

THE EFFECT OF PROMOTION, PRODUCT'S QUALITY, PRICING AND AFTER SALES SERVICE WITHIN CUSTOMER DECISIONS TO PURCHASE HONDA VARIO SCOOTER AT RAHAYU CORPORATION GRESIK

Yohan Andi Tanto¹

INDONESIA

E-mail: yohantanto@gmail.com

ABSTRACT

The sole purpose of this research:

1. To determine and analyze the effect of promotion, product quality, price and after sales service simultaneously on purchasing decisions Motor Honda Vario at Rahayu Motor Gresik.
2. To determine and analyze the effect of partial campaign against Honda Vario purchasing decisions at Rahayu Motor Gresik.
3. To identify and analyze the effect of product quality on purchase decisions partially Honda Vario at Rahayu Motor Gresik.
4. To determine and analyze the effect of price on purchase decisions partially Honda Vario at Rahayu Motor Gresik.
5. To determine and analyze the effect of after sales service purchasing decisions partially on Honda Vario at Rahayu Motor Gresik.

INTRODUCTION

Motor industry in Indonesia has grown very rapidly in the past decade. There have been some well known Japanese brand that enter the market and doing very well. Honda, Yamaha and Suzuki are three of the brands that have been very successful. This is data from AISI (Indonesian motorcycle association) picture 1.1



Motorcycle Sales Report from 2007-2012
Figure 1 The number of motorcycle sold in Indonesia between 2007 – 2012

Source : Data AISI (<http://www.aisi.or.id/statistic/>)

In the picture 1.1 There is indication that the quantity of motorcycle sold in Indonesia has been increasing in between 2007 - 2012. This data also shown that there is stiff competition in the motorcycle business, more and more dealership has been opened and most of them have to be competitive and strategic in order to survive within this market. There is another data from AISI picture 1.2 :

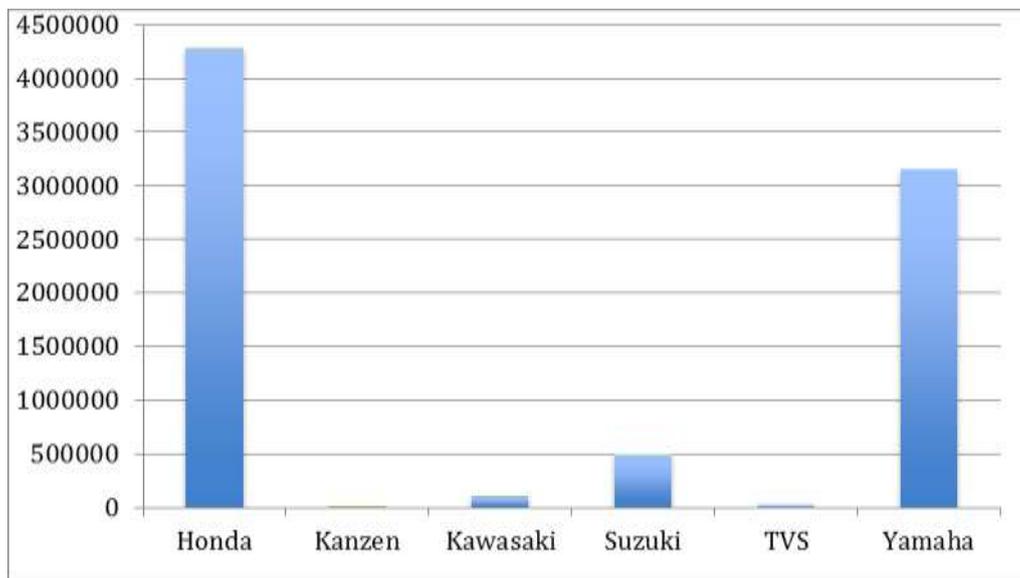


Figure 2 The number of motor sold in Indonesia in 2011 within brands

Source : Data AISI (<http://www.aisi.or.id/statistic/>)

In this graphic by AISI Honda is leading the market with 4.276.136 unit sold and the runner up goes to Yamaha with 3.147.873 unit and Suzuki within 6.15% 494.481 unit.

According to the Indonesian Motorcycle Industry Association (AISI), members of motorcycle sales in the first quarter 2013 reached 1,970,823 units, and 494.481 units of percent is automatic type. From this composition, Honda is still dominant in the motorcycle market automatic. Total sales of automatic Honda 871 098 units in 3 months (AISI , 2013) . In more details, the following is based on sales data of each brand were obtained from AISI in the form of pie charts.

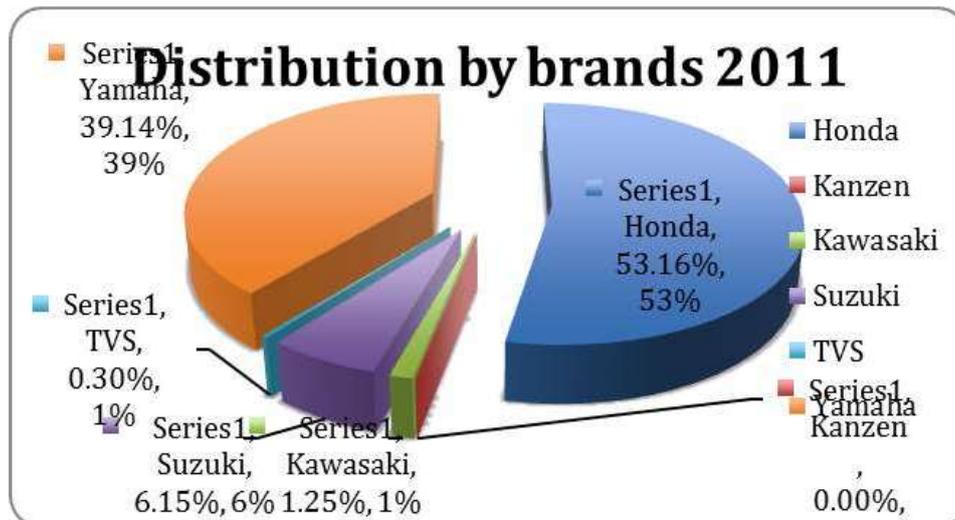


Figure 3. Distribution by Brand Motorcycle Sales In Year 2011

Source : Data AISI (<http://www.aisi.or.id/statistic/>)

Rahayu Motor Corporation is intermediate scale dealer, which operates in the region of Gresik and has evolved from a minor retail storehouse that has a simple pattern of sales into a dealership that has the international standard.

Based on this research in this dealer, there is a pattern of shift from the societal trends motorcyclists' manual cub into the user of automatic transmission motorcycle. There is increasing number of female professional who start to work in the office instead of being housewife. They demand simpler mean of motorcycle that not requires to have complicated manual transmission and this is also affect the promotional strategy for Honda.

In this this research there will be questioner given for the 95 people to test the relation between promotion, product quality, pricing and after sales service within customer decision to buy Honda Vario scooter.

Level of competition motorcycle industry in particular types of automatic scooter experiencing high competition. Thus, every company should be able to understand the behavior of consumers in the target market, because the survival of the company depends on the meeting point in the needs and desires of consumers. Consumer behavior is a very important phenomenon in the marketing activities of the company, the consumer behavior in the purchase (Dharmmesta and Irawan , 2001: 321).

To test the indicator of this thesis to be valid in this study, the research conduct the initial survey of the 30 respondents who are consumers of Honda Vario . This has done to determine the factors that influence consumers in making a purchase on a Honda motorcycle. The results of the initial survey can be seen in Table 1.2 below.

Table 1.2 Pre survey for the first 30 respondent

NO	Satatemnts	Variabel
1	a. Honda Vario often exhibit promotional event	Promotion
	b. Honda advertising interesting	
	c. The promotional of Honda vario really useful	
	d. Honda ads often shown in televisión is interesting	
2	a. Vario has economical fuel system	Product Quality
	b. Honda Vario has a good long lasting engine	
	c. The design of Honda Vario very good	
3	a. The price of Honda Vario is affordable	Price
	b. The price of Honda Vario meets the quality	
	c. Price of Honda Vario compete with the competitor	
4	a. The service center is within reach	After Sales Service
	b. The spare part is easy to grab within location.	

From Table 1.2 above, Opinions were collected to identify the factors that influence the intention to behave. Therefore, in order to be able to win the competition, Rahayu Motor is required to determine the appropriate marketing strategies to attract more customers.

Effective promotion, competitive price compared to the price offered by a competitor, increased quality of the product and improvement of after-sales service are some of the example strategy to increase the productivity.

Promotion is an important factor in achieving company's sales objectives. In accordance with the results of previous studies conducted by Tan (2011) showed that the promotion has a significant positive effect on consumer purchasing decisions for spending in Alfamart Surabaya . In addition, product quality is also an important factor to be considered by the company (Getrycia and Djatikusuma , 2013).

At this point the consumer will consider the quality of the product in making purchasing decisions. According to research conducted by Getrycia and Djatikusuma (2013) ; Jayadi and Santoso (2012) ; and Satit , et al (2012) product quality has an influence on purchasing decisions . This shows that the higher the quality of the products offered, the higher chance the consumer will make a purchase decision.

Price is also one of the important things and need to be considered by the company. Therefore, any price set by the company will result in change of the demand's level for different products. If the price is set by the right company and in accordance with the

purchasing power of consumers, then the selection of a particular product will be imposed on such products (Dharmesta and Irawan , 2001) .

Results of research conducted by Tan (2011); Jayadi and Santoso (2012) ; and Satit , et al (2012) proved that the price has influence on consumer purchasing decisions. The results of previous studies conducted by JAYADI and Santoso (2012) , shows that the after-sales service has a positive and significant impact on purchasing decisions Yamaha Motorcycles .

Based on the background above, the researcher took the title of the study "The effect of promotion, product's quality, Pricing and after sales service within customer decision to purchase Vario scooter at Rahayu Motor corporation"

Research Method

This study classified in quantitative research. Quantitative methods using a number of samples and data in the form of numerical or numbers (Sugiyono , 2010: 13). Where the independent variables such as price, quality and after-sales service as dependent variable affects the purchase decision.

Implementation of this research is on Rahayu Motor Gresik. This research was carried out during the whole month, from November 2013 to the month of December 2013 .

According Sugiyono (2010 : 61) population is a generalization region consisting of the objects or subjects that have certain qualities and characteristics are determined by the investigators to be studied and then drawn conclusions. In this study population used is the people in the region are becoming consumers Gresik Honda Vario. The sample is part of the number and characteristics of the population (Sugiyono , 2010: 62) . The sampling technique used in this study is non - probability sampling, due to known and unknown amount of the actual population. Based on the above considerations, the method used purposive sampling because the chances of members of the population are selected as the sample is based on judgment and decision research. Samples were taken based on the criteria that have been determined by researchers, the Honda Vario consumers who meet the criteria below: a. Customer Honda Vario b . Aged 18-60 years Guidelines for the measurement of the sample in this study refers to Hair et al in Ferdinand (2002 : 51) , with feature as follows :

- a. The sample size may be around 100-200 samples in research
- b. Depending on the number of estimated parameters. Guideline is 5-10 times the number of estimated parameters.
- c. Depending on the number of indicators used in all of the latent variables. The number of samples is an indicator multiplied by 5 to 10 where there are 20 indicators sample size is between 100-200. In this study, the number of indicators used is as many as 19 pieces. Thus, $19 \times 5 = 95$ people. Thus, the number of samples used in this study defined a sample of 95 people.

Data were collected by using a questionnaire distributed to respondents in accordance with the characteristics of the samples that have been described earlier. The questionnaire should be distributed to respondents who have decided to buy Honda Vario, so it does not provide the social pressure and disrupt the consistency of consumer Cobb and Hoyer (1986) . After filling out the questionnaire, respondents returning completed questionnaires and then will be selected. Only the data from the questionnaire actually been filled with complete and in accordance with the charging instructions that will be further processed using SPSS 16.0 software.

Variables research is basically everything that shaped what is defined by the researchers to be studied in order to obtain information about it, then drawn the conclusion, Sugiyono (2009 45). The variables in this study are: A. The independent variables 1 Promotion (X1) , the marketing activities which seeks to spread information , to influence or persuade , and remind the target market for the company and its products to be willing to accept , buy , and loyal to the products offered by the company concerned (Tjiptono , 2009: 81) . Indicator refers to the promotion of research Jayadi (JAYADI, 2012: 41) consisting of:

- a. Reach campaign
- b. Quantity ads in a media campaign
- c. The quality of the delivery of messages in the media ad campaign 2nd Quality Products (X2), the quality (quality) is the totality of features and characteristics of the products or services that depend on the ability to satisfy stated or implied needs (Kotler and Keller , 2009: 143) .

Indicators of the quality of the products used in this study are:

- a. Fuel efficiency
- b. The product is not easily damaged and have a long economic life c . Durability formidable machine d . Attractive product appearance 3 Price (X3) , the amount of value that consumers redeem for a number of benefits to owning or using a goods and services (Kotler and Keller , 2009) . Price indicators used in this study, namely:

- a. Affordability
- b. Conformity with the price of the product quality
- c. Price competitiveness
- d. Conformity price with benefits

Sales Service (X4) , the provision of guarantees to reduce consumers' perception of the risk of the purchase , repair services , and the provision of replacement parts (Tjiptono , 2000: 91) . Indicators that characterize the after-sales service that used this research, namely:

- a. Availability authorized workshops
- b. Ease of finding parts
- c. Satisfactory levels of employee services
- d. Handling consumer complaints

B. The dependent variable is Purchase Decision (Y), which is a process by which consumers recognize the problem, look for information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchase decision procedure Honda motorcycles (Tjiptono, 2009: 21).

The indicators used to characterize the purchase decision of this research, namely:

- a. The need and desire for a product
- b. The desire to try
- c. Stability of the quality of a product
- d. Repeat buying decision in this study,

The measurement scale for these variables using Likert scale. According to Oei (2010: 87) Likert Scale is a scale that measures the level of agreement or consent of respondents to a series of questions that measure an object. Provisions five-point Likert scale, namely:

- 1 1 = Strongly Disagree
- 2 2 = Disagree
- 3 3 = Quite agree
- 4 4 = Agree
- 5 5 = Strongly Agree

Analysis technique

The analysis technique used multiple linear regressions. Multiple linear regression analysis is an analytical model that is used to describe the magnitude of the influence exerted by the independent variables related to the variable where more than one independent variable (Kuncoro, 2009: 235) from multiple linear regression model is as follows: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$ Specification: Y: Variable Purchasing Decisions β_0 : Constants $\beta_1, \beta_2, \beta_3, \beta_4$: Regression coefficients of variables x_1, x_2, x_3, x_4 , which examined x_1 : Variable Promotion x_2 : Variable Product Quality x_3 : Variable Price x_4 : Variable Sales Service : Residual

Simultaneous Significance Test (F test)

According Kuncoro (2009: 239) F-test was used to test whether or not a significant independent variables on the dependent variable simultaneously. Hypothesis testing is performed simultaneously by using F test The test measures using the F test is as follows: 1 Determine statistical hypothesis as follows: $H_0: \beta_i = 0 \ i = 1, 2, 3, 4$ H_1 : at least one $\beta_i \neq 0 \ i = 1, 2, 3, 4$ or H_0 : All independent variables consisting of Promotion, Product Quality, Price, and after-sales service has no significant effect on purchasing decisions simultaneously Honda Vario H_1 : All independent variables consisting of Promotion, Product Quality, Price and After Sales Service simultaneously significant effect on purchasing decisions Honda Vario 2 Assign the value level of significance (α) is equal to 0.05. 3 Making Decisions (with a significance value) a. If the F-test significance value less than 0.05, then H_0 is rejected and H_1 is accepted, which means Promotions, Product Quality, Price and After Sales Service simultaneously significant effect on purchasing decisions Honda Vario. b. If the significance value of the F test is greater than 0.05, then H_0 is accepted and H_1 is

rejected it means Promotions , Product Quality , Price and After Sales Service has no significant effect on purchasing decisions simultaneously Honda Vario .

Individual Significance Test (t test)

According Kuncoro (2009 : 238) The test is basically used to indicate whether an individual independent variables have a significant influence on the dependent variable .

1 Determine Ho and H1
 $H_0 : \beta_i = 0$, meaning Promotion , Product Quality , Price and After Sales Service partially no significant impact on the purchasing decisions of Honda Vario .
 $H_1 : \beta_i \neq 0$, meaning Promotion , Product Quality , Price and After Sales Service is partially has significant impact on purchasing decisions Honda Vario

Step 2: Determine the level of significance < 0.05

3 Determining the decision : a. If the t-test significance value less than 0.05 , then H_0 is rejected and H_1 is accepted , it means Promotions , Product Quality , Price and After Sales Service is partially has significant impact on purchasing decisions Honda Vario . b . If the t-test significance value greater than 0.05 , then H_0 is accepted and H_1 is rejected , it means Promotions , Product Quality , Price and After Sales Service partially no significant impact on the purchasing decisions of Honda Vario .

Result

Tabel 5.1 Data based on gender

Gender	Respondent	Procentige (%)
Male	24	25,3
Female	71	74,7
Total	95	100,0

Based on Table 5.1 it can be seen that the majority of respondents' gender Honda Vario is Female sex by 71 people or 74.7 % . While the rest of the respondents amounted Male 24 people or 25.3 % . So that here there is the highest value on the female gender 74.7 % . It can be caused by an interest in the motor matic women higher than men . Besides, it is a segment for the sale of motor matic mostly women .

Tabel 5.2 Description based on age

Respondent Age	Total Respondent	Procentige (%)
< 18 Years old	7	7,4
18 - 35 Years old	45	47,4
36 - 50 Years old	30	31,6
51 - 60 Years old	11	11,6
> 60 Years old	2	2,1
Total	95	100,0

Based on Table 5.2 it can be seen that the age of the respondents Honda Vario is less than 18 years amounted to 7 people with a percentage of 7.4 % , for respondents aged 18-35 years are 45 people with the percentage of 47.4 % , for respondents aged 36-50 years were 30 people with the percentage 31.6 % , for respondents aged 51-60 years with a total of 11 percentage of 11.6 % , and for lebbih age of 60 years amounted to 2 people with a percentage of 2.1 % . So that the highest value found in the Honda Vario respondents have age 18-35 years with a percentage of 47.4 % , 36-50 years 30% and 11% of 51-60 years. This is in accordance with the purchase of the largest motorcycle market segment is the age range of 18-35 years because at that age most have an income. This is consistent with the opinion of Kotler and Armstrong (2009) , that at the age of 18-60 years vulnerable customers have an income to be able to buy a product .

Multiple Linear Regression Analysis

Based on the research that has been done then obtained the following results:

Tabel 5.20 Multiple Linear Regression Analysis

Model	<i>Unstandardized Coefficients</i>	
	<i>B</i>	<i>Std. Error</i>
Constant	0,053	0,249
Promosi (X ₁)	0,135	0,049
Kualitas produk (X ₂)	0,370	0,177
Harga (X ₃)	0,113	0,053
Layanan Purna Jual (X ₄)	0,441	0,172

Based on the above calculation results, obtained by multiple linear regression equations were significant as follows :

$$Y = 0.053 + 0.135 X_1 + 0.370 X_2 + 0.113 X_3 + 0.441 X_4$$

Interpretation of the regression models above are as follows : 1. constant (a) is generated by 0.053 indicates that the value of Purchase Decision Honda Vario (Y) of 0.053 if Promotion (X1) , Product Quality (X2) , price (X3) and Sales Service (X4) is constant . 2 Promotion coefficient (β_1) of 0.135 indicates that if the promotion variable (β_1) increased one unit , then it will lead to an increase in Purchasing Decisions Honda Vario was 0.135 assuming other variables constant . 3 Product quality coefficient (β_2) of 0.370 indicates that if the variable quality of the product (X2) increased one unit , then it will lead to an increase in Purchasing Decisions Honda Vario was 0.370 , assuming other variables constant . 4. price coefficient (β_3) of 0.113 indicates that if the price variable (X3) increased one unit , then it will lead to an increase in Purchasing Decisions Honda Vario was 0,113 , assuming other variables constant . 5. -sales service coefficient (β_4) of 0.441 indicates that if the after-sales service variable (X4) increased one unit , then it will lead to an increase in purchase of Honda Vario Decision of 0.441 , assuming other variables constant .

F test

Tabel 5.23 Result of F Test

F_{sig}	(α)	Result
0,000	0,05	Significant

Concurrent test (F test) showed that all the independent variables consisting of Promotion (X1) , Product Quality (X2) , price (X3) and Sales Service (X4) simultaneously influence the dependent variable Purchasing Decisions Honda Vario CW . Rahayu Motor Gresik.

Testing steps : hypothesis 1 H0 : promotion , product quality , price , and after sales services simultaneously or together do not significantly influence the purchase decision Honda Vario CW . Rahayu Motor Gresik . H1 : promotion , product quality , price , and after sales services simultaneously or jointly significantly influence the purchase decision Honda Vario CW . Rahayu Motor Gresik . 2 If the significance of the F test value < 0.05 , then H0 is rejected and H1 is accepted . Based on Table 5:23 magnitude or significance value is 0.000 < 0.05 . This shows that H0 is rejected and H1 is accepted . So the independent variables consisting of promotion , product quality , price , and after-sales service simultaneously significant effect on Purchase Decision Honda Vario CW . Rahayu Motor Gresik .

T Test

Result of T Test

Model Anova	t_{sig}	(α)	Result
Promotion (X ₁)	0,007	0,05	Significant
Quality Product (X ₂)	0,039	0,05	Significant
Price (X ₃)	0,037	0,05	Significant
After sales service (X ₄)	0,012	0,05	Significant

To test the hypothesis used the t test showed partial effect of each independent variable on the dependent variable (not free) . At this stage of testing the effect of independent variables included in the models created to determine whether the independent variable (X) is in the partial models has a significant influence on the dependent variable (Y) .

a. Partial Test of Variables Between Promotion (X₁) Purchase Decision Variables Against Honda Vario CW . Rahayu Motor Gresik (Y) To test the hypothesis used the t test showed partial effect Promotion variable (X₁) to variable Purchasing Decisions Honda Vario at Rahayu Motor Gresik (Y). Hypothesis: 1 H₀ : $\beta_1 = 0$ (That is , the variable Promotion UD . Rahayu Motor Gresik (X₁) has no significant influence on the purchase decision variable Honda Vario CW. Rahayu Motor Gresik) H₁ : $\beta_1 \neq 0$ (That is , the variable Promotion UD . Rahayu Motor Gresik (X₁) has a significant influence on the purchase decision variable Honda Vario at Rahayu Motor Gresik) . 2 If the value of the independent variable significance of customer satisfaction in t-test < 0.05 then H₀ is rejected and H₁ is accepted. Based on Table 5:23 the value of variable significance in the promotion of free t-test is 0.007 or > 0.05. This shows that H₀ is accepted and H₁ is rejected. The promotion of independent variables (X₁) has partially significant effect on the Buying Decision Honda Vario at Rahayu Motor Gresik.

b . Partial Test of Variables Between Quality of product (X₂) Purchase Decision Variables Against Honda Vario at UD . Rahayu Motor Gresik (Y) To test the hypothesis used the t test showed partial influence product quality variables (X₂) to variable Purchasing Decisions Honda Vario at UD . Rahayu Motor Gresik (Y) . Hypothesis: 1 H₀ : $\beta_2 = 0$ (That is , the variable quality of the product (X₂) has no significant influence on the purchase decision variable Honda Vario at Rahayu Motor Gresik) H₁ : $\beta_2 \neq 0$ (That is , the variable quality of the product (X₂) has a significant influence on the purchase decision variable Honda Vario at Rahayu Motor Gresik) 2 If the value of the independent variable significance of customer satisfaction in t-test < 0.05 then H₀ is rejected and H₁ is accepted . Based on Table 5:23 the value of variable significance in the promotion of free t-test is 0.039 or > 0.05. This shows that H₀ is accepted and H₁ is rejected . So the independent variable Quality Products (X₂) significant effect partially on Purchase Decision Honda Vario at UD . Rahayu Motor Gresik

c . Between the Partial Test Variable Price (X3) Purchase Decision Variables Against Honda Vario at Rahayu Motor Gresik (Y) to test the hypothesis used t test showing the effect of partial variable price (X3) to variable Purchasing Decisions Honda Vario at Rahayu Motor Gresik (Y). Hypothesis: 1 $H_0 : \beta_3 = 0$ (That is , the variable price (X3) had no significant influence on the purchase decision variable Honda Vario at Rahayu Motor Gresik) $H_1 : \beta_3 \neq 0$ (That is , the variable price (X3) has a significant influence on the purchase decision variable Honda Vario at Rahayu Motor Gresik) 2 If the value of the independent variable significance of customer satisfaction in t-test < 0.05 then H_0 is rejected and H_1 is accepted . Based on Table 5:23 the value of variable significance in the promotion of free t-test is 0.037 or < 0.05 . This shows that H_0 is accepted and H_1 is rejected. So the independent variable price (X3) have a significant effect partially on Purchase Decision Honda Vario at Rahayu Motor Gresik.

d . Partial Test of Variables Between After-sale (X3) Purchase Decision Variables Against Honda Vario at UD . Rahayu Motor Gresik (Y) To test the hypothesis used the t test showed partial effect after sales service variable (X4) to variable Purchasing Decisions Honda Vario at Rahayu Motor Gresik (Y). Hypothesis: 1 $H_0: \beta_4 = 0$ (That is , after-sales service variable (X4) had no significant influence on the purchase decision variable Honda Vario at UD . Rahayu Motor Gresik) $H_1 : \beta_4 \neq 0$ (That is , after-sales service variable (X4) has a significant influence on the purchase decision variable Honda Vario at UD . Rahayu Motor Gresik) 2 If the value of the independent variable significance of customer satisfaction in t-test < 0.05 then H_0 is rejected and H_1 is accepted. Based on Table 5:23 the value of variable significance in the promotion of free t-test is 0.012 or < 0.05 . This shows that H_0 is accepted and H_1 is rejected. So the independent variable Sales Service (X4) has a significant effect partially on Purchase Decision Honda Vario at Rahayu Motor Gresik.

CONCLUSION

Based on the research results and the discussion of the previous chapter bada pull some useful conclusions answer the problem formulation. Some of the conclusions are: 1 promotions, product quality, price and after-sales service simultaneously influential on purchasing decisions Motor Honda Vario in Rahayu Motor Gresik. This indicates that the first hypothesis stated acceptable. 2 Promotions partial influential on purchasing decisions in Rahayu Motor Gresik. This suggests that the second hypothesis stated acceptable. 3 Quality products partially influential on purchasing decisions in Rahayu Motor Gresik. This indicates that the third hypothesis stated acceptable. 4 Price influence partially on purchase decisions in Rahayu Motor Gresik. This suggests that the fourth hypothesis stated acceptable. 5. Sales service as a partial influence on purchase decisions in Rahayu Motor Honda Gresik . This indicates that the fifth hypothesis stated acceptable.

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