



**EFFECT OF PRODUCT INNOVATION AND BRAND AWARENESS ON PRODUCT
PURCHASE DECISIONS OF PT. UNILEVER INDONESIA
(Denpasar City Community Case Study)**

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Abstract:

This study aims to determine the effect of product innovation and brand awareness on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City). The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study that product innovation had a significant effect on purchasing decisions by 41.5%, the hypothesis test obtained $t_{count} > t_{table}$ or $(8,169 > 1,986)$. Brand awareness has a significant effect on purchasing decisions by 43.1%, hypothesis testing obtained $t_{count} > t_{table}$ or $(8,434 > 1,986)$. Product innovation and brand awareness simultaneously have a significant effect on purchasing decisions with the regression equation $Y = 9.715 + 0.358X_1 + 0.409X_2$. The contribution of the effect was 52.5%, the hypothesis test obtained $F_{count} > F_{table}$ or $(51.298 > 2,700)$.

Keywords: Product Innovation, Brand Awareness, Purchasing Decisions

INTRODUCTION

In today's business world, consumers have experienced changes in lifestyle and consumption, therefore companies are required to compete in terms of creating product advantages, so that companies can maintain competition with other companies.

Increasingly sharp competition has forced several business units to go out of business, several brands that are still in existence need to develop their businesses by creating competitive

advantages over their competitors. As stated by Boyle (2007: 124) the main key for a company to be able to survive in its environment and competition, which is definitely a brand. One thing that can be used to build a good brand is to innovate products, creating product characteristics compared to competing products will increase the competitiveness of a product.

Brand plays a very important role, as stated by Durianto (2001: 1), one of which is bridging consumer expectations when the company promises something to consumers. Brand is the identity of a product which is used as a measuring tool whether the product is good and quality. As stated by Kotler (2004: 285) consumers see a brand as the most important part of a product and a brand can be an added value in the product.

PT. Unilever Indonesia Indonesia Tbk is a company engaged in the sale of products such as home care, personal care and foods as well as a table of products from PT. Unilever Indonesia Indonesia.

Table 1. Products of PT. Unilever Indonesia Indonesia

No	Product Category Product	Name
1	Home Care	Rinso, Sunlight, Superpel, Molto, Wipol, Vixal
2	Personal Care	Lifebuoy, Lux, Citra, Dove, Vaseline, Rexona, Ax, Pondns, Pepsodent, Sunsilk, Clear, Tresseme, Close Up, Fair & Lovely
3	Foods	Bango, Sariwangi, Biavita, Royco, Lipton

Currently, many household products are entering the market, offering a wide variety of advantages and various types. One example of detergents in Indonesia is experiencing a very promising development. This competition can also be seen from the incessant producers in Indonesia such as Soklin, Daia, Boom, Attack and so on. These various detergent brands also offer a variety of advantages and various types of variants such as powder detergents, liquid detergents and cream detergents. Detergent Rinso as the first brand and a major player in the detergent market in Indonesia, is always at the forefront of product innovation and provides a choice of a complete range of products tailored to the needs of mothers in Indonesia. Now rinso consists of various variants, including: Anti-Stain Rinso, Ultra Molto Rinso, Color and Care Rinso, Liquid Rinso, Matic Rinso and many others.

Detergent Rinso is a product produced by PT. Unilever Indonesia Indonesia Tbk. PT. Unilever Indonesia Indonesia is a soap powder producer that has long been recognized by the Indonesian people. All levels of Indonesian society are very familiar with the Rinso brand of detergent soap. This can be seen in the Top Brand Index (TBI) with its competitors.

Table 2. Top Brand Index Detergent 2016 - 20182018

Brand	TBI 2016	TBI 2017	TBI	Average	TOP
Rinso	50.5%	49.0%	39.4%	46.3%	TOP
Daia	18.2%	17.2%	16.7%	17.3%	TOP
Attack	12.4%	11.5%	9.0%	10.9%	TOP
Soklin	8.0%	8.7%	11.6%	9.4%	

Source: Topbrand-award.com

Based on the data in the table above, it can be seen that the high competition in the Detergent business greatly affects Brand Awareness in each brand. Detergent Rinso produced by PT. Unilever Indonesia Indonesia does not only compete with Soklin which is produced by PT.

Sayap Mas and Attack by PT. KAO Indonesia only, but also with other brands that have the advantages of each product to attract consumers to buy it. Therefore, with the increasingly fierce competition today, companies do not only have to think about Brand Awareness but also have to carry out a product innovation strategy in order to create new customers and retain old customers.

Based on the above background, the researcher is interested in conducting research with the title: The Effect of Product Innovation and Brand Awareness of the Consumer Purchase Decision of PT. Unilever Indonesia Indonesia (Community Case Study of Denpasar City).

LITERATURE REVIEW

1. Product

Innovation Innovation is the process of creating new ideas and implementing them in practice. Innovations are new ideas in products, so the results are better. In the organization of innovation companies in two forms, namely: product innovation, which produces new goods or services or improvements from existing ones and process innovation, which produces new ways of doing a process.

2. Brand Awareness

Brand awareness is the ability of consumers to recognize or remember a brand, including name, image, logo, and also certain slogans that have been used by the brand in promoting their products. According to Keller (2008) "Brand is the ability of a company to have a name, logo, symbol, design package or other attributes that can identify a product so that it differentiates the product.

3. Purchasing Decisions Purchasing

decisions are one of the stages in the purchase decision process prior to post-purchase behavior. In entering the previous purchasing decision stage, consumers have been faced with several alternative options so that at this stage the consumer will take action to decide to buy a product based on the chosen choice. According to Kotler (2017: 222) purchasing decisions in this study are a series of processes that consumers go through in deciding purchase actions

4. Research Model

In the opinion of Sugiyono (2016) "The research model is a synthesis that reflects the relationship between the variables studied and is a guide to solving research problems and formulating hypotheses in the form of a flowchart equipped with qualitative explanations". In this study the research model created as follows:

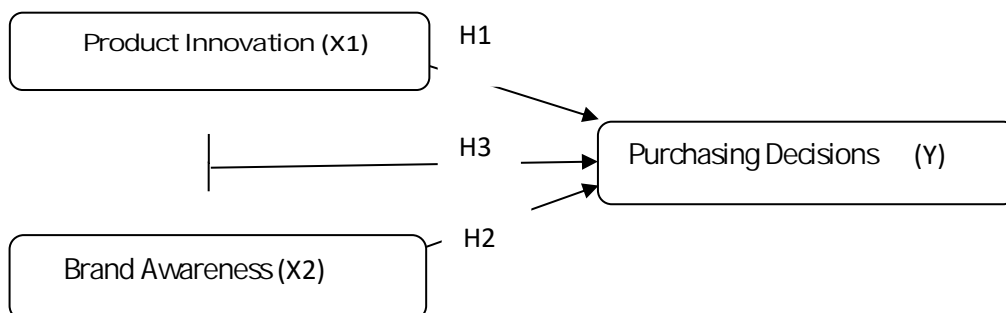


Image 1. Research Model Paradigm

5. Research Hypothesis

hypothesis that the researcher proposes is as follows:

H1: It is suspected that there is a significant influence between product innovation on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).

H2: It is suspected that there is a significant influence between brand awareness on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).

H3: It is suspected that there is a significant influence between product innovation and brand awareness simultaneously on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).

RESEARCH METHOD

1. Population

Population is a set of objects that are determined through certain criteria which will be categorized into the object to be studied. According to Sugiyono (2016) defining population is the number of generalization areas consisting of objects or subjects that have the qualities and characteristics set by the researcher and then draw conclusions. The population in the study amounted to 96 respondents

2. Sample

According to Sugiyono (2016), namely "The sample is the number and characteristics of the population". Meanwhile, Suharsini Arikunto (2010) argues that "The sample is part or representative of the population under study". The sampling technique in this study was saturated sample, where all members of the population were sampled. Thus the sample in this study amounted to 96 respondents.

3. Research Type

type of research used is associative, where the aim is to find out the relationship between

4. Data Analysis Methods

In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESEARCH RESULTS

1. Instrument Test

In this test the validity and reliability tests are used. The validity test is intended to determine the accuracy of the data regarding the suitability between what is being measured and the measurement results. According to Sugiyono (2016) "Valid means that there are similarities between the collected data and the real data". Meanwhile, Ghazali (2013) argues that "A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire." To test the validity, the 2 tailed significance value is seen compared to 0.05 provided that:

- 1) If the 2significance value stringed<0.05, then the instrument is valid,
- 2) If the 2-significance value stringed> 0.05, then the instrument is invalid.

From the test results obtained for each item of the statement for all variables, the 2 tailed significance value is 0.000 <0.05, thus the instrument is valid.

The next test is the reliability union. The reliability test analysis model used in this study is the Alpha Cronbach model. According to Ghazali (2013), "reliability is a tool to test the consistency of respondents' answers to the questions in the questionnaire. A questionnaire is said

to be reliable if a person's answer to a question is consistent or stable over time”. The measurement is done by using Cronbach's Alpha analysis. Ghozali (2013) classifies the value of Cronbach's Alpha as follows:

- 1) If the value of Cronbach's Alpha > 0.60, it is declared reliable,
- 2) If the value of Cronbach's Alpha < 0.60, then it is declared unreliable,

The test results are as follows:

Table 3. Reliability Test Results for

Variable	Cronbach's Alpha	Critical Standard Alpha	Description
Product innovation (X1)	0.722	0.600	Reliable
Brand awareness (X2)	0.669	0.600	Reliable
Purchase decision (Y)	0.682	0.600	Reliable

Based on the test results above, the overall product innovation variable (X1), brand awareness (X2) obtained a Cronbach alpha value greater than 0.60. Thus it is declared reliable.

2. Classical Assumption Test Classical

assumption test is intended to determine the accuracy of a data. According to Singgih Santoso (2011) "A regression model will be used to make forecasts, a good model is a model with minimal forecast errors". Therefore, a model before it is used should fulfill several assumptions, which are commonly called classical assumptions. In this research, the classical assumption test used includes: Normality Test, Multicollinearity Test, Autocorrelation Test, and Heteroscedasticity Test. The results are as follows:

a. NormalityThe normality

Testtest is conducted to test whether the regression model, the dependent variable and the independent variable are normally distributed or not. The results of the normality test using the Kolmogorov-Smirnov Test tool are as follows:

Table 4. Kolmogorov-Smirnov Normality Results

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Purchasing decisions .084.095 .976.078		96			96	(Y)

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Based on the test results in the table above, a significance value of 0.095 is obtained where the value is greater than the value of $\alpha = 0.050$ or $(0.095 > 0.050)$. Thus, the assumption of the distribution of the equation in this test is normal.

b. Test

Multicollinearity The multicollinearity test is carried out to ensure that the independent variables do not have multicollinearity or do not have a correlation effect between the variables set as models in the study. The multicollinearity test is carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

Table 5. Multicollinearity Test Results with Collinierity Statistic.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	9,715	2,920			
Product innovation	.358	.083	.388	(X1) .624	1,602
Brand awareness	.409	.088	.419	(X2) .624	1,602

a. Dependent Variable: Purchase decision (Y)

Based on the test results in the table above, the tolerance value for each independent variable is $0.624 < 1.0$ and the Variance Inflation Factor (VIF) value is $1.602 < 10$, thus this regression model does not occur multicollinearity.

c. Autocorrelation Test Autocorrelation

test is used to determine whether or not there are correlation deviations between sample members. The test was carried out with the Darbin-Watson test (DW test). The test results are as follows:

Table 6. Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.724 ^a	.525	.514	2,473	1,949

a. Predictors: (Constant), Brand awareness (X2), Product innovation (X1)

b. Dependent Variable: Purchase decision (Y)

The test results in the table above show that the Durbin-Watson value is 1.949, this value is between the interval of 1.550 - 2.460. Thus the regression model stated that there was no autocorrelation disorder.

d. Heteroskedasticity Test Heteroscedasticity test is intended to test whether the residual variance inequality occurs in a regression model. The test results are as follows:

Table 7. Heteroskedasticity Test Results with the Glejser Test Model

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
		B	Std. Error			
1	(Constant)	66.2	51.19		.136	.92
	Product innovations (X1)	.061	.055	.152	1.104	.273
	Brand awareness (X2)	-.023	.059	-.055	-.399	.691

a. Dependent Variable: RES2

The test results using the Glejser test obtained the Sig. > 0.05. Thus regression model there is no heteroskedasticity disorder.

3. Descriptive Analysis

This test is used to determine the minimum and maximum score, the mean score and the standard deviation of each variable. The results are as follows:

Table 8. Descriptive Statistics Analysis Results

Descriptive Statistics

	N	m	Minimu	m	Maximu	n	Mea	Std.
								Deviation
Product innovation (X1)	9	6	32		48	0	38.4	3,84
Brand awareness (X2)	9	6	30		45	2	38.4	3,63
Purchase decision (Y)	9	6	32		46	6	39.1	3,54
Valid N (listwise)	9	6						

Product innovation obtained a minimum variance of 32 and a maximum variance of 48 with a mean score of 3,840 with a standard deviation of 3,848.

Brand awareness obtained a minimum variance of 30 and a maximum variance of 46 with a mean score of 3.842 with a standard deviation of 3.632.

The purchase decision obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 3.916 with a standard deviation of 3.549.

5. Verification Analysis.

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 9. Multiple Linear Regression Testing Results

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
				Sig.

1	(Constant)	9,715	2,920		3327	.001
	Product innovation(X1)	.358	.083	.388	4283	.000
	Brand awareness (X2)	.409	.088	.419	4625	.000

Based on test results in the table above, regression equation $Y = 9.715 + 0.409 + 0.358X_1 + 0.083X_2$. From this equation, it is explained as follows:

- 1) A constant of 9.715 means that if product innovation and brand awareness there is no, then there is a purchase decision value of 9.715 points.
- 2) Product innovation regression coefficient of 0.358, this figure is positive, meaning that every time there is an increase in product innovation of 0.358, the purchase decision will also increase by 0.358 points.
- 3) The regression coefficient for brand awareness is 0.409, this number is positive, meaning that every time there is an increase in brand awareness of 0.409, the purchase decision will also increase by 0.409 points.

b. Correlation Coefficient Analysis The

analysis of the correlation coefficient is intended to determine the level of strength of the relationship between the independent variable and the dependent variable either partially or simultaneously. The test results are as follows:

Table 10. Test Results Correlation Coefficient of Product Innovation Against Purchasing Decisions

Correlations^b

		Product innovation (X1)	Purchase decision (Y)
Product innovation (X1)	Pearson Correlation	1	.644**
	Sig. (2-tailed)		.000
Purchase decision (Y)	Pearson Correlation	.644**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.644 means that product innovation has a strong relationship with purchasing decisions.

Table 11. Correlation Coefficient Testing Results Brand awareness of purchasing decisions.

Correlations^b

		Brand awareness (X2)	Purchase decision (Y)
Brand awareness (X2)	Pearson Correlation	1	.656**
	Sig. (2-tailed)		.000
Purchase decision (Y)	Pearson Correlation	.656**	1
	Sig. (2-tailed)	.000	

Based on the test results, a correlation value of 0.656 means that brand awareness has a strong relationship with purchasing decisions.

Table 12. Results of Correlation Coefficient Testing for product innovation and brand awareness simultaneously on purchasing decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.514	2473

a. Predictors: (Constant), Brand awareness (X2), Product innovation (X1)

Based on the test results obtained a correlation value of 0.724 means that product innovation and brand awareness simultaneously have a strong relationship to purchasing decisions.

c. Analysis of the coefficient of determination The

analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable, either partially or simultaneously. The test results are as follows:

Table 13. The results of testing the coefficient of determination of product innovation on purchasing decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.415	.409	2,729

a. Predictors: (Constant), Product innovation (X1)

Based on the test results obtained the value of determination amounting to 0.415 means that product innovation has an influence contribution of 41.5% on purchasing decisions.

Table 14. The Results of Testing the Coefficient of Determination of Brand Awareness of Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.431	.425	2,692

a. Predictors: (Constant), Brand awareness (X2)

Based on the test results, a determination value of 0.431 means that brand awareness has a 43.1% influence on purchasing decisions.

Table 15. Results of Testing the Coefficient of Determination of Product Innovation and Brand awareness of purchasing decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.514	2473

a. Predictors: (Constant), Brand awareness (X2), Product innovation (X1)

Based on the test results obtained a determination value of 0.525 means that product innovation and brand awareness simultaneously have an influence contribution of 52.5% on purchasing decisions, while the remaining 47, 5% is influenced by other factors.

d. Hypothesis

Testing Partial hypothesis testing (t test)

Hypothesis testing with the t test is used to determine which partial hypothesis is accepted.

The first hypothesis: There is a significant influence between product innovation on purchasing decisions.

Table 16. Hypothesis Test Results for Product Innovation on Purchasing Decisions.

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t Sig.
1	(Constant)	16,340	2,807		5,821 .000
	Product innovations (X1)	.594	.073	.644	8,169 .000

a. Dependent Variable: Purchase decision (Y)

Based on the test results in the table above, the value of $t_{count} > t_{table}$ or $(8,169 > 1,986)$ is obtained, thus the first hypothesis that there is a significant influence between product innovation on purchasing decisions is accepted.

Table 17. Hypothesis Test Results Brand awareness of purchasing decisions.

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t Sig.
1	(Constant)	14,520	2,934		4,949 .000
	Brand awareness (X2)	.641	.076	.656	8,434 .000

a. Dependent Variable: Purchase decision (Y)

Based on the test results in the table above, the value of $t_{count} > t_{table}$ or $(8,434 > 1,986)$ is obtained, thus the second hypothesis that there is a significant influence between brand awareness on purchasing decisions is accepted.

Simultaneous Hypothesis Test (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypotheses are accepted.

The third hypothesis There is a significant influence between product innovation and brand awareness on purchasing decisions.

Table 18. Hypothesis Test Results Product innovation and brand awareness of purchasing decisions.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627,684	2	313,842	51,298	.000 ^b
	Residual	568,972	93	6,118		
	Total	1196,656	95			

Based on the test results in the table above, the calculated F value > F table or (51,298 > 2,700) is obtained, thus the third hypothesis proposed that there is a significant effect between product innovation and brand awareness on purchasing decisions is accepted.

DISCUSSION OF RESEARCH RESULTS

1. The effect of product innovation on purchasing decisions.

From the analysis, it was found that the product innovation variable had a significant effect on purchasing decisions with a correlation value of 0.644 meaning that the two variables had a strong relationship with the contribution of the influence of 41.5%. Hypothesis testing obtained the value of t count > t table or (8,169 > 1,986). Thus the first hypothesis proposed that there is a significant effect between product innovation on purchasing decisions is accepted.

2. The effect of brand awareness on purchasing decisions.

From the analysis, it was found that the variable brand awareness had a significant effect on purchasing decisions with a correlation value of 0.656, meaning that the two variables had a strong relationship with the contribution of the influence of 43.1%. Hypothesis testing obtained t value > t table or (8,434 > 1,986). Thus, the second hypothesis proposed that there is a significant effect between brand awareness and purchasing decisions is accepted.

3. The effect of product innovation and brand awareness on purchasing decisions.

From the analysis, it was found that the variable product innovation and brand awareness had a significant effect on purchasing decisions by obtaining the regression equation $Y = 9.715 + 0.358X_1 + 0.409X_2$, the correlation value of 0.724 means that the two variables have a strong relationship the influence contribution was 52.5% while the remaining 47.5% was influenced by other factors. Hypothesis testing obtained the value of F count > F table or (51.298 > 2,700). Thus, the third hypothesis proposed that there is a significant effect between product innovation and brand awareness on purchasing decisions is accepted.

CONCLUSIONS AND SUGGESTIONS

1. Conclusion

- a. Product innovation has a significant effect on purchasing decisions, the correlation value is 0.644 or strong with a contribution of influence of 41.5%. Hypothesis test obtained t value $>$ t table or $(8,169 > 1,986)$. Thus there is a significant influence between product innovation on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).
- b. Brand awareness has a significant effect on purchasing decisions with a correlation value of 0.656 or strong with an influence contribution of 43.1%. Hypothesis test obtained t value $>$ t table or $(8,434 > 1,986)$. Thus, there is a significant influence between brand awareness on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).
- c. Product innovation and brand awareness have a significant effect on purchasing decisions with a correlation value of 0.724 or strong with an influence contribution of 52.5% while the remaining 47.5% is influenced by other factors. Hypothesis testing obtained the value of F count $>$ F table or $(51,298 > 2,700)$. Thus there is a significant influence between product innovation and brand awareness simultaneously on consumer purchasing decisions for PT. Unilever Indonesia (Community Case Study of Denpasar City).

2. Suggestion

1. Companies must dare to present challenges for each company in order to be able to innovate continuously in order to offer unique and superior products and services. The
 2. placement of a brand image in the minds of consumers must be carried out continuously so that the created brand image remains strong and can be positively accepted.
- c. Companies should focus on people who have an interest in buying a product and the alternatives they are considering.

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