

The Effect of Promotional Strategies Through Social Media Marketing on Sales Volume of Micro Small and Medium Enterprises Post-Covid-19 Pandemic

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ABSTRACT

Purpose: The purpose of this study was to determine and analyze the effect of advertising promotion strategies and sales promotions through social media marketing on the sales volume of small and medium enterprises after the Covid 19 pandemic.

Design/methodology/approach: This study uses quantitative research methods and includes explanatory research because this study intends to explain the causal relationship between variables through hypothesis testing using partial least squares path modeling (PLS-SEM) analysis techniques. The population is MSMEs that use promotional strategies to increase sales volume where the population size is not known with certainty, so for determining the sample using the Chocran formula and based on these calculations, in this study the number of samples used was 100 respondents.

Findings: Based on the results of hypothesis testing using SEM-PLS, it is known that the effect of advertising on social media marketing has a significance of 0.04 which is smaller than 0.05. The test results of the influence of Advertising on Sales Volume show a significance scores of 0.19 which is greater than 0.05 and this is in accordance with the facts on the ground due to the COVID-19 pandemic, there is no advertising ability from MSMEs. The test results of the influence of sales promotion on social media marketing show a significance scores of 0.00 which is lower than 0.05. The test results of the influence of sales promotion on sales volume showed a significance scores of 0.00 lower than 0.05. The test results of the influence of social media marketing on sales volume show a significance scores of 0.00 which is lower than 0.05. The effect of X1 on Sales Volume (Z) through social media marketing (Y) is only 7.2%. This effect is small, positive and not significant, as well as the effect of Sales Promotion (X2) on Sales Volume (Z) through social media marketing (Y) of 13%, This effect is small, positive and insignificant. However, the total effect of X1 on Z is 0.202, which means that if X1 increases by one unit, Z can increase directly and indirectly through Y by 20.2%. This effect is Sales Volume (Z), which means that if X2 increases by one unit, Z can increase directly and indirectly through Y by 57.7%. To increase the sales volume of MSMEs after the COVID-19 pandemic, it is necessary to increase the ability of MSMEs to advertise through social media marketing without paying by creating attractive and effective sales promotion strategies in the form of news through social media which can have an impact on increasing MSME sales volume.

Paper types: Research paper

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I. INTRODUCTION

During the COVID-19 pandemic, the Indonesian people's economy was severely hit, and the people's income and purchasing power decreased due to the weakening of the market and many industries that did not survive and caused many people to lose their jobs. So to move the wheels of the economy back that could directly touch the people who were significantly affected by the COVID-19 pandemic, is to grow the non-formal business sector that is easy to accept and run by the community in this case is micro, small and medium enterprises (MSMEs). Since the outbreak of the corona virus or known as the COVID-19 pandemic, there has been a very significant decline in the turnover of MSME actors. There are several MSME business fields that have been most affected, namely accommodation, tourism and food and drink providers, wholesale and retail trade, and bicycle repair, motorcycles and transportation and trade. Based on data processed by P2E LIPI, the impact of the decline in tourism on MSMEs engaged in the micro food and beverage business reached 27%. While the impact on small food and beverage businesses is 1.77%, and medium enterprises is 0.07%. The effect of the COVID-19 virus on wood and rattan craft units, micro-enterprises was at 17.03%. For small businesses in the wood and rattan handicraft sector 1.77% and 0.01% for medium enterprises. Meanwhile, household consumption will also correct between 0.5% and 0.8% (Rosita, 2020).

So that to be able to increase the independence and competitiveness of MSMEs after the Covid 19 pandemic, digital-based MSME business development is needed, namely by utilizing market places (intermediaries) and using social media as a marketing technique and product innovation development. In addition, digital MSME actors must be able to have access to be able to synergize with netizens in marketing products and services, synergize with digital financial players to develop access to capital and be able to build networks to develop their business (Arianto, 2020).

By 2020, active users on social media in Indonesia can reach 160 million users or 62% of the total population. Social media users in Indonesia in 2021 in sequence are as follows: the number of Instagram users until July 2021 is 91.77 million users. The largest users are in the 18-24 year age group, which is 36.4%. Instagram is the third most used social media platform, after YouTube and WhatsApp (Bayu, 2021). For this reason, the existence of social media marketing will be able to increase the effectiveness of activities in marketing with a very broad reach and can build long-term relationships with consumers (Arviani et al., 2021; Elita Tarihoran et al., 2021; Sigit Purwandoko, 2021; Willem et al., 2020).

Based on the phenomena and previous studies above, the purpose of this study is to determine and analyze the effect of promotional strategies including advertising and sales promotion through social media marketing on the sales volume of small and medium enterprises in Surabaya and Sidoarjo after the Covid 19 pandemic.

II. LITERATURE REVIEW

Promotion is part and process of marketing strategy as a way to communicate with the market by using the composition of the promotion mix which includes advertising, sales promotion, and direct marketing (Kotler & Armstrong, 2018). Promotion is a communication from sellers and buyers that comes from the right information and aims to change the attitude, behavior of buyers, who previously did not know so that they become buyers and still remember the product and make purchasing decisions (Aditya et al., 2021). Just like other concepts, the promotion concept needs to first analyze each of the existing factors, so that the targets that have been set are certainly very likely to be achieved. For example, for future planning in the digital era, where previously promotions were carried out in the old/traditional way (advertising, sales promotion, publicity & Personal Selling) according to the development of the digital era, it is required to carry out promotions to keep up with the existing era, namely adapting to the concept and application of digital marketing with things that are done to boost product sales from a brand with the aim of attracting consumers and potential consumers quickly. In relation to the digital world and post-covid-19 pandemic, currently the promotion strategy that is relatively widely used by MSMEs is the advertising promotion strategy and sales promotion. Advertising is a promotion carried out in the form of impressions or pictures or words contained in advertising media (Tjiptono & Fandy, 2015). While sales promotion are all activities carried out with the aim of increasing product sales where the indicators of sales promotion consist of frequency, quantity, time and accuracy of promotional targets. (Pramezwarly et al., 2021).

Social media is an easy-to-use internet-based platform that allows users to create and share content (information, opinions, and interests) in various contexts (Informative, Educational, Satire, Criticism and so on) to a wider audience (Kementrian Komunikasi dan Informasi, 2013). Kotler and Keller define social media as a tool or method used by consumers to share information in the form of text, images, audio, and video with other people and companies or vice versa (Sigit Purwandoko, 2021). According to Chris Heuer that there are 4Cs in measuring social media, namely context, communication, collaboration and connection (Solis, 2014).

Sales volume is the result of interactions between individuals meeting face to face aimed at creating, improving, mastering or maintaining exchange relationships so that they are profitable for other parties. Where there are several indicators of sales volume, namely: a. Achieve sales volume, b. Get a certain profit, c. Supporting company growth (Swasta, 2015).

III. METHODOLOGY

This research uses quantitative research methods and includes explanatory research (explanatory research) because this study intends to explain the causal relationship between variables through hypothesis testing with partial least squares path modeling analysis techniques (PLS-SEM). The population in this study is MSMEs who have used social media as part of their promotional strategy to increase sales volume. In this study, the size of the population is not known for certain, so for determining the sample using the Chocran formula and based on this calculation, in this study the number of samples used was 100 respondents (Sugiyono, 2016). The sampling technique used was the selection of the suitability of the research objectives, namely the Purposive Sampling technique. In this study there are three types of variables, namely exogenous variables, intervening variables and endogenous variables. This study has two exogenous variables, namely Advertising (X1) and Sales Promotion (X2), then has one intervening variable, namely Social Media (Y) and one endogenous variable, namely Sales Volume (Z). The conceptual framework of this research is as shown in Figure 1 below :

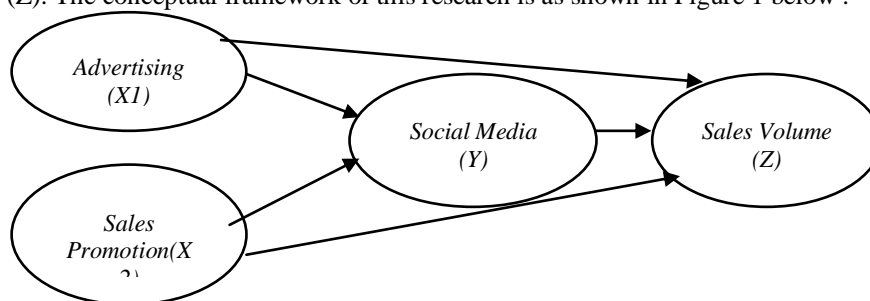


Figure 1. Research Concept Framework

The hypothesis that can be drawn from this research is based on the problem formulation, literature review and conceptual framework above, namely:

1. There is the influence of advertising on social media marketing.
2. There is an effect of Advertising on Sales Volume.
3. There is an effect of Sales Promotion on social media marketing.
4. There is an effect of Sales Promotion on Sales Volume.
5. There is an influence of social media marketing on Sales Volume.

IV. ANALYSIS AND DISCUSSION OF RESULTS

The number of respondents in this study were 100 SMEs. The following is respondent data based on the type of respondent's business:

Table 1. Respondents by Type of Business

No.	Type of Business	Number (person)	Percentage (%)
1	Culinary	20	20
2	Snacks	36	36
3	Drinks	10	10

4	<i>Fashion</i>	10	10
5	<i>Accecories and Crafts</i>	16	16
6	<i>Cosmetics</i>	2	2
7	<i>Grocery stores</i>	6	6
<i>Total</i>		100	100.0

Source: Data processed 2022

Based on table 1 above, it can be seen that the types of businesses from MSMEs who were respondents in this study were varied, consisting of 7 types of businesses with the most types of businesses being snacks 36% and the least being cosmetics 2%.

A. Measurement Model Evaluation (Outer Model).

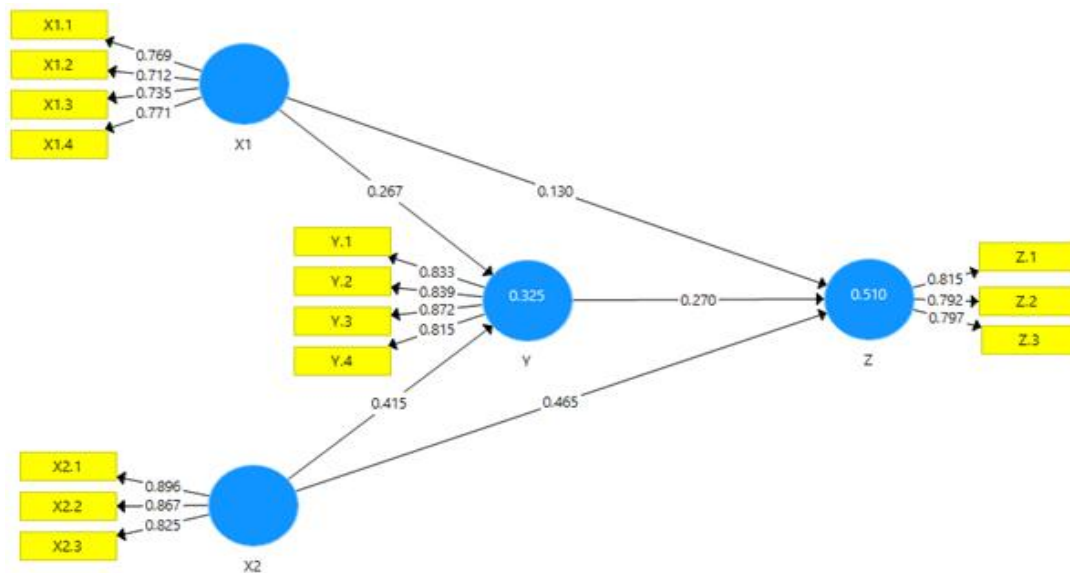


Figure 2. Outer Model

The evaluation of the measurement model in this study consisted of three tests, namely indicators of validity, construct reliability and the scores of Average Variance Extracted (AVE). The results of the indicators of validity, construct reliability and the scores of Average Variance Extracted (AVE) can be seen in table 2-4 below:

Table 2. Construct Validity

	<i>Advertising</i>	<i>Sales Volume</i>	<i>Sales Promotion</i>	<i>Social Media</i>	<i>P.Scores</i>
<i>X1.1</i>	0,769				0,000
<i>X1.2</i>	0,712				0,000
<i>X1.3</i>	0,735				0,000

X1.4	0,771		0,000
X2.1		0,896	0,000
X2.2		0,867	0,000
X2.3		0,825	0,000
Y.1		0,833	0,000
Y.2		0,839	0,000
Y.3		0,872	0,000
Y.4		0,815	0,000
Z.1	0,815		0,000
Z.2	0,792		0,000
Z.3	0,797		0,000

Source: Data processed 2022

Table 2 shows that for the Advertising variable which consists of X1.1 to X1.4, the results of the convergent validity test show that the loading scores (λ) from X1.1 to X1.4 is worth more than 0.50 with a P scores of 0.00 is lower than 0.05 so that all statement items are statistically significant and valid to measure advertising variables. Then for the sales promotion variable consisting of X2.1 to X2.3, the results of the convergent validity test show that the loading scores (λ) from X2.1 to X2.3 is worth more than 0.50 with a P scores of 0.00 is lower than 0.05 so that all statement items are statistically significant and valid for measuring sales promotion variables. Then for social media variables consisting of Y1 to Y4, the results of the convergent validity test show that the loading scores (λ) from Y.1 to Y.4 is more than 0.50 with a P scores of 0.00 lower than 0.05 so that all statement items are statistically significant and valid to measure social media variables. Then for the sales volume variable consisting of Z.1 to Z.3, the results of the convergent validity test show that the loading scores (λ) from Z.1 to Z.3 is worth more than 0.50 with a P scores of 0.00 lower than 0.05 so that all statement items are statistically significant and valid for measuring sales volume variables.

The construct reliability test is measured by two criteria, namely composite reliability and cronbach alpha from the indicator block that measures the construct. The construct is declared reliable if the composite reliability and Cronbach alpha scores are above 0.70. The results of composite reliability and Cronbach's alpha on the construct variable are as shown in table 3:

Table 3. Composite Reliability dan Cronbachs Alpha

No.	Variable	Composite Reliability	Cronbachs Alpha
1	Advertising	0.835	0.739
2	Sales Promotion	0.843	0.727

3	<i>Social Media</i>	0.898	0.830
4	<i>Sales Volume</i>	0.906	0.861

Source: Data processed 2022

Next is the convergent validity check by looking at the AVE output. The construct has good convergent validity if the AVE scores exceeds 0.50. The results of the AVE scores as shown in table 4.

Table 4. AVE Scores

<i>No.</i>	<i>Variabel</i>	<i>AVE</i>
1	<i>Advertising</i>	0.559
2	<i>Sales Promotion</i>	0.642
3	<i>Social Media</i>	0.745
4	<i>Sales Volume</i>	0.706

Source: Data processed 2022

Table 4 shows that the AVE scores of the Advertising, Sales Promotion, Social Media, Sales Volume variables is more than 0.50. So it can be interpreted that the four variables have good convergent validity scores.

B. Structural Evaluation Model (Inner Model)

In assessing the structural model with PLS structural, it can be seen from the R-Square scores for each endogenous latent variable as the predictive power of the structural model where the R Square scores of 0.75, 0.50, and 0.25 indicates that the model is strong, moderate, and weak(Sugiyono, 2018). To see if the model meets the model fit criteria, where the model is seen with the SMSR scores, it must be less than 0.1(Becker et al., 2018). The results of the R-Square scores and goodness fit model test can be seen in table 5 and table 6.

Table 5 R Square Score

<i>Variable</i>	<i>R Square</i>		<i>Redundancy</i>
<i>Social Media</i>	0.325	<i>Moderat</i>	0.132
<i>Sales Volume</i>	0.510	<i>Moderat</i>	0.165
<i>Mean</i>	0.417	<i>Moderat</i>	

Source: Data processed 2022

In Table 5 it can be seen that the magnitude of the influence of advertising and sales promotion on sales volume is 32.5%, while the magnitude of the influence of advertising and sales promotion on social media and sales volume is 51%. Based on the Adjusted R-sq value of each variable, the average value is 0.417 or 41.7% where the model in this study is categorized as moderat(Becker et al., 2018).

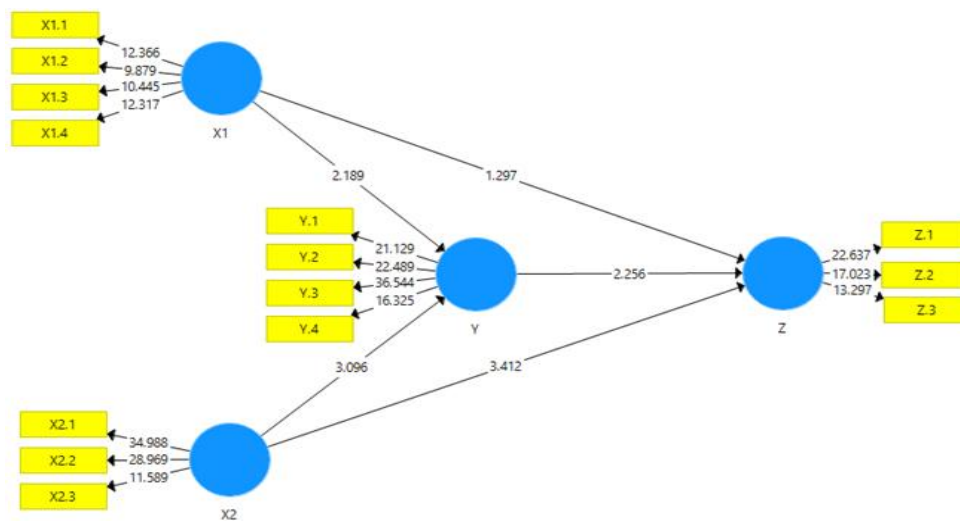


Figure 3. Inner Model

Table 6 shows the SMSR value of 0.089 where the value is smaller than 0.1 and the NFI value of 0.709 is less than 1, which means the model meets the model fit criteria. and the results of the calculation of the GoF score resulted in a score of 0.428 which was included in the large category, which means the model meets the criteria for model fit with the data.

Table 6. Fit Model

	Saturated Model	Estimation Model
SRMR	0.089	0.089
d_ULS	0.828	0.828
d_G	0.326	0.326
Chi-Square	196.274	196.274
NFI	0.709	0.709

Source: Data processed 2022

To see whether two or more independent variables or exogenous constructs are highly correlated so that the predictive ability of the model is not good (Sekaran dan Bougie, 2016), where there is no multicollinearity indicated by the VIF value must be less than 5 (Hair et al., 2019). And the test results show that all construct variables in this study have a VIF value of less than 5 which indicates the absence of collinearity between constructs.

Table 7. Hypothesis Test Results

Hypothesis	T Statistik	P. Scores	Decision
first The Effect of Advertising on Social Media Marketing	2.015	0.044	accepted

<i>second</i>	<i>Effect of Advertising on Sales Volume</i>	<i>1.312</i>	<i>0.190</i>	<i>rejected</i>
<i>third</i>	<i>Effect of Sales Promotion on social media marketing</i>	<i>3.024</i>	<i>0.003</i>	<i>accepted</i>
<i>fourth</i>	<i>Effect of Sales Promotion on Sales Volume</i>	<i>3.420</i>	<i>0.001</i>	<i>accepted</i>
<i>five</i>	<i>Effect of social media marketing on Sales Volume</i>	<i>2.387</i>	<i>0.017</i>	<i>accepted</i>

Source: Data processed 2022

Based on table 7 the results of hypothesis testing can be explained that:

1. There is an effect of advertising on social media marketing and the first hypothesis is accepted
2. There is no effect of Advertising on Sales Volume and the second hypothesis is rejected This is in accordance with the facts on the ground that MSMEs during the COVID-19 pandemic were unable to carry out advertising activities because they were unable to pay advertising fees
3. There is an effect of Sales Promotion on social media marketing, the third hypothesis is accepted
4. There is an effect of Sales Promotion on Sales Volume, the fourth hypothesis is accepted
5. There is an influence of social media marketing on Sales Volume, the fifth hypothesis is accepted

Table 8. Direct Effect Test Results

<i>Direct Effect</i>	<i>Coefficient Scores</i>	<i>P. Scores</i>	<i>Explanation</i>
<i>The Effect of Advertising on Social Media Marketing</i>	<i>0.267</i>	<i>0.04</i>	<i>The direct effect of X1 on Y is 0.267, which means that if X1 increases by one unit, Y can increase by 26.7%. This influence is positive and significant</i>
<i>Effect of Advertising on Sales Volume</i>	<i>0.130</i>	<i>0.190</i>	<i>The direct effect of X1 on Z is 0.130, which means that if X1 increases by one unit, Y can increase by 13%. This influence is positive and not significant</i>
<i>Effect of Sales Promotion on social media marketing</i>	<i>0.465</i>	<i>0.00</i>	<i>The direct effect of X2 on Y is 0.465, which means that if X2 increases by one unit, Y can increase by 46.5%. This influence is positive and significant</i>
<i>Effect of Sales Promotion on Sales Volume</i>	<i>0.415</i>	<i>0.00</i>	<i>The direct effect of X2 on Z is 0.4215, which means that if X2 increases by one unit, Z can increase by 42.15%. This influence is positive and significant</i>

<i>Effect of social media marketing on Sales Volume</i>	0.270	0.01	<i>The direct effect of Y on Z is 0.270, which means that if Y increases by one unit, Z can increase by 27%. This influence is positive and significant</i>
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Source: Data processed 2022

Table 8 direct effect test results shows that the biggest direct effect is on sales promotion on social media marketing and sales volume and the lowest influence on advertising on sales volume.

Table 9. Indirect Effect Test Results

<i>Indirect Effect</i>	<i>Coefficient Scores</i>	<i>P. Scores</i>	<i>Explanation</i>
<i>Effect of Advertising (X1) on Sales Volume (Z) through social media marketing (Y)</i>	0.072	0.070	<i>The effect of X1 on Sales Volume (Z) through social media marketing (Y) is only 7.2%. This effect is positive and significant at 0.1 . significance</i>
<i>Effect of Sales Promotion(X2) on Sales Volume(Z) through social media marketing(Y)</i>	0.112	0.162	<i>The effect of Sales Promotion (X2) on Sales Volume (Z) through social media marketing (Y) is 13%. This influence is positive and not significant</i>

Source: Data processed 2022

In table 9 the results of the indirect effect test show that the indirect effect of advertising and sales promotion on sales volume through social media marketing is still low and insignificant.

Table 10. Total Effect test results

<i>Total Effect</i>	<i>Coefficient Scores</i>	<i>P. Scores</i>	<i>Explanation</i>
<i>Effect of Total Advertising(X1) on Sales Volume(Z)</i>	0.202	0.05	<i>The total effect of X1 on Z is 0.202, which means that if X1 increases by one unit, Z can increase directly and indirectly through Y by 20.2%. This influence is positive and significant</i>
<i>Effect of Total Sales Promotion(X2) on Sales Volume(Z)</i>	0.577	0.00	<i>The effect of Total Sales Promotion (X2) on Sales Volume (Z) which means that if X2 increases by one unit then Z can increase directly and indirectly through Y by 57.7%. This influence is positive and significant</i>

Source: Data processed 2022

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of hypothesis testing, it is known that the effect of advertising on social media marketing has a significance of 0.04 less than 0.05, which means the first hypothesis is accepted and the direct effect of X1 on Y is 0.267, which means that if X1 increases by one unit, Y can increase by 26.7 %. The test results of the influence of Advertising on Sales Volume show a significance value of 0.19, greater than 0.05, which means there is no significant effect and the second hypothesis is rejected, and this shows that in accordance with the facts on the ground due to the COVID-19 pandemic, there is no advertising ability from MSMEs. The test results of the influence of sales promotion on social media marketing show a significance value of 0.00 lower than 0.05 which means there is a significant effect and the third hypothesis is accepted and the direct effect is 46.5%. The test results of the influence of sales promotion on sales volume show a significance value of 0.00 lower than 0.05 which means there is a significant effect and the fourth hypothesis is accepted and the direct effect is 42.15%. The test results of the influence of social media marketing on sales volume show a significance value of 0.00, lower than 0.05, which means there is a significant effect and the fifth hypothesis is accepted and the direct effect is 27%. The effect of X1 on Sales Volume (Z) through social media marketing (Y) is only 7.2%. This effect is small, positive and not significant, as well as the effect of Sales Promotion (X2) on Sales Volume (Z) through social media marketing (Y) of 13%. This effect is small, positive and not significant.

In the test results, the total effect of X1 on Z is 0.202, which means that if X1 increases by one unit, Z can increase directly and indirectly through Y by 20.2%. This influence is positive and significant. The effect of Total Sales Promotion (X2) on Sales Volume (Z) which means that if X2 increases by one unit, Z can increase directly and indirectly through Y by 57.7%. This influence is positive and significant. To increase the sales volume of MSMEs after the COVID-19 pandemic, it is necessary to improve the ability of MSMEs to advertise through social media marketing without paying by creating attractive and effective sales promotion strategies in the form of news through social media which can have an impact on increasing MSME sales volume.

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