

ANALYSIS OF PRODUCT QUALITY, PRICE, AND LOCATION TOWARDS PURCHASE DECISIONS AT OFFICE OFFICES OF SMALL AND MEDIUM BUSINESS COOPERATIVES IN MEDAN CITY

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Abstract

The Medan City Small and Medium Enterprises Cooperatives Office is one of the regional apparatuses in Medan in carrying out government tasks and affairs in the field of cooperative management and small and medium businesses with the scope of work helping the Mayor of Medan. The problem faced is high competition between cooperative and non-cooperative participants who are external rivals, the low number of visitors or consumers who come to the Medan City Small and Medium Enterprises Cooperative Service Office. As well as product quality and location needs to be reviewed. This study aims to determine the effect of Product Quality, Price and Location on Purchasing Decisions at the Medan City Small and Medium Enterprises Cooperative Service Office. Data collection by distributing questionnaires to a sample of 75 respondents. The model is used with Multiple Regression and is processed through SPSS Ver, 22.0. The results showed that the Product Quality, Price, and Location respectively had a significant effect on Purchasing Decisions. Product Quality, Price, and Location Simultaneously have a significant effect on Purchasing Decisions. Adjusted R. Square, 0.843 or 84.3%, namely Product Quality, Price, and Location of 84.3% and the composition is explained by other factors.

Keywords : Product Quality, Price, Location and Purchase Decision.

INTRODUCTION

The development of Small and Medium Enterprises (SMEs) in Indonesia is currently growing very rapidly in various business sectors, both at the central and regional levels, which are experiencing continuous development. In its development, businesses in Indonesia have moved from large industrial scales to home industry scale industries. Where every business actor in every business category is required to have sensitivity in any changes that occur so that the business that is built continues to contribute to the development of the business world and the economy, both in the national and regional economies (Fikri, Pane, & Safitri, 2020).

Indonesia has a variety of strategic industries that have a big role in the economic development of its people. Various industries in Indonesia are expected to be able to boost economic growth. Economic growth in Indonesia is very much influenced by the growth of the Small and Medium Enterprises (SME) industry, seen from the significant development of the role of SMEs as well as the largest contributor to GDP in Indonesia.

IDR 4,689,568.10 billion (Febrianti, 2018). This shows how the role of SMEs is very dominant in Indonesia's economic growth. So that it can spur on the direction towards small and medium enterprises that are good in terms of economy and empowerment, SMEs are also the forerunner to the growth of large businesses, almost all large businesses start from small and medium enterprises.

Small and medium enterprises (SMEs) are one of the business fields that can develop and be consistent in the national economy. Small and medium enterprises are a good place and means for creating productive jobs. From a development perspective, MSMEs and SMEs in Indonesia need to get great attention from both the community and the government so that they can develop more competitively with other economic actors.

According to Law no. 20 of 2018 concerning micro, small and medium enterprises, the definition of small and medium enterprises is that small businesses have a wealth of Rp. 50,000,000 – Rp. 500,000,000 excluding land and buildings for business premises and the sale proceeds/year is Rp. 300,000,000 – Rp. 2,500,000,000. Meanwhile, medium-sized businesses with a net worth of Rp. 500,000,000 – Rp. 10,000,000,000 excluding land and buildings for business premises, and annual sales of more than Rp. 2,500,000,000 – Rp. 50,000,000,000. SME products themselves consist of several types of businesses, namely; culinary business, fashion business, business in education, business in automotive, agribusiness, business in internet technology, handicraft business, electronic business and many more businesses that are micro, small and medium scale businesses in Indonesia.

The development of small and medium enterprises (SMEs) plays an important role for economic growth in the city of Medan, which is the 3rd largest metropolitan city in Indonesia. The Medan City Government in its vision and mission is committed to develop entrepreneurship as a form of economic sector development.

In realizing development in the small and medium business sector, the Medan city government provides capital for business actors, conducts training programs and entrepreneurship development and establishes an entrepreneurship curriculum in the field of education (Fikri, Pane, & Ahmad, 2020). This is a manifestation of the Medan city government's concern for the development of SMEs (Small and Medium Enterprises) which is the application of the third mission of Medan City development in 2016-2021, namely to realize the acceleration of economic growth by increasing the position, function and role of SMEs in the economy in the city of Medan.

Based on observations in the field, purchasing decisions are one of the main problems faced by all small and medium business actors, as well as at the SME cooperative service outlets in the city of Medan, the low number of visitors who come to purchase a product at small and medium-sized business outlets in the city of Medan is the trigger for the lack of visitors. product sales (Fikri, Andika, Febrina, Pramono, & Pane, 2020). The problem that is often considered to be an obstacle to selling an SME product at the Medan City Small and Medium Business Cooperative Service Outlet is the standardization of a product and packaging that is considered unattractive. While in culinary products, taste is a concern for consumers and the resilience of culinary products and form is one that is considered in purchasing. With varying product prices, consumers have many options in determining purchases. Price is the most important thing in purchasing decisions where a high or slightly more expensive price can trigger buyers to reduce or even switch to other products that have the same benefits as similar products and if the product has high quality then a product

becomes(Fikri, Pane, Ahmad, & G, 2020)

Problem Identification

Based on the background of the problems described above and to obtain clarity on the problems to be discussed, the authors identify the problems as follows:

- a. There is competition for SME products from Medan City with SME products in North Sumatra Province.
- b. The quality of products that consumers often complain about, such as unattractive taste, packaging and shapes, and product durability, reduces consumer purchasing decisions.
- c. Price compatibility and product quality are often taken into consideration by consumers who tend to think that high prices mean that they have good quality.
- d. The location of the Medan City Small and Medium Business Cooperative Service Outlet is considered less attractive to customers because it is close to Manhattan Time Square and the North Sumatra Fair where both places provide SME products.

Research Objectives

The objectives of this research are as follows:

- a. To find out whether product quality partially has a positive and significant effect on purchasing decisions at the Medan City Small and Medium Enterprise Cooperative Service Outlet
- b. To find out whether the price partially has a positive and significant effect on Purchase Decisions at the Outlets of the Small and Medium Business Cooperative Office in Medan City.
- c. To find out whether the location partially has a positive and significant effect on purchasing decisions at the Outlets of the Small and Medium Enterprises Cooperatives Office of Medan City.
- d. To find out whether Product Quality, Price, and Location have a simultaneous (simultaneous) effect on Purchase Decisions at the Outlets of the Small and Medium Business Cooperatives Service in Medan City.

LITERATURE REVIEW

Marketing

According to (Kotler & Armstrong, 2014: 27) marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. The definition means, "Marketing is the process by which companies create value for customers and build strong customer relationships, with the aim of capturing value from customers in return.

Buying decision

Purchasing decisions are actions from consumers to buy products, whether in the form of services or goods. According to (Tjiptono, 2014: 21), purchasing decisions are a series of processes that start with consumers recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each

alternative can solve the problem, which is then a series of processes. lead to purchase decisions.

Product

According to (Tjiptono, 2010: 95), suggests that "Products are everything that producers offer to be noticed, requested, purchased, consumed by the market as a fulfillment of the needs or desires of the relevant market". According to (Kotler & Keller, 2012: 69), the definition of a product is anything that can be offered to the market to satisfy a want or need. Products marketed include physical goods, services, experiences, events, people, places, properties, organizations and ideas.

Price

Price is the value of a product or service that is given by a company or organization to its product so that it is valuable and makes a profit. According to (Lamb, 2011:74), price is what consumers (buyers) must give to get a product. Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information. Companies or organizations that prioritize profits or those that do not, will always be faced with setting prices for the products they produce. By first formulating the price to be achieved or to be assigned to the product.

Location

According to (Swasta, 2012: 24) Stating that the location is a place where a business or business activity is carried out. Meanwhile, according to (Lupiyoadi & Hamdani, 2011: 192) location is a decision made by a company or educational institution related to where its operations and staff will be located. From the above understanding, the author defines location as a place of business to carry out a business activity or operational activity of a company in distributing goods or services that become its business activities to consumers.

Small and Medium Enterprises (SMEs)

In Indonesia itself, Micro, Small and Medium Enterprises (MSMEs) and Small and Medium Enterprises (UKM) have various meanings. Small and Medium Enterprises (SMEs) is a term that refers to the type of small business that has a net worth of at most IDR 500,000,000 excluding land and buildings. Small and medium enterprises are included in the type of business that includes industry and trade. The definition of SMEs according to (Rafika, 2010: 3) defines small businesses as small and medium-scale people's economic activities with criteria for net worth or sales results in a year, and ownership is regulated by law.

Conceptual Framework

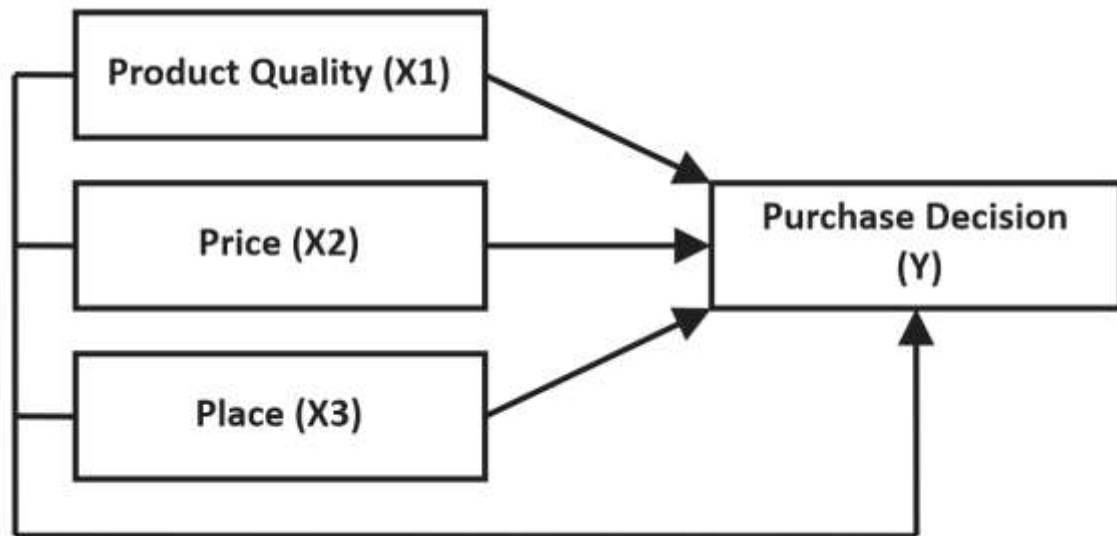


Figure 1. Conceptual Framework

RESEARCH METHOD

Research Approach

The type of research that the author uses in this study is a quantitative research, namely causality associative which aims to determine the degree of relationship and the pattern of influence between the independent variables (independent) on the dependent variable (dependent). Quantitative data analysis is used when researchers use survey research approaches, experimental research, quantitative research and several other studies that contain data in the form of numbers (Manullang & Pakpahan, 2014:135)

Population and Sample

The population is a group of research elements, where the element is the smallest unit which is the source of the required data (Manullang & Pakpahan, 2014:75). In terms of the population above, the authors conclude that the population is used to determine the size of the population to be studied. In this study, the population is all consumers who buy products at the Outlets of the Small and Medium Business Cooperatives Office of Medan City with an average of 15 people x 20 days = 300 people per day.

The sample is part of the population that is expected to represent the research population. So that the information obtained from the correct sample can represent the sample population (Manullang & Pakpahan, 2014: 75). This research was made by the authors using a non-probability sampling technique with purposive sampling, namely selecting samples from the population based on certain considerations, both expert considerations and scientific considerations (Manullang & Pakpahan, 2014:75). Where the researchers conducted the criteria for buyers aged over 15 years who made purchases of products available at the Medan City Cooperative Office Outlet. In determining the sample size, the author uses the Slovin formula to obtain 75 respondents.

RESULT AND DISCUSSION

Based on the questionnaires that have been distributed to consumers of Medan City Small and Medium Enterprise Cooperative Service Outlets, the characteristics of the respondents can be presented as follows;

Table 1. Crosstabulation Income * Gender

		Gender		Total
		Man	Women	
Income	< Rp 500.000	4	2	6
	Rp 500.000-Rp2.000.000	11	11	22
	Rp 2.000.000-Rp5.000.000	12	20	32
	Rp 5.000.000-Rp10.000.000	6	9	15
Total		33	42	75

Source: (SPSS 2020)

Based on the table above, it can be seen that the majority of consumers at the Medan City Small and Medium Business Cooperative Service Outlets who became respondents were female, as many as 42 people/respondent with an average income of Rp. 2,000,000-Rp. 5,000,000, the reason being women more often made a visit to the Cooperative Office Outlet and was more interested in the products of Small and Medium Enterprises in Medan City

Table 2. Crosstabulation Income Rate * Product

	Product				Total
	Food	Convection	Souvenir	Handcraft	
Income < Rp500.000	1	3	1	1	6
Rp 500.000-Rp2.000.000	4	10	6	2	22
Rp 2.000.000-Rp5.000.000	4	11	11	6	32
Rp 5.000.000-Rp10.000.000	2	3	6	4	15
Total	11	27	24	13	75

Source: (SPSS 2020)

From the table above, it can be seen that the majority of consumers at the Office of Cooperatives for Small and Medium Enterprises Medan City have an income level of Rp. 2,000,000 to 5,000,000 as many as 32 people/respondent with sales results dominated by convection goods with total sales of 27 convection goods, then souvenirs as many as 24 types of goods. The reason is that convection and souvenirs are one of the items that consumers are looking for for independent use or as items used for gifts.

Table 3. Crosstabulation Visit Location * Gender

		Gender		Total
		Man	Women	
Visit Location	Manhatan	6	7	13
	PRSU	8	11	19
	Pajus	10	8	18

	Carefour	2	8	10
	Lainnya	7	8	15
	Total	33	42	75

Source: (SPSS 2020)

From the table above, it can be seen that the majority of consumers at the Outlets of the Small and Medium Business Cooperatives Service in Medan City are women with 42 respondents. make visits and purchases to places that are used as sales locations for a product consisting of convection, culinary, souvenirs, handicrafts other than the Medan City Small and Medium Business Cooperative Service Outlet, namely PRSU (North Sumatra Fair). as many as 19 respondents, and also followed by Pajus (Tax North Sumatra) where the respondents were 18 people.

Table 4. Crosstabulation Education * Product

		Product				Total
		Food	Convection	Souvenir	Handcraft	
Education	SMP	2	2	3	4	11
	SMA	4	11	10	5	30
	Diploma	5	5	8	0	18
	Bachelor	0	9	3	4	16
Total		11	27	24	13	75

Source: (SPSS 2020)

From the table above, it can be seen that the majority of consumers who make purchases with the type of product purchased at the Outlets of the Small and Medium Business Cooperatives Office of Medan City are Convection 27 people from the number of respondents with 11 high school educated consumers. The reason is that consumers prefer convection products at the Medan City UKM Cooperative Service Outlets because they have a large number of distributors and are a reference in purchasing convection products produced by Small and Medium Business entrepreneurs.

Hypothesis test

Simultaneous Test (ANOVA or F Test)

This test is carried out to determine whether product quality, price, and simultaneous location have a significant effect on purchasing decisions at the outlets of the Small and Medium Enterprise Cooperatives Service in Medan City, at the 95% confidence interval or 5% level of test on the hypothesis test that conducted.

The hypotheses for simultaneous testing are;

Ho: $1=\beta_2 = 0$, meaning that there is no simultaneous significant effect of Product Quality, Price, and Location (Independent Variable) on Purchase Decision (dependent variable).

Hi: at least one 0, meaning that there is a simultaneous significant effect of Product Quality, Price, and Location (Independent Variable) on Purchase Decision (dependent variable).

Tests using the F test with Decision Making Criteria (KPK) are:

Accept Ho (reject Hi), if F count < F table, or Sig.F > 5% Reject Ho (accept Hi), if F count > F table, or Sig.F < 5%

Table 5. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1800.911	3	600.304	133.161	.000 ^b
	Residual	320.076	71	4.508		
Total		2120.987	74			

a. *Dependent Variable:* Keputusan Pembelian

c. *Predictors:* (Constant), Lokasi, Kualitas Produk, Harga

Source: (SPSS 2020)

Based on Table above, it is known that the calculated F value is 133,161 while F table 2.73 rejects Ho and the significance probability is 0.000 < 0.05 because F count 133,161 > F table 2.73 rejects Ho (Accept H1), it can be concluded that Product Quality, Price, and Location simultaneously (Simultaneous) has a positive and significant effect on Purchase Decisions at the Outlets of the Small and Medium Business Cooperatives Service in Medan City. Then the previous hypothesis (H1) was accepted.

Partial Effect Test

Tabel 6. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tol	VIF
1 (Constant)	1.508	1.938		.778	.439		
Product Q	.175	.051	.222	3.422	.001	.503	1.986
Price	.436	.064	.521	6.850	.000	.367	2.726
Location	.303	.081	.275	3.724	.000	.391	2.559

a. *Dependent Variable:* Keputusan Pembelian

Source: (SPSS 2020)

Based on the table above, the multiple regression equation in this study is as follows:

$$Y = 1.508 + 0.175 X1 + 0.436 X2 + 0.303 X3$$

- a. The constant (1,508) states that if the Product Quality (X1), Price (X2), and Location (X3) variables are considered to be worth 0 then the dependent variable or Purchase Decision remains at (1,508)
- b. The regression coefficient of Product Quality (X1) is positive (0.175) meaning that the influence of the Product Quality variable is in the same direction as the Purchase Decision. If there is a policy made to improve Product Quality (one unit) it will have an effect on increasing the Purchase Decision by 0.175 or = 17.5%.
 1. Price regression coefficient (X2) is positive (0.436) meaning that the effect of the

price variable is in the direction of purchasing decisions. If there is a policy made to improve Product Quality (one unit) it will have an effect on increasing Purchase Decisions by 0.436 or = 43.6%.

- c. Location regression coefficient (X3) is positive (0.303) meaning that the influence of the Location variable is in the same direction as the Purchase Decision. If there is a policy made to improve Product Quality (one unit) it will have an effect on increasing Purchase Decisions by 0.303 or = 30.3%.

Determinan

Tabel 7. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.849	.843	2.123

a. Predictors: (Constant), Lokasi, Kualitas Produk, Harga

b. Dependent Variable: Keputusan Pembelian

Source: (SPSS 2020)

To find out the amount of Adjusted R2, it can be seen in table 4.50 above that the amount of Adjusted R Square is 0.843. This can indicate that the independent variables studied by researchers, namely Product Quality, Price, and Location explain the effect of 84.3% on Purchase Decisions. While the remaining 100% - 84.3% = 15.7% is explained by other independent variables not examined. Such as Product Image, Promotion, Discount, Perception, and others.

Discussion of Research Results

Partial Effect of Product Quality on Purchase Decisions

The t arithmetic value is 3.442 > t table 1.665 and the probability value is significant 0.001 < 0.05, so reject Ho (accept H1) and the results of the hypothesis test show that product quality has a positive and significant impact on purchasing decisions at the Small and Medium Enterprise Cooperative Service Outlets in Medan City. So the previous hypothesis is accepted.

(Alma, 2013:139) Product quality is the core of efforts to fulfill customer needs and desires which aims to balance customer expectations both in terms of services and goods. The results of this study are in line with the theory of product quality, because it means that product quality is a customer expectation of the quality of the product purchased. This shows that in this research the quality of products at the outlets of the Small and Medium Enterprises Cooperatives in Medan City is the most important thing in providing pleasure and satisfaction with the products and services offered to consumers.

Partial Effect of Price on Purchase Decision

The t-count value is 6.850 > t-table 1.665 and the probability value is significant 0.000 < 0.05, so reject Ho (accept H2) and the results of hypothesis testing show that price has a positive and significant effect on purchasing decisions at the Small and Medium Enterprise Cooperative Service Outlets in Medan City. So the previous hypothesis is

accepted.

(Kotler & Armstrong, 2013:151) price is the amount of money charged for an item or service or the amount of money value exchanged by consumers for the benefits of having or using the product or service. The results of this study are in line with the theory in question that price is a value that is relied upon to be a direction for the value of an item or service. This shows that the research conducted has received a positive response that the price of a product and service must be adjusted to the product produced so that consumers at the Medan City Small and Medium Business Cooperative Service Outlet can feel the benefits according to the price given.

Partial Effect of Location on Purchase Decision

The t arithmetic value is $3.724 > t$ table 1.665 and the probability value is significant $0.000 < 0.00$, so reject H_0 (accept H_3) and the results of the hypothesis test show that location has a positive and significant effect on purchasing decisions at the outlets of the Small and Medium Enterprises Cooperatives Office of Medan City. So the previous hypothesis is accepted.

The theory (Swasta, 2012: 24) states that location is a place where a business or business activity is carried out. The results of this study are in line with the theory which means that the location is a reference for a company or entrepreneur in running or establishing a business. This shows that this study received a positive response that location is the most important thing for the Medan City Small and Medium Business Cooperative Office Outlet in running its business and paying attention to the need for security and easy access to business locations for consumers.

Pengaruh Serempak (Simultan)

Nilai F_{hitung} sebesar 133.161 sedangkan F_{tabel} 2.50 tolak H_0 dan Probabilitas signifikannya $0.000 < 0.05$ karena F_{hitung} $133.161 > F_{tabel}$ 2.50 tolak H_0 (Terima H_1) maka dapat disimpulkan bahwa Kualitas Produk, Harga, dan Lokasi secara serempak (simultan) berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Gerai Dinas Koperasi Usaha Kecil dan Menengah Kota Medan. Makahipotesis (H_4) sebelumnya diterima.

Keputusan Pembelian (Alma, 2018:96) menyatakan salah satu faktor-faktor penyebab terjadinya tindakan maupun perbuatan yang mengakibatkan atau mempengaruhi dalam keputusan pembelian adalah ekonomi, teknologi politik, budaya, produk dan kualitas produk, harga yang ditawarkan, lokasi penjual yang strategis, promosi, *physicall & evidance, people & process*.

Dari teori diatas disimpulkan bahwa keputusan pembelian dapat di pengaruhi oleh kualitas produk, harga, dan lokasi. Sehingga dapat dikatakan konsumen dalam melakukan keputusan pembelian konsumen dapat melihat kualitas, harga suatu produk dan lokasi dimana produk itu di pasarkan. Hasil peneitian tersebut mendukung penelitian yang penulis lakukan.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis and the results of the discussion of Product Quality, Price, and Location Analysis on Purchase Decisions at the Outlets of the Small and Medium

Enterprises Cooperative Office of Medan City, which has been carried out, it can be concluded as follows:

1. Product quality has a positive and significant effect on purchasing decisions at the outlets of the Small and Medium Enterprises Cooperatives Office in Medan City.
2. Partial price has a positive and significant effect on Purchase Decisions at the Outlets of the Small and Medium Business Cooperatives Service in Medan City.
3. Location partially has a positive and significant effect on Purchase Decisions at the Outlets of the Small and Medium Enterprises Cooperative Office in Medan City.
4. Product Quality, Price, and Location simultaneously (simultaneously) have a positive and significant effect on Purchase Decisions at the Outlets of the Small and Medium Business Cooperatives Office Medan City
5. The amount of Adjusted R Square is 0.843. This can indicate that the independent variables studied by researchers, namely Product Quality, Price, and Location explain the effect of 84.3% on Purchase Decisions. While the remaining $100\% - 84.3\% = 15.7\%$ is explained by other independent variables not examined. Such as Product Image, Promotion, Discount, Perception, and others.

Suggestion

To improve Purchase Decision, it is necessary to suggest the following improvements:

1. 6. Distributors of products in the Office of Cooperatives for Small and Medium Enterprises in Medan City should pay more attention to aspects of quantity and quality as well as the form of packaging in packaging and the need for recognized standard and halal labels and production codes on a product.
2. 7. The Medan City Small and Medium Business Cooperative Service Outlet is expected to provide a price tag and a scan of the payment barcode to facilitate access to payments and recording of products that have been purchased.
3. 8. At the location access, it should be expected that access can be made via GPS, as well as directions to the Medan City Small and Medium Business Cooperative Service Outlet, at least 200 meters from the outlet location or at an intersection that is accessed by many people.
4. Medan City Small and Medium Enterprises Cooperatives and Government Agencies to provide education and training to members of Medan City Small and Medium Enterprises, namely as distributors of products so that they have creativity and innovation in the products they produce.

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