



Analyzing the Impact of Store's Reputation, Product Price, and Service Standards Towards Customer Repurchase Decision at Brastagi Supermarket (Gatot Subroto Street, Medan)

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ABSTRACT

Regaining customer loyalty and encouraging repurchase decisions is a paramount objective for retailers in today's competitive market. This study delves into the specific context of Brastagi Supermarket on Gatot Subroto Street, Medan, to analyze the influential factors of store reputation, product price, and service standards on customer repurchase decisions. Employing a mixed-methods research approach, incorporating surveys and in-depth interviews, the research investigates how these factors collectively shape customer behavior. The findings reveal that store reputation holds a significant sway over repurchase decisions, with a positive brand image and trustworthiness fostering customer loyalty. Moreover, while competitive product pricing plays a pivotal role, it is often moderated by perceived product quality. Service standards, encompassing courteous staff and efficient service, also emerge as crucial determinants in driving repurchase intentions. These results shed light on the intricate dynamics between retail elements and customer behavior, providing valuable insights for Brastagi Supermarket and the broader retail industry in optimizing customer repurchase strategies

INTRODUCTION

Background of the Study

The growth of population is leading to an increase in human demand. According to Rochmawan (2018:4), human wants are numerous and diverse, and they continue to grow over time. They do not end with the rise of civilization. With the many changes taking place at this time, especially in the socioeconomic class, human demands are expanding. The demands on these necessities for this daily existence and demands for service increase with the socioeconomic standing of the community. Nowadays, society is more and more interested in receiving high-standard services that are both satisfying and capable of meeting expectations.

The existence of modern retail businesses started to rival or even replace the existence of old markets as the times changed. Retail traders, or business retail, are becoming more and more perceptible in daily life (Arimawa, P. S., & Leasiwal, F.:2018). Different types of retail shopping centers started to emerge in a range of designs and sizes. The importance of supermarkets in the middle of society is growing as there are more and more of them popping up in different cities. Along with a shift in consumer perception in repurchasing at the supermarket itself, this is the result.

The Brastagi Supermarket can be found in Medan at Jalan Jendral Gatot Subroto No.288. Before Brastagi Supermarket was established, it began as a company selling fruits and snacks in Medan in 1961 under the name AWIE. As a five-star supermarket, it should serve as a one-stop shop for customers of Brastagi supermarkets to meet their daily needs. Fresh goods like locally grown produce, imported produce, meat, and fish should all be served with the utmost in hygienic standards, while their costs should be competitive with those of traditional markets.

Table 1. Number of Customers of Berastagi Supermarket (2014-2018)

Year	Number Of Customer
2014	1.747.440
2015	2.049.060
2016	1.885.860
2017	1.101.860
2018	1.031.600

Source: Berastagi Supermarket (2019)

Due to the existence of supermarkets and minimarkets in the city of Medan, it is evident from the data above that there has been a significant increase or decrease in either 2014 and 2018. This decreased shows decreased customer repurchase decision to shop at Berastagi supermarket, which forces Berastagi to continue to improve service standards and convenience in stores or create alluring promotions to make customers keep on purchasing at Berastagi supermarket.

When there are no employees on duty in the product rack aisle, it frequently happens to make customers look for employees first to ask where a product is because there is frequently a change in the arrangement of the shelves. This phenomenon frequently happens at Brastagi Supermarket. This makes it more challenging for customers to find the goods they need. Additionally, on occasion, when a customer asks an employee about a product, the staff is unable to explain it to him and must summon other employees to do so. Aside from that, due to the guarantee of the product's quality, the price established is higher than the market average and because the Brastagi supermarket frequently purchases food and other items imported from other countries.

In light of the information gathered, the author is considering conducting a study on "Analizing the impact of store's reputation, product price, and seervice standards towards customer's repurchase decision at Brastagi supermarket, Gatot Subroto Street Medan."

Problem Formulation

1. Does store's reputation have an impact on customer repurchase decision?
2. Does product price have an impact on customer repurchase decision?
3. Does service standards have an impact on customer repurchase decision?
4. Do store's reputation, product price, and service standards have an impact on customer repurchase decision?

LITERATURE REVIEW

Modern Market

A modern market is one that is run by modern management and is typically located in urban areas. It serves as a supplier of high-quality products and excellent services to customers. The fact that the modern market has air conditioning facilities and a welcoming, spotless environment makes customers feel at ease and at home while they buy, but the market modernity still has a flaw, though, in that prices are more expensive than in traditional markets and negotiating is not possible (Kurniawan, 2019).

Store's Reputation

Building a positive store reputation in the eyes of customers and the general public is one approach for a retail or store to be able to compete and remain in the market since the store's image can influence the process decision to repurchase a product. According to Utami (2018:15), the definition of store reputation is a vision of a whole that is greater than the sum of its parts, in which each aspect interacts with the other in consumers' imaginations. He claims that store image or reputation refers to how society views or perceives the store's name or products in terms of value, quality, and price. The development of a

store's reputation in the long run is crucial since it affects consumer behavior. Because consumers are typically more likely to choose a shopping center that gives them a positive image, the store reputation of a place to shop becomes significant for consumers.

Indicators of Store's Reputation

Business reputation variables, according to Sumarwan in Nurlina (2019), explain the different aspects that directly influence customers when they repurchase at a business. All characteristics that may be physically observed (tangible) and invisible (intangible) are included in existing indicators, including:

1. Interior: refers to the layout of the storeroom, which can be used to create a welcoming environment and make moving around the store easier. Emotional responses brought on by the surroundings that affect customer repurchasing decisions.
2. Excellent service standards: the best service for exceeding consumers' expectations and meeting their needs.
3. Product's price is the norm for both products and services.

Product Price

Product price affects producer earnings, making it a measure of a product's value. Price must be determined carefully because it is a factor in how people decide what to buy. The price, according to Dharmesta in Lindung (2019), is the sum of money (plus any items, if possible) required to buy a particular combination of a company's goods and services, or in other words, an exchange rate that may be equated with money or other items for benefits gained from a good or service for a person or group at a specific time and a specific place. As stated in the definition above, the policy governing price properties only temporarily requires producers to monitor the evolution of market prices and be aware of their place within the larger market environment.

Indicators of Product Price

Kotler and Armstrong (2018) explain the following indicators that influence product price:

1. Affordability of prices: The price set by the business is accessible to consumers. One brand typically offers a variety of products, with prices ranging from the least expensive to the most expensive. When there is a defined price, customers purchase a lot of goods.
2. Price and quality compatibility: Consumers frequently contrast the costs of various products. In this instance, shoppers take into account the product's extremely low or high price while making their purchase.
3. Price-benefit compatibility: Consumers frequently prefer the more expensive of two things when comparing prices because they can tell the difference in quality. People frequently believe that if the price is higher, the product quality must also be better.

Service Standard

Service standards can be realized as a measure of how well a level of service is provided (Tjiptono and Gregory Chandra, 2019). The concept of service has a number of diverse definitions in theory, but they all ultimately belong to the same fundamental idea. To phrase Tjiptono and Gregory's definition of service standards, that is, size how well the level of service provided is able to match customer expectations. It is claimed that responsiveness and the reality of the services given by the organization constitute service standards. Customer needs must come first and the customer's view of the service must come last. Using the definition provided above, it can be concluded that service standard can be defined as all activities performed to the best of one's ability by a person or service provider in order to meet and satisfy the demands and expectations of clients.

Indicators of Service Standards

According to Lupiyoadi (2019), these are the following dimensions of service standards:

1. Tangible Physical Evidence, such as a company's capacity to prove its existence to third parties. Physical facilities/buildings, warehouses, employee appearances, and other physical infrastructure of the organization are evidenced by their appearance, capabilities, and surrounding surroundings.
2. Dependability Specifically, the business's capacity to deliver services in line with the commitments made to be prompt, exact, accurate, and reliable. Performance must be in line with customer expectations, which entails timeliness, uniform treatment for all clients, a compassionate demeanor, and high accuracy.
3. Response Time Specifically, the ability of staff members to assist clients quickly and accurately, together with straightforward service delivery. In this instance, the business not only responds promptly to customer complaints resulting from broken promises, but it also does so in a timely manner to changes in the marketplace, technology, tools, and consumer behavior.

Repurchase Decision

Customer's repurchase decision is a buying behavior that decision-makers can display over time in relation to one or more alternative brands compared to a number of similar brands or as defined by Kotler and Keller (2018) as "repeat purchases made by a customer to a product or company." The benefit of having customers that likes to repurchase is that it lessens the impact of attacks from other businesses, both in terms of goods and in terms of perception. Aside from that, they can help a business grow when they offer ideas or suggestions to help the quality of the company's products. In the end, they won't care as much about the price because they are confident in the product's and the company's quality.

Indicators of Repurchase Decision

Consumer repurchase decisions, according to Hidayat in Nurwidayat (2018), is manifested in regular repeat purchases by consumer's dedication to a market based on a favorable attitude. Hereby, the indicators of repurchase decision consists of:

1. Consumer's trust in the market is reflected in their level of faith and trust towards the product before repurchasing it.
2. Changing expenses: Consumers who transfer service providers suffer switching expenses, which they would not have spent had they stayed with their present product.
3. Word-of-mouth communication is a process of sharing recommendations for a good or service with others, both individually and in groups, with the goal of sharing personal information.

The Impact of Store Reputation, Product Price, and Service Standards towards Customer Repurchase Decision

According to (Huang & Sudhir, 2019) research, consumer repurchase decision at Bondowoso is significantly impacted by service standard. Customer satisfaction and their decision to buy the second time have a good and considerable impact on price in the Bondowoso positions. Brand reputation also has a favorable impact and a major contribution to customer happiness and repurchasing decision. At Bondowoso ,client repurchasing decision is significantly impacted by the standard of service. The conceptual framework for this study is as follows, based on the summary above.

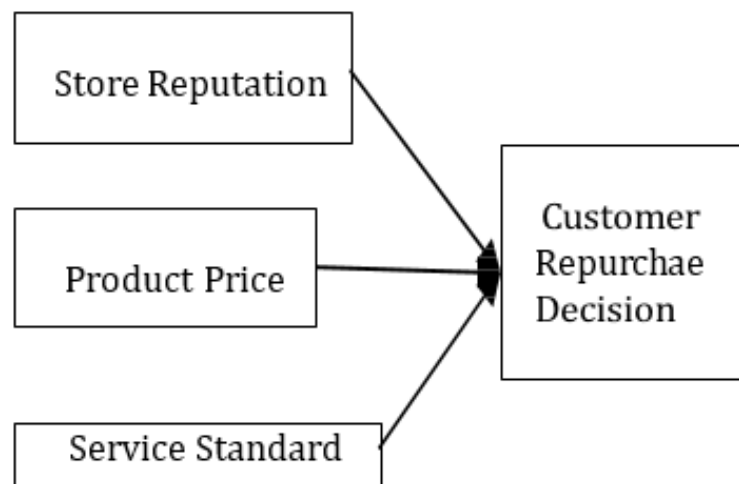


Figure 1. Research Model

METHODOLOGY

The research design is a scientific way to gather precise, original facts for a particular use or purpose. Data that can be gathered and used to demonstrate a given body of knowledge so that it can be used to comprehend, avoid, and resolve issues (Sugiyono, 2018). This study employs a quantitative methodology to evaluate the hypothesis by looking at the causal connections between the variables.

RESULT AND DISCUSSION

Data Description

Three questions were created for the store reputation variable (X1), three for the product price (X2), three for the service standard (X3), and three for customer repurchase decision (Y) in this study's deep data processing questionnaire form. A Likert scale is used to disseminate the questionnaire to 151 Brastagi Supermarket consumers as research samples.

Table 2. Likert Scale

Answer Choices	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

According to the criteria listed in the table above for the Likert scale research, the variables X1 (Store Reputation), X2 (Product Price), X3 (Service Standard), and Y (Customer Repurchase Decision) are all calculated using the criteria listed above. As a result, the resource person can react to each respondent's questions by assigning a score, with the highest score having a value of 5 and the lowest having a value of 1.

Central Tendency

Traits of Respondents

The information in the table below displays the respondents' gender, age, occupation, income, and number of visit.

Gender

Table 3. Total Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	14	46.6	46.6	46.6
	Woman	16	53.4	53.4	100.0
	Total	30	100.0	100.0	

Woman made up 53.4% of the respondents to this study, as seen in the table above, while man made up 46.6% of the respondents. The results of the customer data research I conducted with Brastagi Supermarket consumers through a research questionnaire show a little discrepancy between the ratio of male and female respondents.

Age

Table 4. Total Respondents Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 21 y.o	8	26.6	26.6	26.6
	21-30 y.o	11	36.6	36.6	63.2
	31-40 y.o	3	10.0	10.0	73.2
	Over 40 y.o	8	26.6	26.6	100.0
	Total	30	100.0	100.0	

According to table 4 above, the majority of respondents in this survey were ages between 21 and 30 years old (36.6%) followed by those below ages of 21 and over 4 (26.6%), and those between ages of 31 and 40 (10.0%).

Occupation

Table 5. Total Respondents Based on Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	15	50.0	50.0	50.0
	Worker	6	20.0	20.0	70.0
	Business Owner	8	26.6	26.6	96.6
	Housewives	1	3.0	3.0	100.0
	Total	30	100.0	100.0	

According to the table above, 15 students (50.0%) made up the majority of the workforce, followed by 8 business owners (26.6%), 6 workers (20.0%), and 1 housewife (3.0%).

Income

Table 6. Total Respondents Based on Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp.1.000.000	10	33.3	33.3	33.3
	Rp.1.000.000-Rp.3.000.000	8	26.6	26.6	59.9
	Rp.3.000.000-Rp.5.000.000	3	10.0	10.0	69.9
	> Rp.5.000.000	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

According to the table above, 10 respondents with income more than Rp.1.000.000 (33.3%) made up the majority of the income range, followed by 9 respondents with income more than Rp.5.000.000 (30.0%), 8 respondents with income range between Rp.1.000.000 and Rp.3.000.000 (26.6%), and 3 respondents with income between Rp.3.000.000 and Rp.5.000.000 (10.0%).

Number of visit

Table 7. Total Respondents Based on Number of Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	6	20.0	20.0	20.0
	2-3 times	6	20.0	20.0	40.0
	> 3 times	18	60.0	60.0	100.0
	Total	30	100.0	100.0	

As can be seen from the table above, the majority of respondents at the number of visits for more than 3 times is 18 respondents (60.0%), 1 time and 2 to 3 times, which is 6 respondents (20.0%).

Research Variable Description

Store Reputation Variable (X1)

At the following, the author will offer a full table of the outcomes of the respondents' responses from the questionnaire/questionnaire that the author has distributed in order to better aid this research, namely: (X1) Store Reputation Variable at Gatot Subroto Brastagi Supermaret, Medan which estimates the frequency of respondents' answers concerning the store reputation variable based on the findings of surveying Brastagi customers.

Table 8. Score for Store Reputation Variable (X1)

Item No.	SA		A		N		NA		SNA		Total F
	F	%	F	%	F	%	F	%	F	%	
1	18	60.0	6	20.0	0	0.0	4	13.3	2	6.7	30
2	24	80.0	3	10.0	0	0.0	3	10.0	0	0.0	30
3	23	76.7	4	13.3	1	3.3	2	6.7	0	0.0	30

Source: Prepared by Writer (2018)

1. Majority of respondents (60.0%) strongly agree with the statement of not being confused by the store layout when looking for a product.
2. Majority of respondents (80.0%) strongly agree with the statement of Brastagi Supermarket provides various types of required product.
3. Majority of respondents (76.7%) strongly agree with the statement of Brastagi Supermarket sells products with good quality.

Given the previous description, it is clear that Brastagi Supermarket has a positive store reputation, as evidenced by the number of respondents who strongly agreed.

Product Price Variable (X2)

The frequency of respondents' responses about the product price variable is valued based on the findings of surveying Brastagi Supermarket Gatot Subroto, Medan's customers.

Table 9. Score for Product Price Variable (X2)

Item No.	SA		A		N		NA		SNA		Total F
	F	%	F	%	F	%	F	%	F	%	
1	13	43.3	5	16.7	2	6.7	10	33.3	0	0.0	30
2	21	70.0	6	20.0	1	3.3	2	6.7	0	0.0	30
3	19	63.3	7	23.3	0	0.0	3	10.0	1	3.3	30

Source: Prepared by Writer (2018)

1. Majority of respondents (43.3%) strongly agree with the statement of prices offered at Brastagi Supermarket is affordable by all people.
2. Majority of respondents (70.0%) strongly agree with the statement of the price offered by Brastagi Supermarket is in accordance with the quality obtained.
3. Majority of respondents (63.3%) strongly agree with the statement of the products offered at Brastagi Supermarket provide the benefits that customers expect.

Given the preceding description, it is clear from the amount of respondents who selected "strongly agree" that Brastagi Supermarket has accurately assessed the product price.

Service Standard Variable (X3)

The frequency of respondents' responses about the service standard variable is valued based on the findings of surveying Brastagi Supermarket Gatot Subroto, Medan's customers.

Table 10. Score for Service Standard Variable (X3)

Item No.	SA		A		N		NA		SNA		Total F
	F	%	F	%	F	%	F	%	F	%	
1	20	66.7	5	16.7	0	0.0	3	10.0	2	6.7	30
2	17	56.7	6	23.3	0	0.0	4	13.3	2	6.7	30
3	16	53.3	7	26.7	0	0.0	5	16.7	1	3.3	30

Source: Prepared by Writer (2018)

1. Majority of respondents (66.7%) strongly agree with the statement of Brastagi Supermarket provides a comfortable atmosphere for shopping.
2. Majority of respondents (56.7%) strongly agree with the statement of Brastagi Supermarket's sales promotion girls have good insight in understanding customer wants or needs.
3. Majority of respondents (53.3%) strongly agree with the statement of Brastagi supermarket's information desk is able to provide solutions to customer problems quickly.

Given the preceding description, it is clear from the amount of respondents who selected "strongly agree" that Brastagi Supermarket has accurately assessed the service standard.

Customer Repurchase Decision Variable (Y)

The frequency of respondents' responses about the customer repurchase decision variable is valued based on the findings of surveying Brastagi Supermarket Gatot Subroto, Medan's customers.

Table 11. Score for Customer Repurchase Decision Variable (Y)

Item No.	SA		A		N		NA		SNA		TOTAL F
	F	%	F	%	F	%	F	%	F	%	
1	18	60.0	6	20.0	0	0.0	6	20.0	0	0.0	30
2	17	56.7	10	33.3	0	0.0	3	10.0	0	0.0	30
3	17	56.7	6	20.0	0	0.0	6	20.0	1	3.3	30

Source: Prepared by Writer (2018)

1. Majority of respondents (60.0%) strongly agree with the statement of it is more convenient to shop at Brastagi Supermarket than at other supermarkets.
2. Majority of respondents (56.7%) strongly agree with the statement of they will go buy again at Brastagi Supermarket.
3. Majority of respondents (56.7%) strongly agree with the statement of they are willing to recommend Brastagi Supermarket to others.

Given the preceding description, it is clear from the amount of respondents who selected "strongly agree" that Brastagi Supermarket has accurately assessed the customer repurchase decision. Research design is a scientific way to gather precise, original facts for a particular use or purpose. This study employs a quantitative methodology to evaluate the hypothesis by looking at the causal connections between the variables.

The population, as defined by Sugiyono (2018), is the entire number of the unit of analysis to be investigated, which has the quantity (Amount) and particular features that are applied by researchers to be analyzed later and a conclusion reached. The participants in this study are Brastagi Supermarket in

Gatot Subroto Street customers, in which the total number of the customers is unknown.

Non-probability Sampling

Does not fairly represent all the characteristics of the entire population and will be used for this study. Researchers collected samples using unintentional sampling technique based on coincidence, which allows anyone who by chance encountered researchers to be used as samples if seen by unintentional people found it suitable as a source of data in research. Lemeshow's formula will be used to calculate the samples for this study because it is still unclear what the total population will look like. Hence, 30 respondents are required to be the sample size of this research.

Data Collection Method

The following are the data collection methods applied in this study:

1. Questionnaires: Researchers create questionnaires to get information about respondents' thoughts and impressions about the factors under study.
2. Observation, is a process in which information is gathered by keeping an eye on a certain target audience as they go about their daily lives.
3. Secondary Data: It contains information that was previously available and may be found in a variety of places, including journal articles, the internet, newspapers, books, and more.

According to the criteria listed in the table above for the Likert scale research, the variables X1 (Store Reputation), X2 (Product Price), X3 (Service Standard), and Y (Customer Repurchase Decision) are all calculated using the criteria listed above. As a result, the resource person can react to each respondent's questions by assigning a score, with the highest score having a value of 5 and the lowest having a value of 1.

Validity Test is the process of ascertaining the eligibility that is for determining the viability of the instrument from the questionnaire/questionnaire used for the test validity,

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of research and discussion conducted by writer about the influence of store reputation, product price, and service standards to Customer repurchase decision in Supermarket Brastagi Gatot Subroto, Medan., it can be withdrawn conclusion as follows:

Based on research conducted on customers in Medan City who shopping at Brastagi Supermarket, it can be concluded that store reputation, product price and service standard have positive and significant effect on Customer repurchase decision.

Suggestion

Suggestion Based on the conclusions above, in this case the writer can suggest the following:

1. Companies should expand parking area facilities or add areas special parking area for Brastagi Supermarket customers to avoid traffic jams long to enter the store. And also the addition of an entrance from behind the store or from the side of the store so it doesn't make customers must walk to the front of the store to enter Brastagi Supermarket.
2. In order for the company to slightly lower the price than usual in order for the customer don't switch to another supermarket which is cheaper than Brastagi. Also The company makes promos/discounts so that customers want to repurchase at Brastagi Supermarket
3. Further improve the quality of the sales clerk should understand a little about products sold at Brastagi Supermarket, so customers no need to wait for the employee to call his friend to explain product requested by the customer.
4. In order for Brastagi Supermarket to be more advanced, the company must think about it provide additional services such as home service for more make customers to shop the second time, also by increasing it variety of product types to make it easier for customers
5. For companies, this research can be used as material consideration to increase customer repurchase decision, the results of this study shows a positive value with store reputation, product price, and service standards.

FURTHER STUDY

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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