THE INFLUENCE OF CONSUMER KNOWLEDGE AND LIFESTYLE ON FAST FOOD PURCHASE DECISIONS AT NAZMI COFFEE

Riomas Sinurat, Eva Rianty Angelina Sitanggang, Nurmalini
riomassinurat14@gmail.com, sitanggangeverest77@gmail.com,
nurmalinilmii@gmail.com
STIE Harapan Duri, Institut Bisnis Dan Komputer Indonesia

Abstrct

This study aims to evaluate the influence of consumer knowledge and lifestyle on fast food purchase decisions at Nazmi Coffee. The research uses a quantitative approach with a survey method to collect data from customers visiting Nazmi Coffee. The research sample consists of 80 respondents selected randomly, and data were collected using a questionnaire designed to measure the variables of consumer knowledge, lifestyle, and fast food purchase decisions. The analysis results show that consumer knowledge has a positive and significant influence on fast food purchase decisions. Additionally, lifestyle also significantly affects purchasing decisions. Consumers with an active and dynamic lifestyle tend to prefer fast food and are more likely to make purchases at Nazmi Coffee compared to those with a more relaxed lifestyle. The findings of this study indicate that Nazmi Coffee's management should pay attention to educating consumers about their products and adjust offerings to current lifestyle trends to enhance fast food purchase decisions. The implications of these results suggest the need for marketing strategies that emphasize clear product information and alignment with the target market's lifestyle.

Keywords: **Consumer Knowledge, Lifestyle, Purchase Decisions**

Background of the Problem

In this modern era, the fast food industry has become one of the rapidly growing market segments, especially in large cities. Consumers increasingly tend to choose fast food due to practicality and a dynamic lifestyle. Nazmi Coffee, as one of the cafes that also offers fast food, faces the challenge of understanding the factors that influence its customers' purchase decisions to compete effectively in this highly competitive market.

Consumer knowledge about the products and services offered by an eating establishment plays a crucial role in the decision-making process. This knowledge includes understanding the quality, price, and value of the fast food being served. Consumers with good knowledge tend to make more informed and rational decisions when choosing products. Therefore, it is important to explore how consumer knowledge affects purchasing decisions at Nazmi Coffee.

In addition to consumer knowledge, lifestyle is also an important factor in fast food purchasing decisions. An active and dynamic lifestyle often drives consumers to seek quick and practical food options. With the increasing busyness of society, fast food has become a popular choice. Therefore, understanding how consumer lifestyles influence their preferences for fast food at Nazmi Coffee can provide valuable insights for marketing strategies and product development.

This study aims to answer the main question: To what extent do consumer knowledge and lifestyle influence fast food purchase decisions at Nazmi Coffee? By answering this question, this research is expected to provide a better understanding of the factors influencing purchase decisions in the fast food sector and help Nazmi Coffee formulate more effective strategies to attract and retain customers.

Problem Formulation

1. How does consumer knowledge affect fast food purchase decisions at Nazmi Coffee?
2. How does consumer lifestyle influence fast food purchase decisions at Nazmi Coffee?
3. Is there an interaction between consumer knowledge and lifestyle that influences fast food purchase decisions at Nazmi Coffee?

Objectives of the Problem Formulation

1. To analyze the influence of consumer knowledge on fast food purchase decisions at Nazmi Coffee.
2. To analyze the influence of consumer lifestyle on fast food purchase decisions at Nazmi Coffee.
3. To analyze the combined influence of consumer knowledge and lifestyle on fast food purchase decisions at Nazmi Coffee.

Literature Review

1. Consumer Knowledge

Consumer knowledge refers to the extent to which consumers understand information related to products or services, including quality, price, and benefits. According to Kotler and Keller (2016), consumer knowledge is one of the important factors influencing purchasing decisions. Consumers with better knowledge about products tend to make more informed and rational purchasing decisions. This knowledge can include information about ingredients, production processes, and comparisons with similar products. A study by Jamal and Naser (2002) shows that consumers with high product knowledge are more likely to choose high-quality products and experience greater satisfaction.

2. Lifestyle

Lifestyle encompasses an individual's patterns of living that reflect their values, habits, and preferences. (Solomon, 2018), explains that lifestyle influences purchasing decisions by reflecting the way of life, interests, and activities of consumers. In the context of fast food, a busy and active lifestyle often drives consumers to opt for practical and fast food options.

3. Purchase Decision

A purchase decision is the process consumers go through when selecting and buying products or services. Philip & Armstrong (2018), identify that purchase decisions are influenced by various factors, including available information, personal preferences, and social influences. In terms of fast food, purchasing decisions are often influenced by accessibility, taste, and price.

RESEARCH METHODOLOGY

Research Location

This research will be conducted at Nazmi Coffee, located at Jalan Tegal Sari Utama, RT. 2, RW 20, Kelurahan Air Jamban, Kec. Mandau, Kab. Bengkalis.

Research Method

This study employs both survey research and quantitative research methods. The survey method involves collecting information by preparing a list of questions to be answered by respondents (Andra Tersiana, 2018:16). Meanwhile, quantitative research produces findings using statistical procedures or other quantitative/measurement methods. The quantitative approach focuses on phenomena that have specific characteristics or variables (Andra Tersiana, 2018:13).

Population and Sample

A. Population

The population is the entirety of what will be studied. According to Andra Tersiana (2018:75), "Population refers to the entire subject of the study." Similarly, Arikunto (2013:173) defines population as the total number of research subjects. In other words, the population consists of individuals with similar characteristics, even if the percentage of similarity is minimal. Sugiyono (2013:117) adds that the population is a generalization consisting of objects/subjects with specific qualities and characteristics set by the researcher for study and conclusion drawing. In this research, the population consists of all customers visiting Nazmi Coffee.

B. Sample

The sample is a representative portion of the population to be studied. According to Andra Tersiana (2018:77), the sample is part of the population's characteristics used in research, with conclusions drawn from the sample representing the population. The advantages of using samples include:

1. Reducing complexity as the sample size is smaller than the population.
2. More efficient in terms of cost, time, and effort.
3. In some cases, population research is not feasible. According to Sugiyono (2018:127), in quantitative research, the sample is part of the total population's characteristics. The sample in this research consists of 100 customers visiting Nazmi Coffee.

Data Analysis Techniques

A. Partial Test (t-test)

This test is used to determine whether each independent variable significantly influences the dependent variable. The conditions are as follows: If t-count > t-table, it is significant, meaning there is an influence between the independent variable and the dependent variable. Conversely, if t-count < t-table, it is not significant. The hypothesis model for the t-test is as follows:

1. Ho: $\beta = 0$, meaning there is no significant positive influence of the independent variable on the dependent variable.
2. Ha: $\beta \neq 0$, meaning there is a significant positive influence of the independent variable on the dependent variable. Decision-making criteria:
3. Ho is accepted if t-count < t-table or Sig. t > α (0.05).
4. Ho is rejected if t-count > t-table or Sig. t < α (0.05).

B. Simultaneous Test (F-test)

The F-test is used to determine the overall influence of independent variables on the dependent variable. If F-count > F-table, Ho is accepted, and Ha is rejected, meaning the independent variables together explain the dependent variable. Conversely, if F-count < F-table, Ho is rejected.

The hypothesis model for the F-test is as follows:

1. H0: $\beta1 = \beta2 = \beta3 = 0$, meaning there is no significant positive influence of the independent variables on the dependent variable.
2. Ha: $\beta1 \neq \beta2 \neq \beta3 \neq 0$, meaning there is a significant positive influence of the independent variables on the dependent variable. Decision-making criteria:
3. Ho is accepted if F-count < F-table or Sig.F > α (0.05).
4. Ho is rejected if F-count > F-table or Sig.F < α (0.05).

C. Validity Test

The validity test measures whether the data obtained in the study is valid based on the measuring tool used (questionnaire). According to Andra Tersiana (2018:77), validity is a measure indicating the validity of data according to the instrument used.

D. **Reliability Test**

The reliability test is used to assess whether the measuring tool consistently measures the same phenomenon. The reliability test is conducted using SPSS software with the following criteria:

1. Cronbach's Alpha > 0.8: Excellent reliability.
2. 0.7 < Cronbach's Alpha < 0.8: Good reliability.
3. Cronbach's Alpha < 0.7: Poor reliability (Situmorang and Lufti, 2014).

E. Multiple Linear Regression Analysis

This analysis is used to determine the extent to which independent variables influence the dependent variable. The formula is as follows: Y=a+b1X1+b2X2+eY = a + b1X1 + b2X2 + eY=a+b1X1+b2X2+e

Where:

- Y = Purchase Decision
- a = Constant
- b = Coefficient
- X1 = Consumer Knowledge
- X2 = Lifestyle
- e = Standard Error

The analytical tool used is SPSS version 16.

F. Normality Test

The normality test is conducted to determine the distribution of data. The test is performed using the Kolmogorov-Smirnov test or graphical methods with SPSS.

G. Heteroscedasticity Test

This test assesses whether the residual variance is consistent across all observations in the linear regression model.

H. Multicollinearity Test

This test is part of the classical assumption tests (normality and heteroscedasticity) in multiple linear regression analysis. It checks whether the independent variables are correlated. The

regression model is considered good if there is no multicollinearity between independent variables. To detect multicollinearity, several methods can be used, including:

1. Checking the correlation between independent variables.
2. Checking the condition index and eigenvalue.
3. Checking the tolerance and variance inflation factor (VIF). In this study, multicollinearity is tested using tolerance and VIF values with SPSS. Decision-making criteria for multicollinearity are as follows:
4. VIF < 10: No multicollinearity.
5. VIF > 10: Multicollinearity exists.

RESULTS AND DISCUSSION

A. Partial Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	7.345	3.711		1.979	.051					
	Pengetahuan Konsumen	.473	.085	.484	5.553	.000	.620	.535	.448	.860	1.163
	Gaya Hidup	.497	.119	.364	4.173	.000	.545	.430	.337	.860	1.163

a. Dependent Variable: Keputusan Pembelian

From the results of the partial test in the *Coefficients* table above, it can be concluded that both independent variables, namely Consumer Knowledge and Lifestyle, have a significant impact on Purchase Decisions. This is indicated by the significance value of 0.000, which is less than the significance level $\alpha = 0.05$. Consumer Knowledge has a coefficient of 0.473 and a t-value of 5.553, indicating a positive and significant impact. Similarly, Lifestyle has a coefficient of 0.497 and a t-value of 4.173, also showing a positive and significant effect on Purchase Decisions.

B. Simultaneous Test (F-Test)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1485.802	2	742.901	38.151	.000[a]
	Residual	1499.398	77	19.473		

	Total	2985.200	79
a. Predictors: (Constant), Gaya Hidup, Pengetahuan Konsumen			
b. Dependent Variable: Keputusan Pembelian			

Based on the ANOVA table above, it can be seen that both Consumer Knowledge and Lifestyle simultaneously have a significant effect on Purchase Decisions. This is shown by the significance value of 0.000, which is below 0.05.

C. Validity Test

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	Keputusan Pembelian
VAR00001	Pearson Correlation	1	.602**	.492**	.482**	.241*	.683**	.618**	.452**	.681**	.752**	.838**
	Sig. (2-tailed)		.000	.000	.000	.031	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00002	Pearson Correlation	.602**	1	.233*	.629**	.355**	.422**	.604**	.284*	.465**	.470**	.716**
	Sig. (2-tailed)	.000		.038	.000	.001	.000	.000	.011	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00003	Pearson Correlation	.492**	.233*	1	.277*	.090	.393**	.300**	.408**	.293**	.357**	.524**
	Sig. (2-tailed)	.000	.038		.013	.427	.000	.007	.000	.008	.001	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00004	Pearson Correlation	.482**	.629**	.277*	1	.440**	.608**	.806**	.427**	.523**	.407**	.793**
	Sig. (2-tailed)	.000	.000	.013		.000	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00005	Pearson Correlation	.241*	.355**	.090	.440**	1	.521**	.451**	.275*	.161	.123	.544**
	Sig. (2-tailed)	.031	.001	.427	.000		.000	.000	.013	.153	.275	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00006	Pearson Correlation	.683**	.422**	.393**	.608**	.521**	1	.669**	.429**	.494**	.505**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00007	Pearson Correlation	.618**	.604**	.300**	.806**	.451**	.669**	1	.503**	.680**	.437**	.852**
	Sig. (2-tailed)	.000	.000	.007	.000	.000	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00008	Pearson Correlation	.452**	.284*	.408**	.427**	.275*	.429**	.503**	1	.652**	.344**	.626**
	Sig. (2-tailed)	.000	.011	.000	.000	.013	.000	.000		.000	.002	.000

	N	80	80	80	80	80	80	80	80	80	80	80
VAR00009	Pearson Correlation	.681**	.465**	.293**	.523**	.161	.494**	.680**	.652**	1	.502**	.734**
	Sig. (2-tailed)	.000	.000	.008	.000	.153	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
VAR00010	Pearson Correlation	.752**	.470**	.357**	.407**	.123	.505**	.437**	.344**	.502**	1	.683**
	Sig. (2-tailed)	.000	.000	.001	.000	.275	.000	.000	.002	.000		.000
	N	80	80	80	80	80	80	80	80	80	80	80
Keputusan Pembelian	Pearson Correlation	.838**	.716**	.524**	.793**	.544**	.822**	.852**	.626**	.734**	.683**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80	80	80	80	80
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

Correlations

		VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	Pengetahuan Konsumen
VAR00012	Pearson Correlation	1	.577**	.335**	.292**	.089	.454**	.725**	.699**	.591**
	Sig. (2-tailed)		.000	.002	.008	.431	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80
VAR00013	Pearson Correlation	.577**	1	.285*	.136	.040	.404**	.451**	.590**	.457**
	Sig. (2-tailed)	.000		.010	.229	.722	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80
VAR00014	Pearson Correlation	.335**	.285*	1	.221*	.031	.202	.610**	.597**	.455**
	Sig. (2-tailed)	.002	.010		.049	.784	.073	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80
VAR00015	Pearson Correlation	.292**	.136	.221*	1	-.031	.177	.352**	.312**	.286*
	Sig. (2-tailed)	.008	.229	.049		.783	.115	.001	.005	.010
	N	80	80	80	80	80	80	80	80	80
VAR00016	Pearson Correlation	.089	.040	.031	-.031	1	-.036	.045	.089	.768**
	Sig. (2-tailed)	.431	.722	.784	.783		.753	.690	.433	.000
	N	80	80	80	80	80	80	80	80	80
VAR00017	Pearson Correlation	.454**	.404**	.202	.177	-.036	1	.344**	.585**	.356**
	Sig. (2-tailed)	.000	.000	.073	.115	.753		.002	.000	.001
	N	80	80	80	80	80	80	80	80	80
VAR00018	Pearson Correlation	.725**	.451**	.610**	.352**	.045	.344**	1	.739**	.590**
	Sig. (2-tailed)	.000	.000	.000	.001	.690	.002		.000	.000
	N	80	80	80	80	80	80	80	80	80
VAR00019	Pearson Correlation	.699**	.590**	.597**	.312**	.089	.585**	.739**	1	.645**
	Sig. (2-tailed)	.000	.000	.000	.005	.433	.000	.000		.000
	N	80	80	80	80	80	80	80	80	80
Pengetahuan Konsumen	Pearson Correlation	.591**	.457**	.455**	.286*	.768**	.356**	.590**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.010	.000	.001	.000	.000	
	N	80	80	80	80	80	80	80	80	80

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		VAR00021	VAR00022	VAR00023	VAR00024	VAR00025	VAR00026	VAR00027	VAR00028	Gaya Hidup
VAR00021	Pearson Correlation	1	.437**	-.109	.148	.637**	.402**	.377**	.031	.456**
	Sig. (2-tailed)		.000	.335	.190	.000	.000	.001	.782	.000
	N	80	80	80	80	80	80	80	80	80
VAR00022	Pearson Correlation	.437**	1	-.014	.133	.472**	.201	.092	-.120	.415**
	Sig. (2-tailed)	.000		.900	.241	.000	.073	.417	.289	.000
	N	80	80	80	80	80	80	80	80	80
VAR00023	Pearson Correlation	-.109	-.014	1	.359**	-.150	.363**	.267*	.012	.142
	Sig. (2-tailed)	.335	.900		.001	.185	.001	.017	.919	.208
	N	80	80	80	80	80	80	80	80	80

VAR00024	Pearson Correlation	.148	.133	.359**	1	.063	.313**	.611**	.255*	.430**
	Sig. (2-tailed)	.190	.241	.001		.581	.005	.000	.023	.000
	N	80	80	80	80	80	80	80	80	80
VAR00025	Pearson Correlation	.637**	.472**	-.150	.063	1	.165	.165	-.146	.384**
	Sig. (2-tailed)	.000	.000	.185	.581		.145	.143	.197	.000
	N	80	80	80	80	80	80	80	80	80
VAR00026	Pearson Correlation	.402**	.201	.363**	.313**	.165	1	.355**	.138	.483**
	Sig. (2-tailed)	.000	.073	.001	.005	.145		.001	.222	.000
	N	80	80	80	80	80	80	80	80	80
VAR00027	Pearson Correlation	.377**	.092	.267*	.611**	.165	.355**	1	.091	.446**
	Sig. (2-tailed)	.001	.417	.017	.000	.143	.001		.420	.000
	N	80	80	80	80	80	80	80	80	80
VAR00028	Pearson Correlation	.031	-.120	.012	.255*	-.146	.138	.091	1	-.097
	Sig. (2-tailed)	.782	.289	.919	.023	.197	.222	.420		.393
	N	80	80	80	80	80	80	80	80	80
Gaya Hidup	Pearson Correlation	.456**	.415**	.142	.430**	.384**	.483**	.446**	-.097	1
	Sig. (2-tailed)	.000	.000	.208	.000	.000	.000	.000	.393	
	N	80	80	80	80	80	80	80	80	80

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation values for Consumer Knowledge, Lifestyle, and Purchase Decisions, which are greater than the R table value of 0.219. The significance values (2-tailed) are below 0.05 with 80 respondents. Therefore, it can be concluded that the research data is valid.

D. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	29

Item-Total Statistics

	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
VAR00001	198.64	719.804	.825	.844
VAR00002	198.83	731.969	.623	.847
VAR00003	198.54	740.125	.471	.849

VAR00004	198.39	726.266	.681	.845
VAR00005	198.54	738.252	.398	.849
VAR00006	198.46	720.809	.708	.844
VAR00007	198.29	724.942	.779	.845
VAR00008	198.48	745.468	.538	.850
VAR00009	198.58	733.918	.709	.847
VAR00010	198.50	733.747	.583	.847
Keputusan Pembelian	164.41	491.283	.853	.832
VAR00012	198.63	727.706	.722	.846
VAR00013	198.43	744.526	.451	.850
VAR00014	198.29	733.094	.588	.847
VAR00015	198.09	746.866	.376	.850
VAR00016	197.76	673.930	.276	.862
VAR00017	198.15	747.775	.392	.850
VAR00018	198.36	719.373	.785	.844
VAR00019	198.76	726.588	.771	.845
Pengetahuan Konsumen	170.28	502.480	.779	.840
VAR00021	198.73	729.518	.721	.846
VAR00022	198.13	744.161	.386	.850
VAR00023	198.34	758.429	.070	.853
VAR00024	198.46	743.264	.435	.849
VAR00025	198.41	739.612	.520	.849
VAR00026	198.33	735.893	.575	.848
VAR00027	198.50	739.114	.616	.848
VAR00028	198.20	758.719	.140	.853
Gaya Hidup	171.29	620.182	.540	.845

The reliability statistics table shows that the Cronbach's Alpha value is 0.852 for 29 items. Since the Cronbach's Alpha value of 0.852 is greater than 0.8, it indicates very good reliability. Therefore, all 29 items of the questionnaire are reliable and consistent.

E. Multiple Linear Regression Analysis

Coefficients[a]

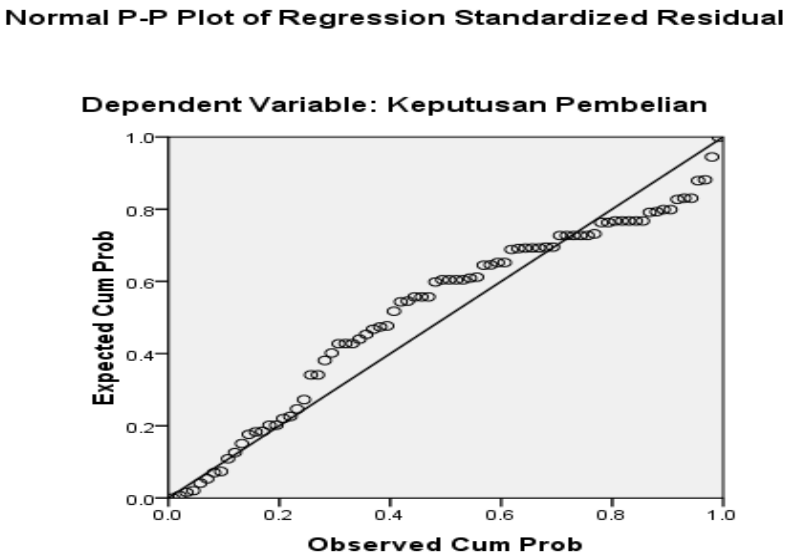
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	7.345	3.711		1.979	.051					
	Pengetahuan Konsumen	.473	.085	.484	5.553	.000	.620	.535	.448	.860	1.163
	Gaya Hidup	.497	.119	.364	4.173	.000	.545	.430	.337	.860	1.163

a. Dependent Variable: Keputusan Pembelian

Based on the SPSS output in the Coefficients table, the regression equation is: Y=7.345+0.473X1+0.497X2Y = 7.345 + 0.473X_1 + 0.497X_2Y=7.345+0.473X1+0.497X2 The positive constant value of 7.345 means that if Consumer Knowledge and Lifestyle are both zero, Purchase Decisions will increase. The coefficient of regression for Consumer Knowledge

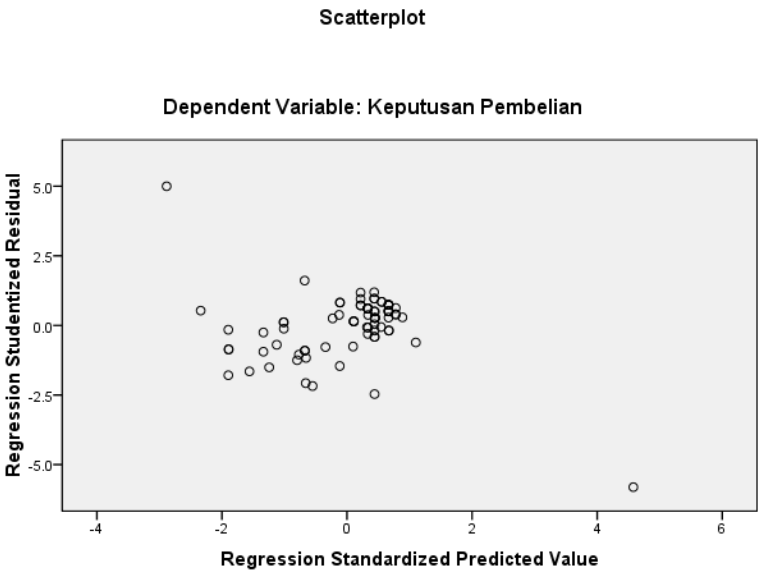
is 0.473, indicating a positive but low impact. The coefficient of regression for Lifestyle is 0.497, showing a positive and high impact on Purchase Decisions.

F. Normality Test



Based on the SPSS output for the P-P Plot of regression standardized residuals, the data is scattered around the diagonal line, indicating that the data distribution is normal. Therefore, the normality test is met.

G. Heteroscedasticity Test



According to the scatterplot from SPSS output, the data points do not form any specific pattern. Thus, it can be concluded that there is no heteroscedasticity in the research.

H. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	7.345	3.711		1.979	.051					
	Pengetahuan Konsumen	.473	.085	.484	5.553	.000	.620	.535	.448	.860	1.163
	Gaya Hidup	.497	.119	.364	4.173	.000	.545	.430	.337	.860	1.163

a. Dependent Variable: Keputusan Pembelian

In the Coefficients table, the VIF values are less than 10, indicating that there is no multicollinearity among the variables.

REFERENCE

Armstrong, G., & Kotler, P. 2017. *Principles of Marketing*. 17th red. New York.

Basu Swastha, Hani Handoko. 2011. *Manajemen Pemasaran - Analisis Perilaku Konsumen*. Yogyakarta : BPFE

Priansa, Donni Juni, 2017. *Komunikasi Pemasaran Terpadu (Pada Era Media Sosial)*. Bandung: CV Pustaka Setia.

Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, R & D*. Bandung: Alfabeta.

Tersiana, Andra. 2018. *Metode Penelitian. Yogyakarta*: Gramedia Pustaka Utama

Philip, K., & Armstrong, G. (2018). *Prinsip-prinsip Pemasaran* (Edisi ke-1).

Solomon, M. R. (2018). *Perilaku konsumen: Membeli, memiliki, dan menjadi*.