



Do Marketing Strategy, Product Characteristics, and Brand Affect The Sale of Zara Fashion Products?

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 doi.org/10.54099/aijb.v3i1.568

ARTICLE INFO

Research Paper

Article history:

Received: 14 April 2023

Revised: 24 July 2023

Accepted: 10 October 2023

Keywords: Marketing Strategy, Product Characteristics, Brand, Sales.

ABSTRACT

Aim - The goals of this paper are to ascertain whether marketing strategy, product characteristics, and brand have a partial effect on sales of ZARA products and whether marketing strategy, product characteristics and brand have a simultaneous effect on ZARA product sales.

Methodology/approach - This study employs quantitative methods, with non-probability sampling and the purposive sampling technique. The analysis technique using a computer program SPSS 24.0 and data collection is accomplished through the distribution of online questionnaires. The number of respondents in this study was 100, they were taken in Petukangan, The data was analyzed using the Slovin formula with a (e) 5% error rate, multiple linear regression analysis, the coefficient of determination (R²), t test, and F test.

Findings – If the marketing strategy, product characteristics, and brand are increased by one unit, sales will increase by 15.2%, marketing strategy 17.7%, product characteristics 21.3% as partially as brand has greater effect and is more significant on sales. As partially, brand has the greatest impact and significance on sales, followed by marketing strategies and finally product characteristics, while simultaneously showed that the independent variable price, brand, and product specifications have an affect on the sales.

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INTRODUCTION

Trade competition in Indonesia is currently getting tougher and tougher, especially in fashion, along with the increasing public need for fashion, so the public is offered various fashion trademarks that are growing rapidly. Companies must be able to develop their marketing strategies so that the products offered are not outdated and can survive amidst the onslaught of new, global fashion companies. Marketing strategy is management that is structured to accelerate the solution of marketing problems and make strategic decisions (Henry Simamora, 2000). The marketing concept is a market-oriented company strategy and tries to produce what consumers want (Efelina, et al., 2021; Iskanto, 2017, 2021; Iskanto & Karim, 2021)). Companies in this case producers should create brand power and show the products' value so it could come into customers' minds, besides the delivery of product characteristics, brand image packaged in advertisements, and promotions carried out by producers. By doing this, it is expected the products are known and stuck in customers' minds. So, products and brand characteristics can build emotional relationships and provide convenience for consumers to be able to identify product differences and

advantages.

The relationship between brands and consumer perceptions reflects the suitability of physical needs, psychological, functional attributes of brands, and symbolic values, which are perceived by consumers (Hankinson and Cowking, 1993 (Barimbing & Astini, 2023; Erol & El-Bdour, 1989; Herman & Harwina, 2023; Iskanto, 2020; Masyhuri, 2022)). Brands that are attached to products, physical features, appearance (including packaging and logos), help customers to choose alternative brands after having information as part of the buyer behavior process which is followed by the evaluation of brand alternatives based on information to have a brand choice that associates these attributes with lifestyle, self-image or status as product image is part of the success of product sales rather than physical characteristics and attributes (İşoraitê, 2018). The higher the brand in customers' minds, the stronger the customers' confidence to use the product, so the brand effect significantly on the customers' buying and companies' selling.

Sales are one of the important things for the company because the company must create a good sales system in accordance with market changes and customer behavior, thus being able to establish good relationships and create satisfaction for both (Sumarsid, 2019). According to Dharmmesta (2006:403), selling is an interaction between individuals meeting face to face aimed at creating, improving, controlling, or maintaining an exchange relationship so that it is profitable for the other party. Sales can also be interpreted as an effort made by humans to deliver goods to those who need them in exchange for money according to a predetermined price by mutual agreement.

ZARA is a well-known fashion brand headquartered in Arteixo, Galicia, Spain. In 1998, ZARA implemented an attractive marketing strategy when it was about to open its first outlet in Spain. It turned out that the marketing strategy was successful, visitors were abundant because they were curious about what products were offered there (Wisnu, 2020). The fashion industry usually takes one year from production, to distribution to shops and retailers. ZARA disrupted the fashion industry with the invasion of "fast fashion", which is a system that adopts the speed of a technology company, where fashion changes very quickly compared to competitors in general so that consumers will continue to encourage them to follow the latest fashion trends. In this case, ZARA is able to bring fashion into the hands of consumers in just 1 month. Even ZARA can launch its collection twice in one month. And Zara fans around the world are aware that if they delay buying the clothes they want, then they must be prepared to miss out on the opportunity to get it. This is because ZARA has never displayed one model of clothing for a long time, so all customers will compete to get the newest model (Wisnu, 2020; (Iskanto, 2023; Lilyana et al., 2022; Oktaruna et al., 2023)).

However, the pandemic in 2019 until now has had an impact on ZARA's income decline. As a result, when the pandemic hit, the strategy used by Zara was severely disrupted because of its dependence on outlets that had to be closed due to the lockdown policy. In the first quarter of 2020, Inditex Group (Zara) generated net sales of 3.3 billion euros, then down about 2.6 billion from the same period in the previous year. In this period, Inditex Group lost net revenue of around 409 million euros (Statista.com, 2020). Many environmental changes that affect the production system clearly have an impact on the retail and fashion industries. But on the other hand, this has actually resulted in a learning organization for companies to reorganize the system, observe changing retail trends, and reorganize the shopping experience. Even a fast-fashion retail company as big as Zara has to follow and study changes for the sake of the sustainability of its organization. Thus the marketing strategy, product, and brand characteristics can affect the sustainability of a fashion company. The objectives of the article are to find out the effect of marketing strategy, product characteristics, and brand characteristics on sales of ZARA products, either simultaneously or partially.

LITERATURE REVIEW

Marketing Strategy

According to Kotler and Kevin (2009:5), marketing management is the art and science of selecting target markets, reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value. Whereas Robbins and Mary (2010:7) explained that, management is something that managers do that involves coordinating and supervising the work of others, so that the work can be completed effectively and efficiently. Meanwhile, according to Sule and Kurniawan (2010:7), management is a process carried out to realize organizational goals through a series of activities in the form of planning, organizing, directing, and controlling people and other organizational

resources. Kotler & Armstrong (2012: 72) stated that marketing strategy is a marketing logic in which the company unit hopes to create good value for customers and have the opportunity to achieve profitable relationships with customers. Meet consumer needs is not an easy thing, because considering the high consumer demand for fashion products.

Product

According to Kotler (2018), a product is anything that can be offered to a market to satisfy customers' wants or needs, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Peter and Olson (2002:43) stated that 7 (seven) characteristics that must be owned by a product to be successful in attracting customers. The seven factors such as compatibility, trialability, observability, speed, simplicity, relative advantage, and product symbolism. Meanwhile, according to Kotler and Armstrong (2001:354), some attributes of product characteristics that accompany and complement the product are

- Brand. A good brand name aims to differentiate from competing products and can add great success to the product (Kotler and Armstrong, 2001: 360).
- Packaging. Packaging is the activity to design as a container or wrapper for a product to make it more practical and attractive.
- Product quality. Product quality is the ability of a product to carry out its functions including durability, depth, accuracy, ease of operation, and repair, as well as other valuable attributes.

Brand

Branding or brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify goods or services or groups of sellers and to differentiate (differentiate) from competitors' goods or services (Kotler, 2009: 332). The notion of branding or brand has evolved, from just a brand or trade name of a product, service or company, which is related to things that are visible to the brand; such as trade names, logos or other visual features; now also means image, credibility, character, impression, perception and assumption in the minds of consumers (Landa, 2006:4). Brand image is what consumers perceive about a brand. Where this concerns how a consumer describes what they think about a brand and what they feel about the brand when they think about it, Susanto (2004:24).

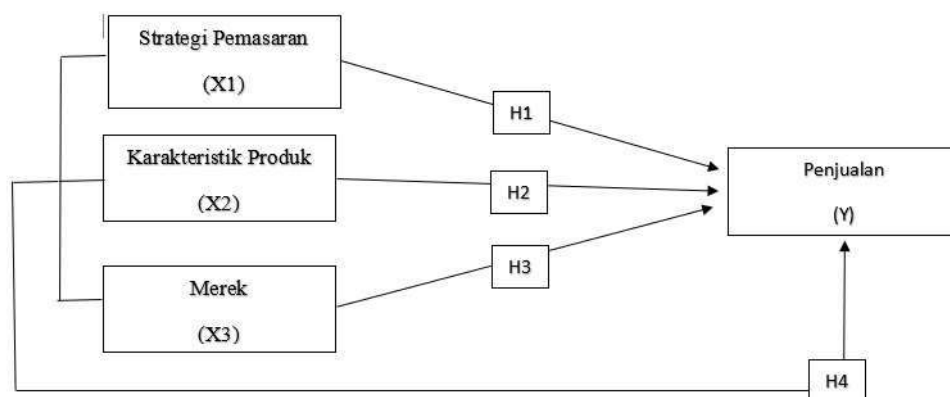
Sales

According to Basu Swastha (2009:9), sales is the creation of a process of exchanging goods or services between sellers and buyers. Selling is a social managerial process by which individuals and groups obtain what they need and want, create, offer, and exchange products of value with others (Kotler, Philip, and Armstrong, 2008). So, selling it is not only about the exchange between products or services and money but also the transfer of value in information, expectation, value-added, and long-term relationship when a product or service is offered.

The research paradigm used in this study is a dual paradigm with 3 independent variables, those are X1 is a marketing strategy, X2 is product characteristics, X3 is brand, and one

dependent variable, that is Y is sales.

Figure 1. The Framework



METHOD

The research design used in writing this research is library research and field research. Data collection techniques used in this research are the questionnaire method, interview method and documentation method. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population is 100 consumers of ZARA products in Petukangan, South Jakarta. Meanwhile, the sample is part of the number and characteristics possessed by some of these populations (Sugiyono, 2016: 80). To determine the number of samples, the Slovin formula is used with an error tolerance limit of 5%. As a data source, this research used not only primary data as source data that is not yet available so that to answer research problems, data must be obtained from the original source. In other words, the data collected for the purpose of the research being done. This data is biased both qualitatively and quantitatively, but also secondary data that is data has already been available, in the sense that this data has been collected by other people, other institutions, or previous researchers themselves. Secondary data can be obtained from research reports, mass media, books, and others. The type of data used in this study is primary data, namely data collected for research, and data obtained directly from the field, namely the results of questionnaires, data obtained directly without going through intermediaries. While the secondary data in this study include data obtained from the internet regarding the phenomena that occur in the fashion business.

RESULT AND DISCUSSION

Test Instrument Data

Validity Test

A validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2011:52). The validity test was carried out by comparing the calculated r-value with the r-table value for the degree of freedom ($df = n-2$) with an alpha of 0.05. If the r count is greater than the r table and the value is positive, then the item or question is said to be valid. The basis for making decisions to test the validity of the indicators are:

- a) If the r-count is positive and $r \text{ count} > r \text{ table}$, then the item or variable is valid.
- b) If the r-count is not positive and $r \text{ count} < r \text{ table}$ then the item or variable is invalid, (Ghozali, 2011: 53).

The validity test result showed that r-counted r-table for marketing strategy variable is 0.196 whereas r-counted is range from 0.754 to 0.887, it means r-counted is bigger than r-table so they are valid. Another variable is product characteristics with r-counted is range from 0.467 to 0.682, it means they are bigger than r-table that is 0.196. It means they are valid. For the third variable, brand. It has r-counted range from 0.516 to 0.783. It means that they are bigger than r-table, 0.196, so they are valid. The last variable is selling with r-counted range from 0.498 to 0.813 so they are higher than r-table that is 0.196. It means they are valid. It is known that all the questions used to regulate the variables used in this study have a correlation coefficient greater than ($r \text{ table} = 0.196$, r table value for $n = 98$) so all indicators are valid.

2) Reliability Test

A reliability test is a tool to measure a questionnaire which is an indicator of a variable (Ghozali, 2011:47). A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. The reliability measurement that will be used in this study is the Statistical Package For Social Science (SPSS 24.0) analysis tool, namely the Cronbach Alpha statistical test. A variable is declared reliable if the Cronbach Alpha value > 0.60 . The basis for making reliability test decisions:

- a) $\text{Alpha} > r \text{ table}$, it means consistent
- b) $\text{Alpha} < r \text{ table}$, meaning inconsistent

Reliability testing will be carried out by independent variables, namely Marketing Strategy (X1), Product Characteristics (X2), Brand (X3), and the dependent variable, namely Sales (Y) as follows:

- a) Marketing Strategy (X1)

Reliability testing in this study will show whether or not the Marketing Strategy variable (X1) is consistent or not as follows:

Table 1 Marketing Strategy Variable Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.942	10

Source: SPSS system 24.0

Product Characteristics (X2)

Reliability testing in this study will show whether or not the Product Characteristics variable (X2) is consistent as follows:

Table 2 Product Characteristics Variable Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.819	10

Source : SPSS system 24.0

Based on the results of the reliability test above, the alpha value is $0.819 > r$ table 0.196 and with a Cronbach alpha value scale > 0.60 . It was concluded that the research variables questionnaire items were said to be reliable or trustworthy.

b) Brand (X3)

Reliability testing in this study will show whether or not the Brand variable (X3) is consistent or not as follows:

Table 3 Brand Variable Reliability Test Results (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.849	10

Source : SPSS system 24.0

Based on the results of the reliability test, the alpha value was $0.849 > r$ table 0.196 and with the Cronbach alpha value scale > 0.60 . It was concluded that the research variables questionnaire items were said to be reliable or trustworthy.

c) Sales (Y)

Reliability testing in this study will show whether or not the Sales variable (Y) is consistent or not as follows:

Table 4 Sales Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.876	10

Source: Spss system 24.0

Based on the results of the reliability test, the alpha value was $0.876 > r$ -table 0.196 and with the Cronbach alpha value scale > 0.60 . It was concluded that the research variables questionnaire items were said to be reliable or trustworthy.

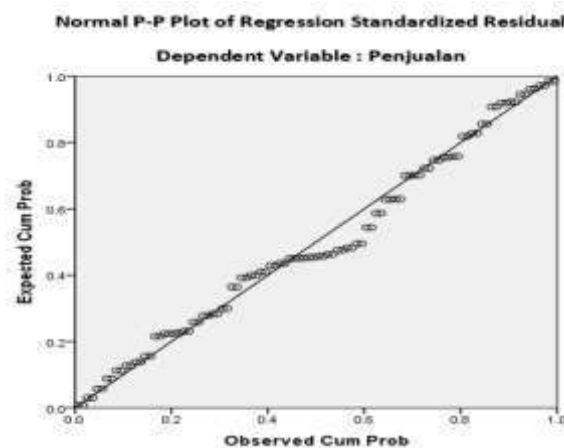
Classical Assumption Test

Normality Test

Graph analysis was used to test the normality of the data in the study. This method uses histogram graphs and probability plots. According to Ghazali (2016:156), the histogram graph is used to compare the

observation data with a distribution that is close to a normal distribution. Then the probability plot is used to compare the cumulative distribution of the actual data with the cumulative distribution and the normal distribution. Decision-making basis:

- a) The data is said to be normally distributed, if the data spread around the diagonal line and follows the direction of the diagonal line.
- b) On the other hand, the data is said to be not normally distributed, if the data or points spread far from the direction of the line or do not follow the diagonal.



Source : SPSS system 24.0

Figure 2 Probability Plot Test Results

Based on figure 2, the results of the normality test above, it can be seen that the points always follow and approach the diagonal line. Therefore, it can be concluded that the residual value is normally distributed so that the requirements for normality of the residual value for regression analysis can be fulfilled.

2) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship between independent variables in the regression model. The prerequisite that must be met in the regression model is the absence of multicollinearity. The basis for making decisions on the results of the classical multicollinearity assumption test:

- a) Based on the tolerance value
 - i. Tolerance > 0.10 means that there is no multicollinearity
 - ii. Tolerance < 0.10 means that there is multicollinearity
- b) Based on VIF. value
 - i. VIF value < 10.00 means that there is no multicollinearity
 - ii. VIF value > 10.00 means that there is multicollinearity

Table 5 Multicollinearity Classical Assumption Test Results
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	21.09						
		2	2.369		8.901	.000		
	Marketing Strategy	.152	.043	.302	3.526	.001	.752	1.329
	Product Characteristics	.177	.061	.253	2.917	.004	.733	1.365
	Brand	.213	.060	.312	3.566	.001	.720	1.389

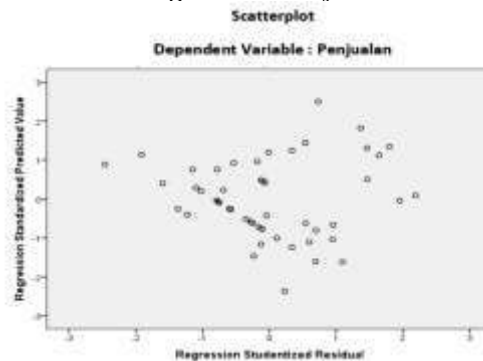
a. Dependent Variable: Penjualan

Based on the results of table 5 the tolerance value for the Marketing Strategy variable (X1) is $0.752 > 0.10$, the tolerance value for the Product Characteristics variable (X2) is $0.733 > 0.10$, and the brand variable tolerance value (X3) is $0.720 > 0.10$. This means that there is no multicollinearity. Then the

results of the VIF value, the value of the Marketing Strategy variable (X1) is $1.329 < 10.00$, the value of the Product Characteristics variable (X2) is $1.365 < 10.00$ and the value of the Brand variable (X3) is $1.389 < 10.00$. This means that there is no multicollinearity.

3) Heteroscedasticity Test

The Heteroscedasticity test is part of the classical assumption test in the regression model. Where one of the requirements that must be met in a good regression model is that there are no symptoms of heteroscedasticity. Meanwhile, if there are symptoms or problems with heteroscedasticity, this will result in doubt (inaccuracy) in the results of the regression analysis carried out.



Sumber : SPSS system 24.0

Figure 3 Scatterplot Pattern Test Results

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of the independent variable (X) and the dependent variable (Y), where X is (X1: marketing strategy, X2: product characteristics, X3: brand) and (Y is sales). By using SPSS version 24, the results of multiple linear regression are as follows:

Table 6 Multiple Linear Regression Analysis\
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.092	2.369		8.901	.000
Marketing Strategy	.152	.043	.302	3.526	.001
Product Characteristics	.177	.061	.253	2.917	.004
Brand	.213	.060	.312	3.566	.001

a. Dependent Variable: Selling
Sumber : Spss system 24.0

The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 21,092 + 0,152 X_1 + 0,177 X_2 + 0,213 X_3$$

Based on the equation formed above, the interpretation can be explained as follows:

- 1) Constant = 21,092 means that if the marketing strategy variable (X1), product characteristics (X2), brand (X3) are constant (0 = does not affect), then sales (Y) are 21,092 units.
- 2) B1 = 0.152 means that if the marketing strategy variable (X1) increases by 1 unit, then sales (Y) is 0.152 units.
- 3) B2 = 0.177, meaning that if the product characteristics (X2) increase by 1 unit, then sales (Y) are 0.177 units.
- 4) B3 = 0.213 means that if the sales variable (Y) increases by 1 unit, then sales satisfaction (Y) is 0.213 units.

The formula also shows that if the marketing strategy, product characteristics, and brand are increased by one unit it will increase sales by 15.2% (0.152) in the marketing strategy variable 17.7% (0.177) in the product characteristics variable and 21.3% (0.213) in the marketing strategy variable. sales variable. From the table above, it is said that if there are variables of marketing strategy, product characteristics, and brand, sales will increase and have a positive influence.

Hypothesis Testing

1) Coefficient of Determination (R²)

Calculation of correlation in the form of the degree or depth of functional relationships that explain the relationship between variables, expressed by the so-called correlation coefficient which is often symbolized by r.

Table 7 Coefficient of Determination Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 ^a	.470	.454	2.603

a. Predictors: (Constant), Marketing Strategy, Product Characteristics, Brand

b. Dependent Variable: Selling

Based on table 7, it is known that the coefficient of determination (Adjusted R square) is 0.454 which is equal to 45.4%. This figure means that marketing strategies, product characteristics and brands affect sales by 45.4%. While the remaining 54.6% is influenced by other variables outside this regression model such as tastes, income levels and so on.

2) Simultaneous Test (F Test)

The F test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2011: 98). In this study, simultaneous hypothesis testing is intended to measure the influence of Marketing Strategy (X₁), Product Characteristics (X₂), Brand (X₃) on Sales (Y) together. This test is carried out simultaneously, namely to determine whether the hypothesis is accepted or rejected, hypothesis testing is carried out to determine whether the variables of marketing strategy, product characteristics and brands tested affect sales. If the significance level is below 0.05 then H₀ is rejected and H_a is accepted. Then hypothesis testing was carried out using the SPSS Version 24 application program.

Tabel 8 Simultaneous test / F Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	577.512	3	192.504	28.408	.000 ^b
	Residual	650.528	96	6.776		
	Total	1228.040	99			

a. Dependent Variable: Penjualan

b. Predictors: (Constant), Strategi pemasaran, karakteristik produk, merek

Sumber : SPSS system 24.0

Based on table 8, the calculated F value is 28.408 > F table 2.70 and the sig value. 0.000 < 0.05 means that the independent variable price X₁, brand X₂, and product specifications X₃ affect the sales variable Y. Based on the calculated F value, F table and sig. consistent results are obtained.

Partial Test

Partial Test (t) is used to determine whether independent variables (marketing strategy, product characteristics, brand) partially influence the dependent variable (consumer decisions).

Table 9 Partial Significant Test Results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.092	2.369		8.901	.000
Marketing Strategy	.152	.043	.302	3.526	.001
Product Characteristics	.177	.061	.253	2.917	.004
Brand	.213	.060	.312	3.566	.001

b. Dependent Variable: Selling

Sumber : SPSS system 24.0

Table 9 shows the results of the t test where the significant value of all variables (marketing strategy, product characteristics, brand) has a value of 0.000, 0.001, 0.004, and 0.001 so it can be concluded that marketing strategy, product characteristics, brand have effect positively and significantly on consumer decisions.

CONCLUSION

The conclusion that can be drawn based on the results of data analysis on marketing strategies, product characteristics, and brands on the sale of ZARA products. The value of t calculated price (X1) is $3.526 > 1.984$, the t table value and the significance value is $0.001 < 0.05$. So it can be concluded that H01 is rejected and Ha1 is accepted, which means that marketing strategy (X1) has a significant effect on sales. The calculated t value is $2.917 > 1.984$, the t table value and a significance value of $0.004 < 0.05$. So it can be concluded that H02 is rejected and Ha3 is accepted, which means that product characteristics (X2) have a significant effect on sales. The calculated t value is $3.566 > 1.984$, and the t table value and the significance value is $0.001 < 0.05$. So it can be concluded that H03 is rejected and Ha3 is accepted, which means that the brand (X2) has a significant effect on sales decisions. The calculated F value is $28.408 > F$ table 2.70 and the sig value is obtained. $0.000 < 0.05$ means that the independent variable price, brand, and product specifications X3 affect the sales variable Y. Based on the calculated F value, F table, and sig. consistent results are obtained

Suggestion

Based on the matrix analysis that has been carried out on ZARA fashion products, the strategies that can be suggested by the author are: Carry out better marketing activities to increase market share which is increasingly being eroded by the intense level of competition and the pandemic that hit. This can be done by making online stores more attractive and making it easier for consumers to make purchases and transactions. ZARA must also be able to improve its marketing strategy through social media and mass media. ZARA continues to innovate and improve in every new product launch and continues to maintain the quality that has been given previously. ZARA needs to maintain consistency with the "Fast Fashion" image because the fast fashion strategy and product variations strongly support product sales.

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