

# Statistical Analysis to View Information Regarding The Influence of Brand Image, Satisfaction, Word of Muoth, and Price on The Purchase Decision of Avanza Brand Cars (Case Study of Showroom Consumers Fahmi's Used Car)

Asri Winaldi Ritonga\*, Rizki Syahputra, & Abd. Halim

*Universitas Labuhanbatu, Rantauprapat, Sumatera Utara, Indonesia*

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## Abstract

The purpose of this study was to analyze the influence of brand image, satisfaction, word of mouth and price on purchasing decisions for an Avanza brand car (a case study on consumers of Fahmi's used car showroom). This type of research is quantitative in nature, and the place for conducting the research is in the Fahmi Used Car Showroom. The research population is consumers of Fahmi's Used Car Showroom taken from September-November 2022 as many as 58 people. Samples were taken using a saturated sampling technique. Therefore, then all populations become the object of research, namely as many as 58 people. The research results show that Brand Image positive and significant effect on Buying decision. Satisfaction has a positive and significant effect on Buying decision. Word Of Mouth positive and significant effect on Buying decision. Price has a positive and significant effect on Buying decision. Brand image, satisfaction, word of mouth and price simultaneously positive and significant effect on Buying Decisions for Avanza Brand Cars at Fahmi's Used Car Showroom Consumers. The results of the analysis of the coefficient of determination of 0.793 means that purchasing decisions can be explained by brand image, satisfaction, word of mouth and a price of 79.3%.

*Keywords:* Brand image; satisfaction; word of mouth; price; purchase decision.

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## 1. Introduction

World business competition in big cities has spurred car industry entrepreneurs to maximize and maintain or improve their companies so they can compete with other similar companies. Every company must be able to determine a marketing strategy that suits the company's goals, so that the company can survive longer. Basically, the more competitors, the more choices for customers to be able to choose products that match their expectations.

Trifts and Buchwitz (2013) states that purchasing decisions are stages of consumer behavior. Consumer behavior can be interpreted as the process by which consumers buy, select, and use products to satisfy their needs and wants. Arianto, (2020) states that purchasing decisions are integration processes that are combined in order to evaluate several alternative attitudes and select one from among others. According to Philip Kotler, (2012) indicators of purchasing decisions include product selection, purchase channel selection, purchase time, purchase amount, payment method.

Purwanto, (2021) argue that brand image can create good consumer awareness and trust in services and products. According to Fatmawati & Soliha, (2017) a company needs to have a good brand image, because brand image is one of the company's assets, because it can affect consumer impressions. Showrooms Fahmi's Used Car is one of the businesses engaged in the automotive sector, especially for the sale of used (Second) four-wheeled vehicles. Currently, Fahmi's Used Car Showroom is still not widely known by consumers because this business still has a bad corporate image and is not widely known by consumers. This can be seen from the number of consumers who still do not come to the Showroom to buy products that are sold, such as used cars. Therefore, currently the Fahmi Used Car Showroom needs to increase promotions so that the Brand Image is more widely recognized by consumers.

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\* Corresponding author.

*E-mail address:* winaldiasri@gmail.com

Hawkins and Mothersbaugh (2015) states that a brand is a name, symbol, icon, design, or a combination of all that identifies the maker or marketer of a product. According to Kotler and Keller (2016) Creating brand awareness is done by increasing brand familiarity through brand recognition and establishing strong associations with the appropriate product category, this is a very important first step in building brand equity. According to Hawkins and Mothersbaugh (2015) Brand image is consumer memory of a brand. It contains the target market's interpretation of the product's attributes, benefits, usage situations, users, and marketer characteristics. According to Kotler and Armstrong, (2015), brand image indicators include, corporate image, product image, consumer image.

According to Tjiptono, (2019) satisfaction comes from the Latin "satis", which means enough and something satisfying will definitely fulfill expectations, needs or desires, not causing complaints. Nasution et al., (2022) argues that "Consumer satisfaction is defined as the Consumer's response to the discrepancy between the previous level of importance and the actual performance he feels after use". The indicators are based on the opinion of (Kotler & Keller, 2016). Consumer satisfaction indicators used in this study are 1) Confirmation of expectations, 2) Repurchase intention, 3) provide individual attention to consumers, 4) Dissatisfaction

Kim & Thapa, (2017) states that in his research satisfaction has a positive and significant effect on purchasing decisions. If performance exceeds expectations, the customer is highly satisfied and happy. If the perceived satisfaction is below expectations, the customer will feel disappointed, if the satisfaction meets the customer's expectations, the customer will feel satisfied, whereas if the satisfaction exceeds expectations, the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product. To see whether consumers are satisfied with the product purchased, it can be seen from the consumer's decision to make repeated purchases. If the purchase decision increases, the consumer is satisfied with the previous purchase process. Vice versa (Setyowati et al., 2023),

According to Huete-Alcocer, (2017) one proof of the development of technology and information is the widespread use of social media among the public and the business world. Balakrishnan et al., (2014) states that electronic word of mouth (eWOM) is positive or negative communication between potential, customers or former customers about products or companies that are publicly available on the internet. Le-Hoang, (2020) argues that electronic word of mouth is a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other and have met before. Electronic Word Of Mouth (E-WOM) variable indicators according to Huete-Alcocer, (2017) are Intensity (Intensity), Positive Valence (positive consumer opinion), Negative Valence (negative consumer opinion),

Electronic word of mouth strategy has been used by almost all e-commerce companies, this shows that word of mouth has a significant influence on consumer behavior patterns in making purchasing decisions. Based on previous research developed by (Hariono, 2019), findings were obtained that scientifically strengthen electronic word of mouth given in the form of online reviews, having a significant influence on consumer behavior in making purchasing decisions. Currently, consumers of Fahmi's Used Car Showroom are rarely from unknown people. Purchases of products at Fahmi's Used Car Showroom are still from people closest to them and people they have known before. This means that the word of mouth conducted by the Fahmi Used Car Showroom is still not effective and efficient. Because Fahmi's Used Car Showroom rarely gets customers from strangers and new people. Researchers also assume because previous consumers still have not provided information and recommended it to others. Therefore, the word of mouth that occurred at the Fahmi Used Car Showroom is still not entirely good.

Meanwhile, according to Tecoalu et al., (2021), price is an element of the marketing mix that generates income, where price is also a means of communication regarding the positioning of a product or brand to the market as a whole. Malau (2018) Prices are the basic measuring device of an economic system because prices affect the allocation of factors of production. According to Kotler and Armstrong (2016), explained that there are four measures that characterize prices, namely price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness.

The results of this study are in line with research that was previously conducted by Prilano and Sudarso (2020); Tulangow, et al (2019). The research results show that the price variable has an influence on purchasing decisions. Fahmi's Used Car Showroom is currently also still providing car prices which are still rated above average. The price of the car that is fixed on the products sold at the Fahmi Used Car Showroom, especially the Avanza brand, is still too high and not much different from the new price. If the price given to consumers is relatively cheap, it will increase purchasing decisions.

## 2. Methods

This type of research is quantitative in nature, and the place for conducting the research is in the Fahmi Used Car Showroom. Data collection techniques used in this study were observation, documentation and questionnaires using a Likert scale. The research population is consumers of Fahmi's Used Car Showroom taken from September-November 2022 as many as 58 people. Samples were taken using a saturated sampling technique. Therefore, then all populations become the object of research, namely as many as 58 people. The analytical method used in this study is the validity and reliability test, the classic assumption test which includes: data normality test, heteroscedasticity test, and multicollinearity test. Multiple linear regression analysis was tested using partial (t), simultaneous (F) testing, and the coefficient of determination.

## 3. Result and Discussion

### 3.1. Result

Ghozali, (2016) states validity test is used as a measure of whether a questionnaire is declared valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object. The validity test of the research variable has a significant criterion  $> 0.5$ . The validity test in this study was carried out on 15 samples which were carried out outside the characteristics of the respondents. The results of the validity test of this study can be contained in Table 1.

**Table 1.** Validity Test Results

Variable	Indicator	Pearson Correlation	Value Measurement	Information
<i>Brand Image</i> (X1)	Corporate image	0.996	0.5	Valid
	Product image	0.958	0.5	Valid
	Consumer image	0.939	0.5	Valid
	Confirmation of hope	0.823	0.5	Valid
Satisfaction (X2)	Repurchase interest	0.825	0.5	Valid
	Give good individual attention to consumers	0.619	0.5	Valid
	Dissatisfaction	0.823	0.5	Valid
	<i>intensity</i> (Intensity)	0.873	0.5	Valid
Worth Of Mouth (X3)	<i>Positive Valence</i> (positive consumer opinion)	0.873	0.5	Valid
	<i>Negative Valence</i> (Negative consumer opinion)	0.776	0.5	Valid
	<i>Content</i> (Content/Information).	0.782	0.5	Valid
Price (X4)	Price affordability	0.837	0.5	Valid
	Compatibility of price with product quality	0.849	0.5	Valid
	Price compatibility with benefits	0.837	0.5	Valid
	Prices according to ability or price competitiveness	0.849	0.5	Valid
Buying decision (Y)	Product selection	0.891	0.5	Valid
	Purchase channel selection	0.891	0.5	Valid
	Purchase time	0.646	0.5	Valid
	Purchase amount	0.507	0.5	Valid
	Payment method	0.794	0.5	Valid

Source: Research Data Processing, 2022.

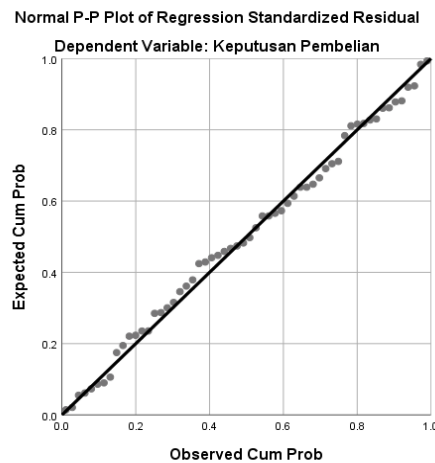
Sugiyono, (2013) stated that the reliability test was carried out to find out the results of consistent measurements if the measurement of the same measuring instrument was carried out, an indicator in the questionnaire can be accepted if the alpha coefficient has a value of > 0.6. The results of the reliability test of this study can be contained in Table 2.

**Table 2.**Reliability Test Results

Variable	Croanbach Alpha (CA)	Status
Brand Image	0.880	Reliable
Satisfaction	0.806	Reliable
Worth Of Mouth	0.823	Reliable
Price	0.828	Reliable
Buying decision	0.794	Reliable

Source: Research Data Processing, 2022.

Table 1 and Table 2 show that all statement items are valid and reliable, each indicator on the validity test has a value of > 0.5 and each value contained in the variable for the reliability test is > 0.6. The next test can be analyzed with the normality test. The normality test of this study can be loaded with the p-plot graph in Figure 1.



**Figure 1.** P-Plot

On the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows the dots spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality. The next normality test can be seen in Table 3.

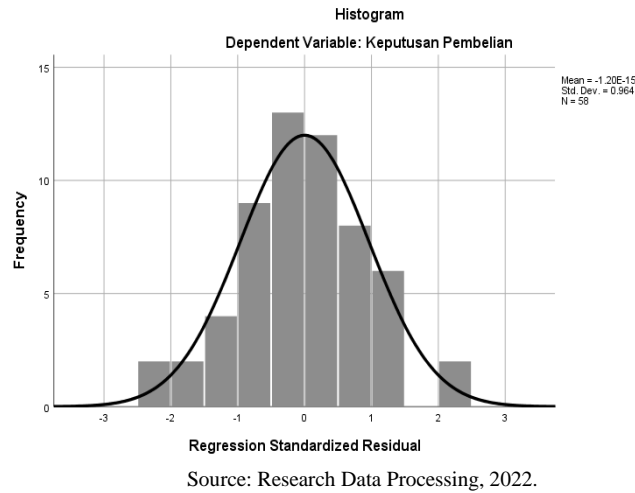
**Table 3.** One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		58
Normal Parameters, b	Means	.0000000
	std. Deviation	1.14171496
Most Extreme Differences	absolute	.060
	Positive	.041
	Negative	-.060
Test Statistics		.060
asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Research Data Processing, 2022.

The normality test in Table 3 uses the Kolmogorov-Smirnov method with a significance value of 0.200 with a significance level of  $> 0.05$ . The results of this test indicate that the normality test in this study is normally distributed. The normality test of this study can be loaded with the histogram loaded in Figure 2.



**Figure 2.** Histogram

Based on the histogram graph, the data has shown a perfectly concave normal curve. It can be said to be normal if the line has formed a concave upward like the picture. The results of the multicollinearity test in this study are contained in Table 4.

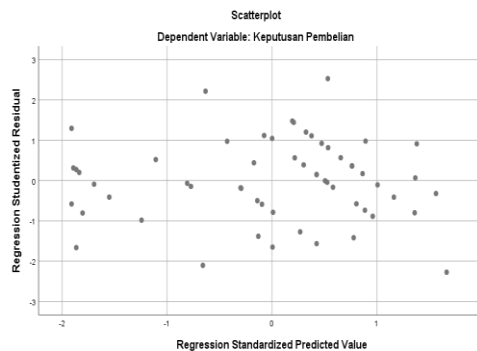
**Table 4.** Test Results Multicollinearity

		Coefficients <sup>a</sup>		Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized	tolerance	VIF
		B	std. Error	Betas		
1	(Constant)	-.683	1,472			
	<i>Brand Image</i>	.319	.121	.220	.565	1,769
	Satisfaction	.333	.088	.293	.654	1,529
	<i>Word Of Mouth</i>	.225	.101	.196	.509	1963
	Price	.514	.095	.435	.602	1,662

a. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2022.

Table 4 shows that the four independent variables have VIF values  $< 10$  and values tolerance  $> 0.1$  which means that the data in this study do not experience multicollinearity. Testing the classical assumptions with the heteroscedasticity test in this study can be contained in Figure 3.



**Figure 3.** Charts catterplot

It can be seen that the data spread randomly around the Y axis and do not form a specific pattern, so this regression model is free from heteroscedasticity symptoms. The results of the research analysis by testing multiple linear analysis can be contained in Table 5.

**Table 5.** Results Multiple Linear Analysis

		Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized	Collinearity Statistics		
		B	std. Error	Coefficients Betas	tolerance	VIF	
1	(Constant)	-.683	1,472				
	<i>Brand Image</i>	.319	.121	.220	.565	1,769	
	Satisfaction	.333	.088	.293	.654	1,529	
	<i>Word Of Mouth</i>	.225	.101	.196	.509	1963	
	Price	.514	.095	.435	.602	1,662	

a. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2022

Based on these values, the following multiple linear regression equations are obtained:  $Y = -0.683 + 0.319X_1 + 0.333X_2 + 0.225X_3 + 0.514X_4$ . Table 6 explains that the value of B on brand image (B1) is 0.319. Satisfaction value (B2) of 0.333. Score word of mouth (B3) of 0.225. The price value (B4) is 0.514, and the constant value (a) is -0.683. The description of the multiple linear regression equation shows that the variables brand image (X1), satisfaction (X2), word of mouth (X3) and price (X4) have a positive direction of the coefficient on purchasing decisions.

To test the research hypothesis, the t test can be used. This test was conducted to analyze the influence of independent variables, namely brand image (X1), satisfaction (X2), word of mouth (X3) and price (X4) partially to the dependent variable, namely the purchase decision (Y). As for determining the t-table value, the following equation can be used:  $df = nk - 1 = 58 - 4 - 1 = 53$ . After calculating using this equation, the t-table value is 1.6741. The results of the t test can be contained in Table 6.

**Table 6.** Results t-test (Partial)

		Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized	t	Sig.	
		B	std. Error	Coefficients Betas			
1	(Constant)	-.683	1,472		-.464	.645	
	<i>Brand Image</i>	.319	.121	.220	2,639	.011	
	Satisfaction	.333	.088	.293	3,782	.000	
	<i>Word Of Mouth</i>	.225	.101	.196	2,239	.029	
	Price	.514	.095	.435	5,391	.000	

a. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2022.

Based on Table 6, it can be seen that the results of the partial test obtained a t-count value of 2,639 > t table 1.6741 this means variable brand image (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.011 < 0.05 which means variable brand image (X1) has a significant effect on the purchasing decision variable (Y). Based on the results of the regression analysis, the value of t count is obtained 3,782 > t table 1.6741 this means that the satisfaction variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.000 < 0.05, which means that the satisfaction variable (X2) has a significant effect on the purchase decision variable (Y). Furthermore, the results of the regression analysis obtained by the value of t count 2,239 > t table 1.6741 this means variable word of mouth (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.029 < 0.05 which means variable word of mouth (X3) has a significant effect on the purchasing decision variable (Y). The results of the regression analysis obtained by the value of t count 5,391 > t table 1.6741 this means that the price increase variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.000 < 0.05 which means the price increase variable (X4) has a significant effect on the purchasing decision variable (Y).

The F test was carried out to test the independent variables namely brand image (X1), satisfaction (X2), word of mouth (X3) and price (X4) simultaneously have a significant relationship or not to the dependent variable, namely purchasing

decisions (Y). As for determining the value of F table, the following equation can be used:  $df = k; n - k = 4; 58 - 4 = 4; 54$ . After calculating using this equation, F table = (4; 54) then the value of F table is 2.54. The results of the F test in this study can be contained in Table 7.

**Table 7.** F test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	283,855	4	70,964	50,620	.000b
	residual	74,300	53	1,402		
	Total	358,155	57			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Satisfaction, Brand Image, Word Of Mouth

Source: Research Data Processing, 2022.

Table 7 shows the F count value of  $50,620 > F$  table 2.54 with a significance value of  $0.000 < 0.05$ . From these results, it can be concluded that brand image (X1), satisfaction (X2), word of mouth(X3) and price (X4) simultaneously have a positive and significant effect on purchasing decisions (Y).

The coefficient of determination is carried out to analyze the contribution of the independent variables, namely brand image (X1), satisfaction (X2), word of mouth(X3) and price (X4) on the dependent variable, namely the purchase decision (Y). The results of the test for the coefficient of determination can be contained in Table 8:

**Table 8.** Determination Coefficient Test Results

Summary Model <sup>b</sup>				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.890a	.793	.777	1,184

a. Predictors: (Constant), Price, Satisfaction, Brand Image, Word Of Mouth

b. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2022.

The R Square value from the analysis of the coefficient of determination is 0.793, meaning that the purchase decision (Y) can be explained by the variable brand image (X1), satisfaction (X2), word of mouth(X3) and price (X4) of 79.3%, while the remaining 20.7% can be explained by other variables not examined in this study.

### 3.2. Discussion

The partial test results obtained by the value of  $t$  count  $2,639 > t$  table 1.6741 this means variable brand image(X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.011 < 0.05$  which means variable brand image(X1) has a significant effect on the purchasing decision variable (Y). The strong relationship between brand image and purchasing decisions was also stated by (Alshurafat et al., 2021) with research results showing that brand image has a positive and significant effect on purchasing decisions. Therefore, if the brand image owned by Showrooms Fahmi's used cars are widely known by consumers, so in the future they will be able to increase purchasing decisions.

Based on the results of the regression analysis, the value of  $t$  count is obtained  $3,782 > t$  table 1.6741 this means that the satisfaction variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.000 < 0.05$ , which means that the satisfaction variable (X2) has a significant effect on the purchase decision variable (Y). Garg & Singh, (2018) states that in his research satisfaction has a positive and significant effect on purchasing decisions. If consumer satisfaction goes well when purchasing a product, it will increase consumer purchasing decisions.

Furthermore, the results of the regression analysis obtained by the value of  $t$  count  $2,239 > t$  table 1.6741 this means variable word of mouth (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.029 < 0.05$  which means variable word of mouth(X3) has a significant effect on the purchasing decision variable (Y). The results of this study are in line with previous research conducted by Hariono, (2019) which stated that e-WOM has a positive and significant influence on purchasing decisions for a product.

The results of the regression analysis obtained by the value of  $t$  count  $5,391 > t$  table 1.6741 this means that the price increase variable (X4) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.000 < 0.05$  which means the price increase variable (X4) has a significant effect on the purchasing decision variable (Y). The

results of research by Arianto, (2020) reveal that purchasing decisions are closely related to product prices offered by manufacturers. The higher the price, the higher the demand, which means the higher the purchase decision, because in this study the price proved to have a positive and significant effect on purchasing decisions.

#### 4. Conclusion

Based on the finding and the statistical finding, the authors conclude that:

- a. Brand Image positive and significant effect on buying Decisions for Avanza Brand Cars (Case Study on Fahmi's Used Car Showroom Consumers)
- b. Satisfaction has a positive and significant effect on buying Decisions for Avanza Brand Cars (Case Study on Fahmi's Used Car Showroom Consumers)
- c. Word Of Mouth positive and significant effect on buying Decisions for Avanza Brand Cars (Case Study on Fahmi's Used Car Showroom Consumers)
- d. Price has a positive and significant effect on buying Decisions for Avanza Brand Cars (Case Study on Fahmi's Used Car Showroom Consumers)
- e. Brand image, satisfaction, word of mouth and prices simultaneously positive and significant effect on buying Decisions for Avanza Brand Cars (Case Study on Fahmi's Used Car Showroom Consumers)

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