (Y) customers. b. If the value is sig. in the test t > 0.05 then the independent variables partially no significant effect on the dependent variable is the decision of purchasing open trip Bromo Sunrise tour package on Smartway Indonesia Tours (Y) customer.

Classic Assumption Test: a. Normality Test (If the significance value is above 0.05 then the residual variable is normally distributed). b. Multicollinearity test (Multicollinearity not occur when VIF is less than 10 (Hsokoki, 2010: 206) c) Heterocedasticity test (If on all variable of Sig Value In t test <0.05, hence the heterokedastisity on the regression model. 0.05, hence no heterokedastisitas) D. Autocorrelation test (If the asymp value of 2-tailed sigp is smaller than

0.05 then there are symptoms of autocorrelation, vice versa) e Linearity test (Two variables are said to have a linear relationship if the sig value linearity <0.05. (Priyatno, 2013: 40).

FINDINGS

A. The Implementation of QWL in CV. Pribadi Tiga

1. The Validity Test

Table 2. Validity Test

No	Variable	Indikator	Pearson	Nilai Sig.	Explanation
1	Product (X ₁)	X _{1.1}	0.801	0.000	Valid
		X _{1.2}	0.769	0.000	Valid
		X _{1.3}	0.762	0.000	Valid
2	Promotion (X ₂)	X _{2.1}	0.857	0.000	Valid
		X _{2.2}	0.841	0.000	Valid
		X _{2.3}	0.872	0.000	Valid
3	People (X ₃)	X _{3.1}	0.805	0.000	Valid
		X _{3.2}	0.848	0.000	Valid
		X _{3.3}	0.765	0.000	Valid
4	Physical Evidence (X ₄)	X _{4.1}	0.835	0.000	Valid
		X _{4.2}	0.772	0.000	Valid
		X _{4.3}	0.759	0.000	Valid
5	Proces (X ₅)	X _{5.1}	0.808	0.000	Valid
		X _{5.2}	0.895	0.000	Valid
		X _{5.3}	0.863	0.000	Valid
6	Buying Decision (Y)	Y ₁	0.675	0.000	Valid
		Y ₂	0.625	0.000	Valid
		Y ₃	0.762	0.000	Valid
		Y ₄	0.687	0.000	Valid
		Y ₅	0.807	0.000	Valid

Based on Table 2 it can be seen that the results of validity testing performed show all marketing mix indicators and purchase decisions are valid because all instruments have a sig value. <0.05.

2. The Reliability Test

Table 3. Reliability Test

No.	Variabel	Indikator	Cronbach Alpha Item Deleted	Cronbach Alpha	Explanation
1	Product (X ₁)	X ₁₋₁	0.565	0.670	Reliable
		X ₁₋₂	0.548		Reliable
		X ₁₋₃	0.613		Reliable
2	Promotion (X ₂)	X ₂₋₁	0.73	0.816	Reliable

			4		
		X ₂₋₂	0.75 7		Reliable
		X ₂₋₃	0.75 3		Reliable
3	People (X ₃)	X ₃₋₁	0.72 2	0.724	Reliable
		X ₃₋₂	0.52 5		Reliable
		X ₃₋₃	0.65 6		Reliable
4	Physical Evidence (X ₄)	X ₄₋₁	0.64 0	0.683	Reliable
		X ₄₋₂	0.57 3		Reliable
		X ₄₋₃	0.57 0		Reliable
5	Process (X ₅)	X ₅₋₁	0.78 7	0.813	Reliable
		X ₅₋₂	0.69 7		Reliable
		X ₅₋₃	0.73 1		Reliable
6	Keputusan Pembelian (Y)	Y ₁	0.71 2	0.750	Reliable
		Y ₂	0.73 0		Reliable
		Y ₃	0.67 4		Reliable
		Y ₄	0.72 9		Reliable
		Y ₅	0.67 9		Reliable

Based on Table 3 the results of the reliability test of all variables, namely Product (X1), Promotion (X2), People (X3), Physical Evidence (X4), and Process (X5) on the dependent variable purchase decision of Bromo Sunrise open trip tour on Smartway Indonesia Tours (Y) show reliable because all Cronbach Alpha variables > 0.6 and indicators have Cronbach Alpha Item Deleted < Cronbach Alpha variable. This means that all the questions as indicators of measuring instruments in this study reliable.

3. The F Test

Table 4. F Test ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.635	5	1.327	4.906	.001 ^a
Residual	19.745	73	.270		
Total	26.380	78			

- ❖ Predictors: (Constant), Avr.X5, Avr.X2, Avr.X4, Avr.X1, Avr.X3
- ❖ Dependent Variable: Avr.Y

Based on Table 4 above can be seen that the value of significance value of F $0.001 < 0.05$ so it can be concluded that the independent variables are Product (X1), Promotion (X2), People (X3), Physical evidence (X4), and Process (X5) simultaneously significant effect on the dependent variable that is the decision to purchase an open trip tour package on Smartway Indonesia Tours (Y) customers.

4. The t Test

Table 5. t Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.176	.578		2.035	.046
	Avr.X1	.010	.124	.010	.081	.936
	Avr.X2	.151	.098	.185	1.532	.130
	Avr.X3	.076	.125	.077	.607	.546
	Avr.X4	.258	.113	.262	2.285	.025
	Avr.X5	.163	.101	.191	1.617	.110

1. Dependent Variable: Avr.Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.635	5	1.327	4.906	.001 ^a
	Residual	19.745	73	.270		
	Total	26.380	78			

a. Predictors: (Constant), Avr.X5, Avr.X2, Avr.X4, Avr.X1, Avr.X3

b. Dependent Variable: Avr.Y

Based on Table 5 the following results are obtained:

a. Product Variable (X1) has significant value t greater than α ($0.936 > 0.05$). This test shows that the variable X1 is partially no significant effect on the variable Y.

b. Promotion variable (X2) has significant value t greater than α ($0.130 > 0.05$). This test shows that the variable X2 is partially no significant effect on the variable Y.

c. The People (X3) variable has a significant value t greater than α ($0.546 > 0.05$). This test indicates that the variable X3 is partially no significant effect on the variable Y.

d. The Physical Evidence (X4) variable has significant t value greater than α ($0.025 < 0.05$). This test shows that the variable X4 partially significant effect on the variable Y.

e. Process Variable (X5) has significant value t greater than α ($0.110 > 0.05$). This test shows that the variable X2 is partially no significant effect on the variable Y.

5. The Correlation and Determination Coefficient Test

Table 6. The Correlation and Determination Coefficient Test

Model Summary

Model	R	R Square
1	.502 ^a	.252

1. Predictors: (Constant), Avr.X5, Avr.X2, Avr.X4, Avr.X1, Avr.X3

Based on table 6 it can be seen that the value of the correlation coefficient (R) shows a positive value with the value of coefficient of determination (R²) of 0.252 or 25.2%. Thus it can be concluded that the independent variables (X1, X2, X3, X4, X5) are able to explain the dependent variable (purchase decision) of 25.2%. While the remaining 74.8% is explained by other variables not examined in this study.

6. Test multiple linear regression equations

Table 7. Test multiple linear regression equations

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.176	.578		2.035	.046

Avr.X1	.010	.124	.010	.081	.936
Avr.X2	.151	.098	.185	1.532	.130
Avr.X3	.076	.125	.077	.607	.546
Avr.X4	.258	.113	.262	2.285	.025
Avr.X5	.163	.101	.191	1.617	.110

1. Dependent Variable: Avr.Y

The above regression equation can be explained as follows:

1. Product variable regression coefficient (X1) is 0.010. Coefficient of positive value means there is a positive relationship between Product (X1) with the purchase decision (Y). If the quality of the product has increased then the purchase decision will increase as well.

1. The regression coefficient of Promotion variable (X2) is 0.151. Coefficient of positive value means there is a positive relationship between Promotion (X2) with the purchase decision (Y). If the quality of promotion has increased then the purchase decision will increase as well.

1. The regression coefficient of the People variable (X3) is 0.076. Coefficient of positive value means there is a positive relationship between People (X3) with the purchase decision (Y). If the quality of employees has increased then the purchase decision will increase as well.

1. The regression coefficient of Physical Evidence variable (X4) is 0.258. Coefficient of positive value means a positive relationship between Physical Evidence (X4) with the purchase decision (Y). If the quality of physical evidence increases then the purchase decision will increase as well.

1. The regression variable coefficient of Process (X5) is 0.163. Coefficient of positive value means there is a positive relationship between Process (X5) with the purchase decision (Y). If the quality of the process has increased then the purchase decision will increase as well..

❖ Classic Assumption Test

❖ Normality Test

Table 8. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		79
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.50312512
Most Extreme Differences	Absolute	.108
	Positive	.108
	Negative	-.101
Kolmogorov-Smirnov Z		.956
Asymp. Sig. (2-tailed)		.320

a. Test distribution is Normal.

Based on table 8 above obtained the result of sig value. residual is $0.320 > 0.05$, it can be concluded that the residual distribution is normal

b. Multicollinearity Test

Table 9: Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.176	.578		2.035	.046		
Avr.X1	.010	.124	.010	.081	.936	.644	1.553
Avr.X2	.151	.098	.185	1.532	.130	.700	1.428
Avr.X3	.076	.125	.077	.607	.546	.629	1.590
Avr.X4	.258	.113	.262	2.285	.025	.778	1.286
Avr.X5	.163	.101	.191	1.617	.110	.733	1.364

a.
Dependent Variable
:
Avr.Y

Based on table 9 above can be seen that all independent variables have VIF value < 10 . Based on the results of the test can be concluded that there is no effect multikolinearitas between independent variables in the regression model of this study.

c. Heteroscedasticity Test

Table 10: Heteroscedasticity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.711	.377		1.885	.063		
Avr.X1	.020	.081	.036	.247	.805	.644	1.553
Avr.X2	.035	.064	.075	.542	.590	.700	1.428
Avr.X3	-.060	.082	-.108	-.738	.463	.629	1.590
Avr.X4	-	.074	-.053	-.403	.68	.778	1.286

	.030				.8		
Avr.X5	-.044	.066	-.090	-.663	-.509	.733	1.364

a. Dependent Variable:
RES2

Based on table 10 above can be seen that the value of sig. for all variables X1, X2, X3, X4, X5 > 0.05. Based on the test results, it can be concluded that the variables X1, X2, X3, X4, X5 did not occur heterokedastisitas on the regression model of this study.

d. Autocorrelation Test

**Table 11: Autocorrelation Test
Runs Test**

	Unstandardized Residual
Test Value ^a	.03374
Cases < Test Value	35
Cases >= Test Value	44
Total Cases	79
Number of Runs	36
Z	-.915
Asymp. Sig. (2-tailed)	.360

Based on table 11 above can be seen that the value of asymp. Significance of 0.360 > 0.05. Based on the test results, it can be concluded that there is no autocorrelation in this study.

CONCLUSION

Based on the results of research and statistical analysis that has been done can be concluded as follows: 1. Product Variable (X1) has significant value t greater than α (0.936 > 0.05). This test indicates that the product variable partially has no significant effect on the decision of Bromo Sunrise open trip travel package purchase on Smartway Indonesia Tours customer.

2. Promotion variable (X2) has significant value t greater than α (0.130 > 0.05). This test indicates that partial promotion variable has no significant effect on the decision of Bromo Sunrise open trip travel package purchase on Smartway Indonesia Tours customer. 3. People variables (X3) have significant value t greater than α (0.546 > 0.05). This test shows that the partial variable of people has no significant effect on the decision of Bromo Sunrise open trip package purchase on Smartway Indonesia Tours customer. 4. Variable Physical evidence (X4) has significant value t greater than α (0.025 < 0.05). This test indicates that the physical evidence variable partially significant effect on the decision of Bromo Sunrise open trip travel package purchase on Smartway Indonesia Tours customer. 5. Process Variable (X5) has significant value t greater than α (0.110 > 0.05). This test indicates that the variable process

partially has no significant effect on the purchase decision of Bromo Sunrise open trip tour package on Smartway Indonesia Tours customer.

Based on the findings in this research, there are several suggestions that can be done next, among others: 1. Consider suggestions in the managerial implementation sub-chapter for Smartway Indonesia Tours management. 2. Conduct advanced research on other packages using the appropriate method and increase the scope of the variables so that the data obtained can be more diverse and interesting.

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