

# The Influence of Sales Promotion and Personal Selling on the Interest of Buying Wedding Package at ICE BSD Tangerang Selatan

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## ABSTRACT

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One of the antiquities of tourism is that MICE have benefit from various parties as well as the Indonesia Convention Exhibition which is the largest exhibition building in Southeast Asia. Many people have rented rooms especially for weddings at ICE BSD. In this case the existence of an interest in buying on a wedding package, can not be separated with sales promotion activities and personal selling carried out at the company and it is important to be owned by the company in terms of attracting interest in buying a wedding package. Therefore, the authors conducted research to determine how much influence the sales promotion and personal selling carried out at ICE BSD on the purchase intention of wedding package. The method used is descriptive quantitative, the data obtained from the distribution of questionnaires totaling 88 respondents. The sample collection method uses non-probability sampling technique. Data collection is done by distributing questionnaires using a Likert scale online using Google Forms. Analysis of the data in the study using SPSS. This study used a simultaneous test with 2 independent variables and 1 dependent variable. Likert scale uses with 4 scores. The results of the analysis through the test of determination show that sales promotion and personal selling variables have an effect on buying interest by 52,9% while the remaining 47,2% is influenced by other factors not examined in this study.



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## A. INTRODUCTION

Mice (Meeting, Incentives, Conferences, Exhibitions) is not separated from the service business sector that can be said to be mutually beneficial, especially supported by technological advances, knowledge and business competition that led to many meetings held, negotiations both on a national and international scale, so that the prospects of mice industry is growing and involving many sectors and many parties so as to cause double economic influence that benefits many parties. MICE (Meetings, Incentives, Conventions and Exhibitions) is one of the main drivers of tourism destination development and is also an important revenue generator for local communities, one of which can create jobs and encourage the development of foreign investment.

MICE competition in the form of exhibitions in Jakarta has a high strength in exhibition facilities, which is associated as an activity to introduce, promote and disseminate the production of goods or services to the public in the implementation of such as conventions or seminars. Jakarta has many large venues / exhibition halls including The Balai Sidang Jakarta Convention Center or commonly called JCC (Jakarta Convention Center) which already has a lot of experience hosting major events, located in Jakarta. Not only JCC venue building is located in the center of Jakarta and provides a place to hold large-scale exhibitions, namely, PT. Jakarta International Expo or commonly called JIExpo.

Jakarta Convention Center (JCC) in Senayan and Jakarta International Expo (JIEXPO) in Kemayoran. Both are favorites of organizing organizations to hold their events. JCC is known as the venue for various exhibitions, ranging from property, weddings, travel, and fashion. However, now the existence of both places began to be "disturbed" by the emergence of the Indonesia Convention Exhibition (ICE) in BSD City, Serpong, Tangerang.

According to Hyang (2018) in *kompas.com* ice's current existence accommodates the occupancy of JCC and JIEXPO which has been very dense. According to him, every year, occupancy in JCC is above 80%, while JIEXPO annually is 70%. The figure is already very high for a building. For ICE itself, its occupancy is still not too crowded because it was only inaugurated in 2015. Until now, ICE's occupancy has only been in the range of 30%-40%. Hyang explained that the percentage is indeed small but before the opening of ICE was held a concert then *gaikindo* Indonesia International Auto Show event that yesterday when the opening already existed and the year 2018 held again (*kompas.com*).

Indonesia Convention Exhibition (ICE) is one of mice companies in Indonesia, precisely located in BSD Serpong Tangerang. The emergence of Indonesia Convention Exhibition (ICE) in BSD City, Serpong, Tangerang, did break the establishment of Jakarta Convention Center (JCC) and Jakarta International Expo (JIEXPO) which is often the choice of exhibition organizers (*Kompas.com*, 2018). With various awards and events that have been held allows many people who know ICE BSD as a venue. Not a few have done wedding reception at ICE BSD and use Nusantara Hall. Of course, the brides-to-be who want to do the wedding do a selective search of places, from the location to the wedding package offered is able to lure the brides and grooms and of course for the brides who have done the wedding at ICE.

Being in a strategic location can bring benefits to the company itself. Tangerang already has many quality venues that can meet the needs of consumers. Not only the brides-to-be who live in tangerang area, but the brides-to-be domiciled outside Tangerang can also consider carrying out their wedding in Tangerang, this is because the location is far from congestion. Jakarta for example already has a trademark that carrying out activities in Jakarta must deal with congestion, or limited parking spaces, on that mindset not a few people choose ICE as a destination or choice of place to hold their wedding.

The advantages of a location away from the capital's congestion are also felt not only by ICE, but also by businesses in the same field. ICE has several competitors that pose a threat to business competition especially for weddings, from 5-star hotels to venues like ICE that can offer their own advantages so that brides-to-be can have many options that they can choose to determine the place that best suits their wedding needs.

**Tabel 1.1 *Competitor List ICE di Tangerang***

No	Venue	Address
1	Novotel	Tangcity Superblock, Jl. Jenderal Sudirman No.1
2	Atria	Jl. Gading Serpong Boulevard No.Kav 2
3	Mercure	Alam Sutera Boulevard Kav23, Pakulonan, Serpong South Tangerang City,
4	JHL Solitaire	Jl. Gading Serpong Boulevard, Curug Sangereng, Kec. Klp. Dua, Tangerang
5	The Springs Club	Jl. Springs Boulevard Blok C No. 1, Gading Serpong, Tangerang

Sumber: Manajemen ICE 2020

Based on table 1.1 data above, shows that there are already many competitors - venue competitors in the wedding with different capacities in accommodating the number of wedding guests. This forces all businesses including ICE to continue to make changes in terms of innovations displayed from their products and services, in order to win market competition. Not only that, businesses must also prepare marketing strategies, what can be offered to brides-to-be in order to be a powerful weapon to win competition with these competitors.

Wedding-based industry in Indonesia is always done with great fanfare and the industrial activities will not die. It happens because every year there are always people who plan to get married and hold the reception. In terms of improving the startegi of the company, sales promotion and personal selling activities are required in the company.

**Tabel 1.2 *Perbandingan Income Wedding***

Tahun	Venue	Income
2018-2020	ICE BSD	Rp. 28.480.000.000
2018-2020	Mercure	Rp. 22.551.758.000
2018-2020	The Springs Club	Rp. 18.351.000.000

Sumber: Hasil Observasi

Based on Table 1.2 above is the income from ICE BSD along with several competitors around the ice BSD location in terms of weddings obtained from February

2018 - February 2020. Table 1.2 above ICE BSD has the highest rating in the revenue earned, from the table, the promotional boost that has been implemented to have a high income and daigolongkan successfully compared to other competitors. In order for the industry to continue to run the company must develop other marketing strategies such as sales promotion. In this case it can be by giving certain bonuses or awards for free to the bride-to-be if they appear interested in buying and agree to pay for a wedding package at a certain price range and at a certain period of time, for example at the time of the wedding expo. So sales promotion can be attributed to a privilege given by the company to its customers, customers will feel happy and satisfied with the forms of sales promotion of the company.

The form of sales promotion that is usually offered by sales wedding at ICE, such as the provision of honeymoon packages in a special wedding package for brides-to-be after the wedding ceremony, giving additional portions on the food for the guests. In addition, with the implementation of wedding expo is a point for sales people and consumers can meet in person, in order to increase the interest of consumers and visitors, which is expected to provide encouragement or motivation to generate interest in buying and can increase sales of wedding packages at ICE BSD.

Sales is one of the marketing functions that are very important and decisive for the company in achieving the company's goals. After the planning of sales promotion made by a company with the purpose of selling wedding package, the factor of personal selling is very decisive for the intertwining of sales promotion that has been designed. Personal selling from the company itself can be improved by the intertwining of face-to-face with the presentation of wedding packages that have been mastered and will be explained by the sales person to prospective buyers of the wedding package. With the presence of face-to-face events and the ability to master the wedding package by the sales person who explained with interest, can increase the confidence of buying interest from prospective buyers of this wedding package.

Kotler et al (2016) in his book entitled "Marketing Management" suggests that sales promotion is a short-term incentive to drive sales of products or services. In other words, sales promotion is a means to encourage consumers to make purchases of a product or service. Kotler suggests that sales promotion indicators consist of:

1. Consumer promotion, which is a promotion intended for buyers or end consumers of a product or service, and is intended to encourage consumers to make purchases of a product or service offered such as rebates, price-offs
2. Trade promotion, which is a sales promotion aimed at intermediary traders such as free goods, cooperative advertising, push money.
3. Sales force promotion, which is a sales promotion that encourages support for new products or models and encourages the search for more potential customers, such as awarding bonuses

According to Tom Duncan (2008) Personal selling, is interpersonal communication in which a salesperson explains and meets the needs of consumers who benefit both parties. The statement of personal selling according to Assauri (2013) is a verbal presentation in a conversation with a person or more prospective buyers with the aim of realizing the sale. Personal selling is a verbal presentation by the company to one or more prospective buyers with the aim that the goods or services offered can be sold.

Sukmana (2017) uses 4 indicators to measure the effectiveness of personal selling in increasing consumer interest to make purchases, namely:

1. Communication ability Communication ability shows the ability of personal sales to establish good communication with consumers, have a polite attitude, able to control emotions.

2. Product knowledge Product knowledge shows the ability of sales person in explaining product characteristics, product manfdaat, and able to answer various questions asked by consumers about the products offered. 3. Creativity Creativity refers to sales person skills in marketing products, using various methods of communication in attracting the attention of consumers, and having patience when offering products to consumers.

4. Empathy Empathy refers to the ability of sales person to give individual attention to consumers, really put the interests of consumers and understanding sales person to consumer needs and sales person ability in providing solutions to problems faced by consumers.

Buying interest is an important concept in marketing strategy (Tuu & Olsen, 2012), considering buying interest to be a prediction on the company in producing goods or services. Self-buying interest is defined as "the expect ance and probability of buying a new product given a reference price in a time-specific frame" (Tuu & Olsen, 2012). This can be interpreted as a possibility that consumers will do on a product offered by the company.

According to (Kotler & Keller, 2010) buying interest can be identified through the following indicators:

1. Transactional interests, i.e. a person's tendency to buy products.
2. Refrencial interests, i.e. one's tendency to get references from others
3. Preferential interests, i.e. interests that describe the behavior of a person who has a primary pre-reference on the product. This preference can only be changed if something happens with the product.
4. Explorative interest, this interest describes the behavior of a person who is always looking for information about the product he or she is interested in and looking for information to support the positive properties of the product.

## **B. METHODS**

This study using descriptive quantitative research methods and also using survey methods that use questionnaires or questionnaires as a tool in data retrieval. According to Azwar (2014:126) descriptive analysis aims to provide a description of the research subject based on data from variables obtained from the subject group studied and not intended for hypothesis testing. In this study, which became a guest research analysis unit that has visited ice bsd booth in South Tangerang during the wedding expo followed by ICE, people who walk in about wedding expo and also do via chat through bridestory website.

Sampling technique that will be used in this study is Purposive Sampling, which is a sampling technique by determining certain criteria (Sugiyono, 2013). Where the criteria or population used by guests who attended the ICE BSD booth during the wedding expo took place both wedding expo held at ICE BSD and wedding expo held outside of ice bsd venue, guests who directly (walk in) came to ask about wedding package at ICE BSD South Tangerang, and people who sent messages to ICE through bridestory website asking about wedding package at ICE BSD South Tangerang.

The sampling technique in this study used slovin technique by determining statistical approach for error rate of 5% of 705 visitors so that 88 respondents were

obtained as samples. In this study the independent variables studied were Sales Promotion and Personal Selling while the dependent variable studied was Buy Interest. The scale used is nominal scale and interval scale as well as likert scale. Data taken through questionnaires and processed with SPSS 26

## C. RESULT AND DISCUSSION

### Respondents

Respondents to bridestory, wedding expo and walk in websites were 29 or 33% male, while females were 59 or 67%. This suggests that women are more likely to participate in finding out about wedding packages in this study. The age range of respondents 20-30 years as much as 81 people or 92%, the age range of 31-37 years as much as 6 people or by 6.8%, while the group after >37 years there is 1 person or 1.1%. This shows visitors are interested to see and want to know about the wedding package at ICE BSD with vulnerable age 20-30 years because the age of 20-31 years is the age in the couple continued the marriage that is as many as 81 respondents or 92%. Current employment shows that 23 students or 26.1% of student respondents, 56 employees/employees or 63.6% of employees, 7 or 8% of entrepreneurial respondents, and 2 others or 2.3%. The most visitors from all respondents were employees / employees as many as 56 people or 63.3% this shows that fans of the ICE BSD wedding package are middle-income and upper income because employees / employees in general are classified as high income. shows respondents who know about wedding packages from bridestory website as many as 29 people or 33%, respondents who know from the wedding expo as many as 31 people or 35.2%, and who know the wedding package walk in as many as 28 people or 31.8%. From these results the most respondents were at the wedding expo, because of the number of people who are interested to visit the wedding expo event and promos made in wedding packages by ICE BSD specifically at the wedding expo event.

### Validity Test

All statement items of the Sales Promotion, Personal Selling and Buy Interest variables, derived from 88 respondents, have an r-count on all of those statements that are greater than the r-table. All statements are valid due to the calculation of SPSS 26.0  $r_{hitung} > (0.2096)$  with a significance rate of 5%. Where to calculate r-table is used formula  $df = N - 2$ , with the result  $df = 86$ . So it can be concluded that all statements in the questionnaire on each Sales Promotion variable are valid.

### Reliability Test

Based on the results of the calculation of reliability tests using SPSS version 26 on sales promotion variables, it can be seen from table 4.4 that the value of Cronbach's Alpha is  $0.802 > 0.60$  or it can be said that all statement items in the independent variable (X1) have a Very Reliable Alpha coefficient value greater than 0.60. Then it can be stated that the variable X1 Sales Promotion reliable.

The value of Cronbach's Alpha Personal Selling is  $0.885 > 0.60$  or it can be said that all statement items on independent variables (X2) have a very reliable Alpha coefficient value because it is greater than 0.60. Then it can be stated that the variable X2 Personal Selling reliable.

The Value of Cronbach's Alpha is  $0.851 > 0.60$  or it can be said that all statement items in the dependent variable Y (Buy Interest) have a Very Reliable Alpha coefficient value because it is greater than 0.60. Then it can be stated that the variable Y Interest Buy reliable.

### **Mean Variable Sales Promotion Analysis (X1)**

The average score of each statement has different numbers, indicating the diversity of opinions of each respondent from each statement answered.

The average value result of the 9 ICE Sales Promotion statements is the lowest value in the 1st statement which is 3.31 with a statement about, "the price of a special package at the time of the wedding expo event", and the highest value is in the 9th statement which is 3.47 with the statement, "negotiating in the form of giving more bonuses to the wedding package that is food or hotel rooms". For the combined average of Variable X1 Sales Promotion is 3.39 which is classified as Very Interesting. This can be because ICE has several wedding packages that have been summarized well based on several arrangements and benefits obtained, especially at the wedding expo there are several promos done to attract consumers.

### **Mean Variable Personal Selling Analysis (X2)**

The average value result of ice's 12 Personal Selling statements is the lowest value in the 10th statement which is 3.39 with the statement, "ICE BSD sales person can understand my considerations and desires" and the highest value is in the 9th statement which is 3.56 with the statement, "sales person facilitates me by showing directly ice BSD venue". For the combined average of Variable X1 Personal Selling is 3.48 which is classified as Excellent. So this shows that ICE has an excellent sales person, can understand and consider from various consumer requests and has initiatives to help consumers in looking at previous weddings easily in order to have a better shadow. So ice sales person can be judged well by the opinions of others.

### **Mean Variable Buy Interest (Y) Analysis**

The average value result of the 10 ICE wedding package Buy Interest statement is the lowest value in the 4th statement in the statement, "I am interested in organizing a wedding at ICE BSD because it is referenced by my friends /family" with a value of 3.15 and the highest value is in the 9th statement, "I find out about the example of wedding photos that have been held at ICE BSD, which is with a value of 3.40. For the combined average of Variable Y Buy Interest is 3.26 which is classified as Very High.

### **Correlation Coefficient Test**

The correlation result between Sales Promotion has a relationship with the variable Y Buy Interest with a strong enough relationship rate of 0.584 corresponding in intervals of 0.400 – 0.599. So Sales Promotion has a strong relationship to buy wedding package interests at ICE BSD.

Variable Personal Selling has a relationship with variable Y Buy Interest with a strong relationship rate of 0.727 which corresponds to the interval of 0.600 – 0.799. So Personal Selling has a strong relationship to the Interest of Buying Wedding Package at ICE BSD.

### **Sales Promotion Determination Coefficient (X1)**

The magnitude  $r^2$  is 0.341. The coefficient of determination and relationship between Sales Promotion to Buy Wedding Package Interest at ICE BSD can be seen from the formula below:

$$KD = r^2 \times 100\%$$

$$KD = 0.341 \times 100\%$$

$$KD = 34.1\%$$

The figure of 34.1% is the large influence of Sales Promotion on The Interest of Buying Wedding Package at ICE BSD. While the remaining 65.9% was influenced by

other factors not summarized in this study such as advertising, location and direct marketing.

#### **Coefficient of Personal Selling Determination (X2)**

$r^2$  is 0.341. The coefficient of determination and relationship between Personal Selling and Interest in Buying Wedding Package at ICE BSD can be seen from the formula below:

$$KD = r^2 \times 100\%$$

$$KD = 0.341 \times 100\%$$

$$KD = 34.1\%$$

Based on the calculation above, the figure of 34.1% is the magnitude of the influence of Personal Selling on The Interest of Buying Wedding Package at ICE BSD. While the remaining 65.9% was influenced by other factors not summarized in this study such as advertising, location and direct marketing.

#### **Coefficient of Sales Promotion and Personal Selling Determination**

The magnitude  $r^2$  is 0.341. Coefficient of determination and relationship between Sales Promotion and Personal Selling to Buy Interest Wedding Package at ICE BSD can be seen from the formula below:

$$KD = r^2 \times 100\%$$

$$KD = 0.341 \times 100\%$$

$$KD = 34.1\%$$

Based on the calculation result, the figure of 34.1% is the influence of Sales Promotion and Personal Selling on The Interest of Buying Wedding Package at ICE BSD. While the remaining 65.9% was influenced by other factors not summarized in this study such as advertising, location and direct marketing.

#### **Linear Sales Promotion Regression Test Results**

Based on the calculation results showing how much influence Sales Promotion and Buying Interest is the value of the constant coefficient is 6,779, then the coefficient of variable X1 is 0.847. Thus obtained from the linear regression formula:

$$Y = a + bX$$

$$Y = 6.779 + 0.847X_1$$

So that the above regression equation can be explained as follows:

1. The constant value (a) is 6,779 which means that the value of the Variable (X1) Sales Promotion does not exist or is worth 0, hence the value of the purchase interest is 6,779
2. Regression coefficient X of 0.847 states that every addition of 1 Sales Promotion value, the value of Buy Interest increases by 0.847

#### **Linear Personal Selling Regression Test Results**

The calculation results show how much influence Personal Selling and Buying Interest is the value of the constant coefficient is 1,482, then the variable coefficient X2 is 0.745. So it is obtained from the linear regression formula:

$$Y = a + bX$$

$$Y = 1.482 + 0.745X$$

Based on the analysis model above, it can be concluded as follows:

1. The constant value (a) is 1,482 which means the value of variable (X2) Personal selling does not exist or is worth 0, then the value of Buy Interest is 1,482
2. The regression coefficient value of variable variable (X2) Personal Selling is worth 0.745 which means that every increase in Personal Selling variable by 1 unit, then the Buy Interest variable will increase by 0.745.



### **Linear Sales Promotion and Personal Selling Regression Test Results**

Based on the results of the calculation shows how much influence Sales Promotion and Personal Selling on Buying Interest is the value of the constant coefficient is 1,128 So obtained from the linear regression formula:

$$Y = a + bX_1 + bX_2$$

$$Y = 1,128 + 0.049X_1 + 0.718X_2$$

### **D. CONCLUSION AND SUGGESTIONS**

Based on the results and discussion of the research that has been explained, conclusions are drawn:

1. Sales Promotion (X1) conducted at ICE BSD South Tangerang Very interesting this is evidenced at the highest mean value of variable Sales Promotion of 3.43 in the statement "ICE BSD can accommodate additional requests from bonuses regarding wedding packages offered". This can be because ICE BSD provides discounts, bonuses and can accommodate the bonuses offered attractively.

2. Personal Selling (X2) conducted at ICE BSD South Tangerang Very Good this is evidenced at the highest mean (average) value of Personal Selling of 3.56 in the statement "Sales person facilitates me by showing directly ice BSD venue". This can be because ICE BSD provides convenience and comfort to consumers in terms of viewing the venues owned and want to be offered to consumers.

3. Buying Interest (Y) conducted at ICE BSD South Tangerang Is Very High this is evidenced at the highest mean (average) value of Buy Interest of 3.40 in the statement "I found out about examples of wedding photos that have been held at ICE BSD". This is because the interest from consumers is now looking for some wedding photos that have been held.

4. Sales Promotion (X1) influenced 34.1% of Buy Interest (Y) at ICE BSD while the remaining 65.9% was influenced by other factors not studied in this study

5. Personal Selling (X2) influenced 52.8% of Buy Interest (Y) at ICE BSD while the remaining 47.2% was influenced by other factors not studied in this study

6. Sales Promotion (X1) and Personal Selling (X2) influenced 52.9% of Buy Interest (Y) at ICE BSD while the remaining 47.1% was influenced by other factors not studied in this study.

The suggestion given is:

1. Based on the results of the analysis of variable mean test X1 Sales Promotion that has been conducted in this study, from the 9 statements there is the lowest mean value of 3.31 in the statement "ICE BSD provides special package prices at the time of the wedding expo event". Therefore, it is expected that ICE BSD can get a more attractive special price that is more different from before to attract consumers

2. Based on the results of the analysis of variable X2 Personal Selling mean test that has been conducted in this study, from the 12 statements there is the lowest mean value of 3.39 in the statement "ICE BSD sales person can understand my considerations and desires". Therefore, ice BSD is expected to further improve personal selling skills in sales person, especially in terms of public speaking in order to always communicate well to consumers and improve the provision of solutions and good considerations to consumers.

3. Based on the results of the analysis of variable mean test Y Interest Buy that has been conducted in this study, from the 10 statements there is the lowest mean value result of 3.15 in the statement "I am interested in organizing a wedding at ICE BSD

because it is referenced by my friends / family". Therefore, it is expected that ICE BSD can do more interesting promotions in order to be more seen by people about weddings at ICE, as well as multiply the promotion to attract consumers to the attention of the purchase interest.

4. Based on the results of this study suggested for further research, should expand more research on sales promotion and personal selling to buying interests, because there are still many other factors that affect the interest in buying wedding packages in Indonesia Convention Exhibition South Tangerang, but not observed in this study.

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