

BUYING DECISION OF PT INTAN PARIWARA JUNIOR HIGH SCHOOL BOOK IN SURAKARTA 2020

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Abstract : *This research aims to determine the simultaneous or partial effect of product innovation, price, promotion and brand image variables on purchasing decisions of PT Intan Pariwara Junior high School book in Surakarta area. This research method uses a quantitative research design. The population in this study were junior high school teachers in Surakarta City who used books published by PT Intan Pariwara. The sampling technique used in this research is Simple Random Sampling technique with a sample size of 100 respondents. Collecting data by using a questionnaire. The data analysis technique used was statistical analysis, namely multiple linear regression, F test, t test, and the coefficient of determination. The results showed that product innovation, price, promotion and brand image simultaneously and significantly influenced purchasing decisions of PT Intan Pariwara Junior high School book in Surakarta area. Variables that product innovation, price, promotion and brand image affect the decision to stay. Suggestions from this research, PT Intan Pariwara continues to improve product innovation, price, promotion and existing brand image, so that it will make purchasing decisions from consumers will also increase and become better than before.*

Keywords: *Purchase Decision, Product Innovation, Price, Promotion, Brand Image*

1. Introduction

The development of the publishing and printing industry in 2020 experienced a tremendous shock. The changing era is so very fast, that initially the printing industry is advancing rapidly, gradually being displaced by digital products and printing products are increasingly being abandoned by consumers. The era now many people call it the digital era. Everything is digital. The joints of our society's life in various sectors, like it or not, like it or not, must have been, are, and will continue to experience changes, namely towards digitalization.

The same is true for labor-intensive companies. So far, they are very comfortable using labor-intensive technology, conventional technology that produces products that are still very weak in terms of innovation. Starting from the early 21st century, the threat of conventional companies like that seems real before our eyes. For example, the textile company Tyfontex in Pabelan Solo. In 2010, the

company had 3,500 employees. However, in early November 2019 they started laying off 1,100 employees and 1,600 other employees were laid off, one of the reasons being the effect of the industrial revolution 4.0 (Source: SoloPos 12 November 2019).

Not to mention companies engaged in the media. Hurricane Online has brought down their business. What seems clear has become the victim is the print media. Currently a number of names of newspapers, tabloids and magazines have disappeared from the market. Some who still had time to transform into online media before their name dimmed seemed more fortunate, even though their names were no longer kings in their new world. While those who are slow to adapt to change, are forced to say goodbye to their readers. A number of names have disappeared from the market, such as the Sinar Harapan newspaper, Bola Daily, Jakarta Globe, Soccer Tabloid, Motorbike, Hai Magazine, My Friends, Fortune, and so on. Print media, apart from relying on sales, of course also depend on advertising. According to Nielsen data, advertising spending in newspapers has been eroded since the third quarter (Q3) 2014. It has decreased to minus 1% compared to the same period in 2013. In Q4 2014, the national newspaper advertising spending returned to minus 2%. In fact, in Q1 and Q2 2014, advertising spending in newspapers still showed positive figures, namely 9% and 3%, respectively. (Source: tradingbisnis.com, 10 December 2019)

Entering 2015, advertising spending in newspapers fell drastically, namely -11%. And so on, there was a decline at the end of 2019. Of course, without advertising revenue, print media only depended on print sales. At the same time, they have to compete with online media whose content can be read for free, is more up to date because there is no need to wait for the print process and is more practical to read anywhere and anytime.

Not yet finished with the issue of technology transfer, the corona virus storm entered Indonesia in early March 2020. Storm after storm seemed to be hitting labor-intensive companies that still rely on conventional technology. Having not had time to adapt to digitalization, the outbreak actually had a devastating impact on the company's survival. A crushing blow to the industrial world and the economy of society. Many small and medium businesses are out of business. Not a few companies have cut off their working relationships with their employees because of the COVID-19 pandemic. The impact of the Corona virus outbreak (Covid-19) is not only detrimental to the health side. The virus, which originated in the city of Wuhan, China, has even affected the economies of countries around the world, including Indonesia. Several regencies and cities have implemented PSBB (Large-Scale Social Restrictions) policies that have an impact on limiting social, economic, religious, educational, and all community activities. Studying from home, working from home, and worshipping at home are sentences that are often expressed by the government as recommendations and efforts to raise public awareness in breaking the chain of spreading the virus. Time goes on uncertainly. Live must go on. As long as a vaccine has not been found, the COVID-19 outbreak remains a threat to public health and safety.

If we look at the results of sales of junior high school books in the Surakarta area for the past 3 years, it is as follows.

Table 1
Proceeds from selling junior high school books in the Surakarta area

No	Level	2017	2018	2019
1.	Primary School	467.000	386.561	167.089
2.	Junior High School	65.987	66.432	47.995
3.	Senior High School	16.324	15.113	12.256

Sumber Data: Intan Pariwara, September 2020

Based on these data, it shows a decline in book sales in the Surakarta area over the last three years. What about the results of book sales in 2020. The sales data are as follows.

Table 2
Proceeds from selling books in the Surakarta area

No	level	2017	2018	2019	2020
1.	Primary School	467.000	386.561	167.089	81.532
2.	Junior High School	65.987	66.432	47.995	25.321
3.	Senior High School	16.324	15.113	12.256	4.954

Sumber Data: Intan Pariwara, September 2020

The average decline in turnover from 2019 to 2020 is 64%. One of the reasons is the absence of face-to-face schools during the COVID-19 period and distance learning.

Observing these data and facts, the researcher was moved to investigate further the causes of the decline in turnover and look for solutions to revitalize the book and printing industry, especially to restore the sales turnover of SMP books published by Intan Pariwara in the Surakarta area.

Decision is the choice of an action from two or more alternative choices. A consumer who wants to make a choice then he must have an alternative choice. If the consumer has decided which alternative to choose and maybe a replacement if needed, then he will make a purchase. Purchasing includes consumer decisions about what to buy, whether they buy or not, when to buy, where to buy and how to pay (Kurniawan et al., 2018). The purchase decision becomes a consumer action to form a reference among the brands in the choice group and buy the most preferred product. The purchase decision is an act of consumers to buy an item they want based on the quality of the product or the brand of a product (Miati, 2020).

Product innovation is one of the most reliable factors for a marketer in marketing a product. Innovation will increase the added value of a product, innovation will create a new product that can provide better solutions for solving problems faced by consumers. High innovation, both process innovation and product innovation, will increase the company's ability to create quality products. High product quality will increase the company's competitive advantage which in turn has an impact on company performance (Putra & Ekawati, 2017). Product innovation is a combination of various processes that influence each other. So innovation is not a concept of a new idea, a new invention or

also not a development of a new market, but innovation is a description of all these processes (Pranatalion et al., 2016).

Price can be useful as the amount of money charged for a product or service. Price is the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. Price is the amount of money needed to get a number of combinations and goods and services (Gunarsih et al., 2021). Price is the only element of the marketing mix that provides income or income for the company, while other elements cause costs (expenditures). Through the strategy of price revenue can shape the image of the company, the perception that often applies is that high prices reflect high quality. Pricing is the most crucial and difficult among the elements in the other retail marketing mix, and price is the only element in retail marketing that will generate profit and loss (Triputranto & Qiyanto, 2020).

Promotion is one of the activities in the marketing field that aims to increase sales by influencing consumers directly or indirectly (Njoto & Sienatra, 2018). Promotion is one of the efforts made by the company in interacting with customers or communicating with potential customers. Advertising will be effective if it is carried out continuously so that the advertised product is easy to recognize by many people (Permana, 2017).

Brand image or brand image is a set of beliefs, ideas and impressions that a person has of a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image. Brand image is a requirement of a strong brand (Kurniawan et al., 2018). Brand image or brand image is a series of associations that exist in the minds of consumers to a brand, usually organized into a meaning. Brand image is also said to be a vision and belief that is hidden in the minds of consumers as a reflection of associations that are held in the minds of consumers. Brand image is the overall perception of a product or brand that is formed from information and past experiences of the product or brand (Miati, 2020).

PT Intan Pariwara is located at Jl Kelengkeng 9, Kerten, Kec. Laweyan, Surakarta City, Central Java 57143. PT Intan Pariwara is a publisher of educational books starting from the early-high school level. The building has been around since 1984 so the impression is old, and very old. Seen from the furniture used. Most of the employees are old.

2. Literature Review

Buying decision

According to Kotler and Keller (2013) the concept of selling is an effort that expects an increase in the value of purchases from consumers for the company. According to Alfred (2013), purchasing decisions are a way for consumers to decide what to buy according to the value of their needs. Sangadji and Sopiah (2013) and Weenas (2013).

Product Innovation

Product innovation, according to Schumpeter (2019) is creating and implementing something into new combinations. Through innovation one can add value to products, services, work processes, marketing, delivery systems, and policies, not only for the company but also for shareholders. This is a very urgent step that must be done. Why is that? The digital era demands a product that meets the needs of digital actors as well. Currently, the digital actors are students and teachers. Educational people are also affected by this digitalization. PT Intan Pariwara, which is a national private company that is

closely related to the education sector, is very interested in this matter. The government's program on digitizing education will greatly affect the publishing and printing business of educational books that have been produced by PT Intan Pariwara. Mas Minister of National Education and Culture, Mr. Nadiem Makarim, has proven that he is living in an era that has changed very quickly. This is reflected in out of the box policies regarding education.

Price

The price in question is the amount of money that must be paid by the user or client to get the product offered. In other words, someone will use the services or buy the products offered, if the sacrifices incurred (ie money and time) are in accordance with the benefits he wants to get from the products or services offered by the company. Regarding this point, our focus is on how to make customers or potential buyers feel that their expenses are in accordance with what they get.

Promotion

According to Tjiptono (2014: 176) promotion of services requires more emphasis on improving the quality of services that have been carried out. Promotion is not only introducing a product or the advantages of the product, but promotional activities are intended to be able to communicate with consumers, so that companies can introduce, persuade, influence, and encourage consumers to buy products and services that the company has offered to consumers (Dane et al. 2013 : 67). This is very useful for building a brand image in the company about consumer perceptions of a product. According to Tjiptono (2014: 210) the promotional mix consists of several methods to communicate the benefits of services to potential and actual customers. Several methods of promotion consist of advertising, promotion, sales, direct marketing, personal selling, and public relations. According to Rusmini (2013: 68) promotion is a form of effort made by companies in interacting with customers or communicating with potential customers. Advertising will be effective if it is done continuously so that the advertised product is easy to recognize by many people. According to Bayuringin (2013: 78) states that advertisements can be delivered with several media, including newspapers, radio, brochures, email, social media, websites, and the most expensive is television.

Brand Image

Brand image (Keller, 2003: 122) is an assumption about a brand that is reflected by consumers who hold on to consumer memory. The way people think about a brand is abstract in their minds, even when they think about it, they are not dealing directly with the product. Building a positive brand image can be achieved with a strong marketing program for the product, which is unique and has advantages that are highlighted, which distinguishes it from other products. A good combination of supporting elements (as previously explained) can create a strong brand image for consumers.

HYPOTHESIS

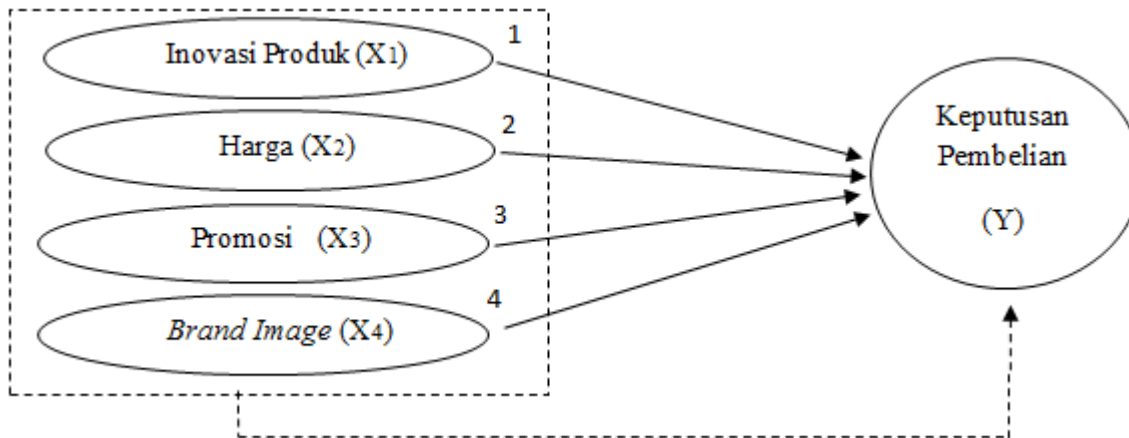


Figure 1 Research Framework

The hypotheses in this study are as follows:

- 1) Product innovation has a positive and significant effect on purchasing decisions for SMP Books at PT Intan Pariwara in the Surakarta Area in 2020.
- 2) Price has a positive and significant effect on the decision to purchase PT Intan Pariwara Junior High School Books in the Surakarta Area in 2020.
- 3) Promotion has a positive and significant effect on purchasing decisions for SMP PT Intan Pariwara Books in the Surakarta Area in 2020.
- 4) Brand image has a positive and significant effect on the decision to purchase SMP Books at PT Intan Pariwara in the Surakarta Area in 2020.

3. Research Method

This research uses a quantitative descriptive approach. Quantitative research is a scientific method because it has fulfilled scientific rules, namely concrete or empirical, objective, measurable, rational and systematic (Sugiyono, 2019: 7).

The population is the entire research subject (Arikunto, 2019: 173). The population in this study were junior high school teachers in Surakarta City who used books published by PT Intan Pariwara. The sample is part or representative of the population to be studied (Arikunto, 2019: 112). The number of samples taken as many as 100 people or respondents. The sampling technique used in this study is the Simple Random Sampling technique.

4. RESULT AND DISCUSSION

A. Multiple Linear Regression Test

Table 1
Multiple Linear Regression Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.589	2.273		-2.019	.046
	IPT	.325	.099	.254	3.297	.001
	HT	.482	.070	.491	6.897	.000
	PT	.240	.098	.188	2.444	.016
	BIT	.163	.058	.179	2.821	.006

a. Dependent Variable: KPT

Source: Primary Data processed 2021

Based on the table above, it can be seen that the regression equation formed is: $Y = (-4,589) + 0,325 X_1 + 0,482 X_2 + 0,240 X_3 + 0,163 X_4 + e$

From these equations it can be explained that:

a. Constant (a) = -4.589

This means that if the constant value (a) = 15.218 while the product innovation, price, promotion and brand image variables are considered constant or equal to zero, then the purchase decision variable is -4.589 and shows negative results.

b. Product Innovation Coefficient (b1) = 0.325

This means that if the coefficient value of the product innovation variable has increased, while the price, promotion and brand image variables are assumed to have a fixed value from the regression model, then the value of purchasing decisions will increase by 0.325 and show positive results.

c. Price Coefficient (b2) = 0.482

This means that if the coefficient value of the price variable increases, while the product innovation, promotion and brand image variables are assumed to have a fixed value from the regression model, then the value of purchasing decisions will increase by 0.482 and show positive results.

d. Promotion Coefficient (b3) = 0.240

This means that if the coefficient value of the promotion variable increases, while the product innovation, price and brand image variables are assumed to have a fixed value from the regression model, then the value of purchasing decisions will increase by 0.240 and show positive results.

e. Brand Image Coefficient (b4) = 0.163

This means that if the coefficient value of the brand image variable increases, while the product innovation, price and promotion variables are assumed to have a fixed value from the regression model, then the value of purchasing decisions will increase by 0.163 and show positive results.

B. Hypothesis Test**1. F Test (Simultaneous)**

Table 2
F Test Result
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	516.420	4	129.105	42.503	.000 ^b
	Residual	288.570	95	3.038		
	Total	804.990	99			

a. Dependent Variable: KPT

b. Predictors: (Constant), BIT, IPT, HT, PT

Source: Primary Data processed 2021

The results of data analysis that have been obtained, it can be seen that the value of Fcount is 42.503, because Fcount > Ftable 42.503 > 2.47 and a significance of 0.000 < 0.05 then Ho is rejected. It can be concluded that Ha is accepted, meaning that there is a simultaneous and significant influence between product innovation, price, promotion and brand image on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.

2. Uji t (Partial)

Tabel 3
Hasil Uji t
Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.303	2.128		-1.552	.124
	IPT	.225	.055	.228	4.106	.000
	HT	.600	.054	.685	11.186	.000
	PT	.207	.093	.143	2.228	.028
	BIT	.131	.061	.115	2.150	.034

a. Dependent Variable: KPT

Source: Primary Data processed 2021

- The value of $t_{\text{count}} > t_{\text{table}}$ ($4.106 > 1.985$) and a significance value of $0.000 < 0.05$, then Ho is rejected and Ha is accepted. It can be concluded that there is a positive and significant effect of product innovation on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.
- The value of $t_{\text{count}} > t_{\text{table}}$ ($11.186 > 1.985$) and a significance value of $0.000 < 0.05$, then Ho is rejected and Ha is accepted. It can be concluded that there is a positive and significant influence between price on the decision to purchase books at the SMP PT Intan Pariwara Surakarta area.

- c. The value of $t_{\text{count}} > t_{\text{table}}$ ($2.228 > 1.985$) and a significance value of $0.028 < 0.05$, then H_0 is rejected and H_a is accepted. It can be concluded that there is a positive and significant influence between promotions on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.
- d. The value of $t_{\text{count}} > t_{\text{table}}$ ($2.150 > 1.985$) and a significance value of $0.034 < 0.05$, then H_0 is rejected and H_a is accepted. It can be concluded that there is a positive and significant influence between brand image on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.

C. Coefficient of Determination Test (R^2)

Table 4
Coefficient of Determination Result
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.742	.731	1.59498

a. Predictors: (Constant), BIT, IPT, HT, PT

b. Dependent Variable: KPT

Source: Primary Data processed 2021

Based on the calculation results, the adjusted R square value is 0.731. It means that product innovation, price, promotion and brand image variables contribute to purchasing decisions by 73.1% while the remaining 26.9% is explained by other variables not proposed in this study such as: location, service, place and others.

Discussion

- 1) The effect of product innovation, price, promotion and brand image simultaneously on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.

Based on the results of the SPSS calculation, $F_{\text{count}} > F_{\text{table}}$ ($42.503 > 2.47$) and a significance of $0.000 < 0.05$. This means that product innovation, price, promotion and brand image simultaneously affect purchasing decisions. These results prove that the higher the product innovation, price, promotion and brand image, the purchasing decisions will increase significantly.

- 2) The effect of product innovation partially on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.

Based on the results of the SPSS calculation, $t_{\text{count}} > t_{\text{table}}$ ($4.106 > 1.985$) and a significance of $0.000 < 0.05$. This means that product innovation has a positive and significant effect on purchasing decisions. This study is in line with previous research conducted by (Pranatalion et al., 2016); (Putra & Ekawati, 2017) product innovation has a positive and significant effect on purchasing decisions.

Innovation needs to be done to increase the level of purchasing decisions. The existence of product innovation makes consumers have a varied choice of products to be purchased. Of course also the purchasing decisions made by consumers will increase from before.

- 3) The partial effect of price on the decision to purchase books for SMP PT Intan Pariwara Surakarta area.

Based on the results of the SPSS calculation, $t_{\text{count}} > t_{\text{table}}$ ($11.186 > 1.985$) and a significance of $0.000 < 0.05$. This means that the price has a positive and significant effect on purchasing decisions. These results prove that the higher the price, the purchase decision will increase significantly. This research is in line with previous research conducted by (Triputranto & Qiyanto, 2020); (Gunarsih et al., 2021) price has a positive and significant effect on purchasing decisions.

Price is a very important factor in purchasing decisions. Consumers usually look at the first thing that is price. Competitive prices will make purchasing decisions increase, but if the price listed is too high, purchasing decisions will also be low.

- 4) The partial effect of promotion on the decision to purchase books for SMP PT Intan Pariwara Surakarta area.

Based on the results of the SPSS calculation, it was obtained that $t_{\text{count}} > t_{\text{table}}$ ($2.228 > 1.985$) and a significance of $0.028 < 0.05$. This means that promotions have a positive and significant effect on purchasing decisions. These results prove that the higher the promotion, the purchase decision will increase significantly. This research is in line with previous research conducted by (Njoto & Sienatra, 2018); (Permana, 2017) promotion has a positive and significant effect on purchasing decisions.

Promotion is very useful for consumers to know which products are the desires and needs of consumers, to determine the level of consumer needs for products, to know how to introduce and deliver products so that they reach consumers and to find out prices that are in accordance with market conditions. The existence of the right promotion can certainly increase the level of consumer decisions in buying a product.

- 5) Partial influence of brand image on the decision to purchase Junior High School books for PT Intan Pariwara Surakarta area.

Based on the results of the SPSS calculation, it was obtained that $t_{\text{count}} > t_{\text{table}}$ ($2.150 > 1.985$) and a significance of $0.034 < 0.05$. This means that brand image has a positive and significant effect on purchasing decisions. This research is in line with previous research conducted by (Kurniawan et al., 2018); (Miati, 2020) brand image has a positive and significant effect on purchasing decisions.

PT. Intan Pariwara in the eyes of consumers, of course, is also familiar. Many good products have been published by the PT. Of course, the brand image created is also good. The existence of a good brand image from PT Intan Pariwara makes consumers feel confident buying their products and of course can increase product sales from PT Intan Pariwara.

5. Conclusion

The study was conducted to determine the effect of product innovation, price, promotion and brand image on purchasing decisions. With the Simple Random Sampling method, a sample of 100 respondents was obtained and the data analysis used was the classical assumption test, multiple linear regressions, hypothesis testing and the coefficient of determination test. The research variable consists of the dependent variable, namely purchasing decisions, the independent variables, namely product innovation, price, promotion and brand image.

Based on the results of hypothesis testing and discussions that have been carried out, it can be concluded that there is a simultaneous and partial effect of product innovation, price, promotion and brand image on the decision to purchase books at SMP PT Intan Pariwara Surakarta area.

Based on the calculation results, the adjusted R square value is 0.731. It means that product innovation, price, promotion and brand image variables contribute to purchasing decisions by 73.1% while the remaining 26.9% is explained by other variables not proposed in this study such as: location, service, place and others.

Suggestion

Based on the conclusions above, in this study the authors provide useful suggestions, including:

1) Theoretically

It is hoped that further research will develop this research using other independent variables besides product innovation, price, promotion and brand image that can influence purchasing decisions, considering that there is still an influence of 26.9% outside of this research variable such as location, service, place and others. -other.

2) 2Practically

a. It is hoped that in the future PT Intan Pariwara will maintain and improve product innovation, price, promotion and existing brand image. The high level of product innovation, price, promotion and brand image at PT Intan Pariwara makes purchasing decisions also increase and become better than before.

b. For other researchers, the purchase decision variable can also be used for research outside the company because it can be used for the advancement of a careful object. Can also be used in factories, SMEs and others.

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