THE INFLUENCE OF ADVERTISING VIEWS, ADVERTISING ATTRACTIVENESS, AND ADVERTISING POWER ON CAR PURCHASE DECISIONS IN THE COMMUNITY OF BANDAR LAMPUNG CITY

Check for updates

[1*]Febriansyah, [2]Berlintina Permatasari

[1,2]Management Study Program, Faculty of Economics and Business,
Teknokrat University of Indonesia - Indonesia

e-mail:
[1*]febriansyah0829@gmail.com (corresponding author)
[2]berlintina.permatasari15@gmail.com

ABSTRACT

This study examines the influence of advertising exposure, advertising attractiveness, and advertising strength on consumers' purchasing decisions. Drawing on advertising and consumer behavior perspectives, the research investigates how different dimensions of advertising effectiveness shape decision-making processes. The independent variables comprise advertising exposure, advertising attractiveness, and advertising strength, while purchasing decision serves as the dependent variable. Using a quantitative approach, data were collected through structured questionnaires administered to 400 respondents selected through probability sampling. The data were analyzed using multiple linear regression to assess both the individual and simultaneous effects of the proposed predictors on purchasing decisions. The findings indicate that advertising exposure, advertising attractiveness, and advertising strength each exert a significant positive influence on purchasing decisions. Furthermore, the three dimensions collectively contribute substantially to explaining variations in consumer purchasing behavior. These results highlight the importance of designing advertisements that are not only visible but also appealing and persuasive in order to enhance their impact on consumer decisions. The study contributes to the advertising literature by providing empirical evidence on the multidimensional role of advertising effectiveness in shaping purchasing behavior within a local urban context. However, as the research was conducted in Bandar Lampung City, the generalizability of the findings may be limited. Future research is encouraged to incorporate additional explanatory variables and extend the investigation to different geographical settings to strengthen the robustness and applicability of the results.

Keywords: Ad Views; Ad Appeal; Ad Strength; Purchase Decision

INTRODUCTION

Along with the development of the times and technology, competition in the automotive world, especially cars, is currently very tight (Azhari, 2019). The rapid development of the times and technology has led to free trade. Therefore, many car manufacturers from various brands compete to attract consumers. One effort that can be made is through marketing using advertising media that can attract consumers' attention (Azhari, 2019). Currently, the competition in the automotive industry in Indonesia, especially in Lampung Province, is getting tighter, as indicated by the large number of car users in Lampung. This makes automotive companies release the latest products in their respective classes with their advantages and disadvantages. The projection of car vehicle units in Lampung Province in 2023 can be seen in the following table:

Table 1
Projection of Car Vehicle Units in Lampung Province in 2023

Type	Car Vehicle Unit Projection
Passenger/Private Car	322.598 Unit
Bus Car	3.311 Unit
Load Car	190.051 Unit
Special Vehicles	2.413 Unit

Source : www.kupastuntas.com, 2023

From Table 1, it can be seen that the largest number of cars owned are passenger/private cars of 322,598 units, then cargo cars of 190,051 units, buses of 3,311 units and special vehicles of 2,413 units. This research was conducted in Bandar Lampung City because it has the highest number of cars in Lampung Province, which is 222,958. Sales of these cars continue to increase every year. Consumer purchasing interest is highly dependent on the choice of several brands, then consumers will make a purchase by choosing the alternative they like the most and then deciding to purchase goods or services based on various considerations (Fajria, 2017).

According to Kotler & Armstrong (2016) who defines that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires. Decision making is an action taken to overcome problems that occur and must be faced or steps taken to achieve goals by combining knowledge to evaluate two or more other ways of attitude and determining one of them, which consists of input, process, and output (Kotler & Armstrong, 2016). Some factors that can influence purchasing decisions are advertising views, fish appeal, and advertising strength (Kotler & Armstrong, 2016).

According to Kertamukti (2015), the view of advertising or visibility is the extent to which popularity is attached to a celebrity representing a product. The process mechanism is related to visibility, namely when a brand ambassador is recognized as having a high visibility element, it is expected that this can be seen from the brand ambassador's attention in marketing, so that the brand being sold is also seen or recognized by consumers (Kertamukti, 2015).

Furthermore, the appeal of advertising is the ability of advertising to attract the attention of the target market (Rita & Saliman, 2001). This appeal can be categorized into two components, namely the physical attractiveness of the idol star of the advertisement and the appeal of the suitability of the product being advertised (Setiawan et al., 2024). One way to choose similarities with someone desired by the target user of the brand, at

least the celebrity must reflect the personality of a person from the brand he wants to build through advertising (Royan, 2004).

In addition to the appeal of advertising, the next factor that can influence purchasing decisions is the power of advertising (Sukmawati & Suyono, 2005). Advertising power is the power of idol stars that can cause certain influences (Sukmawati & Suyono, 2005). Celebrities used in advertising must have the power to order the target audience to buy. Therefore, advertising power can only be effective if used when the target object is a person who wants to buy a brand (Royan, 2004). Based on the description of the background that has been explained, this study aims to determine "The Influence of Advertising Views, Advertising Attraction, and Advertising Power on Car Purchasing Decisions in the Bandar Lampung City Community".

LITERATURE REVIEW
Advertisement Views
According to Kertamukti (2015), visibility is the extent to which popularity is attached to a celebrity representing a product. The process mechanism related to visibility is when a brand ambassador is recognized as having a high visibility element, it is expected that this can be seen from the brand ambassador's attention in marketing, so that the brand being sold is also seen or recognized by consumers (Kertamukti, 2015).

Advertising Attraction
Advertisement Attraction is a characteristic possessed by a person that can arouse a sense of self-interest (Sukmawati & Suyono, 2005). This attraction can be categorized into two components, namely the physical attractiveness of the idol star of the advertisement and the attractiveness of the suitability of the product being advertised (Setiawan, Yateno, & Ratmono, 2024). Important factors of this variable are likeability and similarity. Likeability is the level of audience liking, including attractive personality traits (intellectual skills, lifestyle characteristics, and certain skills), and the trustworthiness of the idol star of the advertisement. While similarity is the level of similarity with someone desired by product users who are more focused on the target market, namely how consumers perceive that their idol star uses the product advertised by the idol star (Royan, 2004).

The Power of Advertising
The power of advertising is the power of idol stars that can cause certain influences (Sukmawati & Suyono, 2005). Celebrities used in advertising must have the power to order the target audience to buy. Therefore, advertising power can only be effective if used when the target object is a person who wants to buy the brand (Royan, 2004).

Buying Decision
Purchasing Decision is a stage of consumer evaluation of a preference or choice so as to form an intention to buy a product or service (Kotler, 2018). According to Alma (2013) that a purchasing decision is a consumer decision that is influenced by several external and internal factors of a person so as to form an attitude in consumers to process all information and draw conclusions in the form of responses about what products will be purchased.

METHOD
The type of research used in this study is quantitative research. The sampling technique that will be used in determining the number of samples is probability sampling with the

random sampling method using the Slovin formula to calculate the number of samples to be used (Sugiyono, 2017). This study uses primary data. From the calculation of the sample using the Slovin formula, a sample of 399.3 was obtained or rounded up to 400. In this study, there are several requirements to become a respondent, namely:

1. Respondents who own various brands of cars in Indonesia.
2. Respondents are people living in the city of Bandar Lampung.

The measurement scale used in this study is the Likert scale. The data analysis technique uses multiple linear regression (Sugiyono, 2017).

RESULTS AND DISCUSSION
Validity Test
According to Sugiyono (2018), the validity test is used to measure whether a questionnaire in a study is valid or not. A validity test is conducted by comparing the total score with a significance level of 5% (0.05). If the significance value is greater than the alpha value, the questionnaire item is considered valid (Sugiyono, 2018). The validity test is applied to each questionnaire item to determine whether the questions are capable of measuring the research object. The criteria are as follows:

1. If r-count > r-table, the question item is valid.
2. If r-count < r-table, the question item is not valid.

Based on the tests that have been conducted, the results of the data validity test can be seen in the following table:

Table 2
Validity Test Results

	Variables	r count	r table	Information
Advertisement Views (X1)	X1.1	0,927	0,0981	Valid
	X1.2	0,886	0,0981	Valid
	X1.3	0,908	0,0981	Valid
	X1.4	0,894	0,0981	Valid

Source: SPSS 30 results (data processed), 2025

	Variables	r count	r table	Information
Advertising Appeal (X2)	X2.1	0,900	0,0981	Valid
	X2.2	0,913	0,0981	Valid
	X2.3	0,897	0,0981	Valid

Source: SPSS 30 results (data processed), 2025

	Variables	r count	r table	Information
Advertising Power (X3)	X3.1	0,889	0,0981	Valid
	X3.2	0,937	0,0981	Valid
	X3.3	0,931	0,0981	Valid

Source: SPSS 30 results (data processed), 2025

Variables		r count	r table	Information
Purchase Decision (Y)	Y.1	0,835	0,0981	Valid
	Y.2	0,862	0,0981	Valid
	Y.3	0,864	0,0981	Valid
	Y.4	0,802	0,0981	Valid
	Y.5	0,776	0,0981	Valid

Source: SPSS 30 results (data processed), 2025

From the data in the table 2, it shows that the calculated r value is > r table. So it can be concluded that the indicators for each variable are valid.

Reliability Test

Reliability aims to determine whether the measurement results remain consistent when conducted two or more times on phenomena with similar characteristics using the same measuring instrument. In this study, the Cronbach's Alpha technique was used. Cronbach's Alpha is applied to assess whether the instrument used is reliable, particularly when the respondents' answers are in the form of a scale, such as in attitude research. An instrument is considered reliable if the reliability coefficient is greater than 0.7. The reliability test in this study was carried out by examining the overall Cronbach's Alpha for all questionnaire items (Sugiyono, 2018). The results of the reliability test are presented in the following table:

Table 3
Reliability Test Results

Variables	Cronbach Alpha	Value	Information
Advertisement Views (X1)	0,925	0,70	Reliable
Advertising Appeal (X2)	0,886	0,70	Reliable
Advertising Power (X3)	0,908	0,70	Reliable
Purchase Decision (Y)	0,882	0,70	Reliable

Source: SPSS 30 results (data processed), 2025

Based on the test on the reliability test table 3, it is known that all variables have a Cronbach Alpha greater than 0.60. So the indicators of the variables of advertising views, advertising appeal, advertising strength, and purchasing decisions are declared reliable to be used as a measuring tool for variables.

Multiple Linear Regression Analysis

According to Sugiyono (2018), this technique is used for one dependent variable and several independent variables. The purpose of using this method is to predict or estimate the value of the dependent variable influenced by the independent variables. In this study, it is applied to determine whether there is an effect of advertisement visibility, advertisement attractiveness, and advertisement power on the purchase decision of cars among the residents of Bandar Lampung City. The general equation of multiple linear regression is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Description:
- Y = Dependent Variable (Purchase Decision)
- a = Constant value
- $\beta_1, \beta_2, \beta_3$ = Regression coefficients 1, 2, and 3
- X_1 = Advertisement Visibility
- X_2 = Advertisement Attractiveness
- X_3 = Advertisement Power
- ε = Error term

The results of the multiple linear regression analysis are presented in the following table:

Table 4
Results of Multiple Linear Regression Analysis Test

Coefficients					
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1 (Constant)	0,792	0,104		7,622	0,001
X1	0,120	0,043	0,121	2,8	0,005
X2	0,637	0,042	0,552	15,235	0,001
X3	0,305	0,043	0,289	7,054	0,001

Source: SPSS 30 results (data processed), 2025

It can be seen from the table 4 that the multiple linear regression equation in this study is as follows:

$$Y = 0{,}792 + 0{,}120X_1 + 0{,}637X_2 + 0{,}305X_3 + e$$

Partial Test (T-Test)
According to Ghozali (2016), the partial test is used to determine the effect of each independent variable on the dependent variable. In this study, the t-test was applied with a significance level of 5%. The criteria are as follows:
1. If the significance value < 0.05 and t-count > t-table, it indicates a significant effect of the independent variable on the dependent variable.
2. If the significance value > 0.05 and t-count < t-table, it indicates no significant effect of the independent variable on the dependent variable.

The results of the partial test are presented in the following table:

Table 5
Partial Test Results (T-Test)

Coefficients					
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1 (Constant)	0,792	0,104		7,622	0,001
X1	0,120	0,043	0,121	2,8	0,005
X2	0,637	0,042	0,552	15,235	0,001
X3	0,305	0,043	0,289	7,054	0,001

Source: SPSS 30 results (data processed), 2025

Based on the table 5, it can be explained that the test results show that the advertisement view variable (X1) has a significant value of 0.005 <0.05, thus H1 is accepted. This shows that partially the advertisement view has a significant effect on purchasing decisions. The advertising appeal variable (X2) has a significant value of 0.001 < 0.05, thus H2 is accepted. This shows that partially advertising appeal has a significant effect on purchasing decisions. The advertising strength variable (X3) has a significant value of 0.001 <0.05, thus H3 is accepted. This shows that partially advertising strength has a significant effect on purchasing decisions.

Simultaneous Test (F-Test)

According to Ghozali (2016), in this simultaneous test, it can be determined whether all independent variables in the regression model collectively have an effect on the dependent variable. The hypothesis is accepted or rejected by comparing the significance level of 0.05. The explanation is as follows:

1. If the significance value < 0.05 and F-count > F-table, the independent variables have a significant effect on the dependent variable.
2. If the significance value > 0.05 and F-count < F-table, the independent variables do not have a significant effect on the dependent variable.

The results of the simultaneous test are presented in the following table:

Table 6
Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig
	ANOVA					
1	Regression	49,152	3	16,384	488,423	0,001
	Residual	13,284	396	0,034		
	Total	62,436	399			

Source: SPSS 30 results (data processed), 2025

Based on the table 6, the results of the significant F are 0.001 < 0.05, meaning that H4 is accepted, the variables of advertising views, advertising appeal, and advertising strength simultaneously have a significant effect on the purchasing decision variable.

Coefficient of Determination

According to Ghozali (2016), the coefficient of determination test aims to measure the extent to which the independent variables (online customer review, online customer rating, and consumer trust) can explain the dependent variable (purchase decision), both partially and simultaneously. The value of the coefficient of determination ranges from 0 to 1. A small R value indicates that the ability of the independent variables to explain the variation in the dependent variable is very limited. However, if the value approaches 1, the independent variables provide almost all the information needed to predict the variation in the dependent variable. The results of the coefficient of determination test are presented in the following table:

Table 7
Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,887	0,787	0,786	0,18315

Source: SPSS 30 results (data processed), 2025

Based on the results of the determination coefficient test in the table 7, the value of R square in the regression model is obtained at 0.786. This shows that the independent variables used in this study can explain the variation of purchasing decisions by 78.6%, while the remaining 21.4% is influenced by other factors not included in this regression model.

Advertisement Visibility has a positive and significant effect on car purchase decisions among the residents of Bandar Lampung City.
According to Kertamukti (2015), visibility is the extent to which popularity is attached to a celebrity representing a product. The process mechanism related to visibility is when a brand ambassador is recognized as having a high visibility element, it is expected that this can be seen from the brand ambassador's attention in marketing, so that the brand being sold is also seen or recognized by consumers (Kertamukti, 2015). The explanation above is consistent with previous research conducted by Artha (2021), which stated that visibility has a positive and significant effect on purchase decisions.

Advertisement Attractiveness has a positive and significant effect on car purchase decisions among the residents of Bandar Lampung City.
Advertisement Attraction is a characteristic possessed by a person that can arouse a sense of self-interest (Sukmawati & Suyono, 2005). This attraction can be categorized into two components, namely the physical attractiveness of the idol star of the advertisement and the attractiveness of the suitability of the product being advertised (Setiawan, Yateno, & Ratmono, 2024). Important factors of this variable are likeability and similarity. Likeability is the level of audience liking, including attractive personality traits (intellectual skills, lifestyle characteristics, and certain skills), and the trustworthiness of the idol star of the advertisement. While similarity is the level of similarity with someone desired by product users who are more focused on the target market, namely how consumers perceive that their idol star uses the product advertised by the idol star (Royan, 2004). The explanation above is in line with the findings of Hargiyanto (2017), who found that advertisement attractiveness has a positive and significant effect on purchase decisions.

Advertisement Power has a positive and significant effect on car purchase decisions among the residents of Bandar Lampung City.
The power of advertising is the power of idol stars that can cause certain influences (Sukmawati & Suyono, 2005). Celebrities used in advertising must have the power to order the target audience to buy. Therefore, advertising power can only be effective if used when the target object is a person who wants to buy the brand (Royan, 2004). The explanation above is consistent with the research conducted by Apriliani (2023), which stated that advertisement power has a significant effect on purchase decisions.

CONCLUSION AND SUGGESTION

Based on the explanation above, it can be concluded that the results of the hypothesis testing indicate that all independent variables have a significant effect on purchasing decisions. The advertisement visibility variable (X1) shows a significance value of 0.005 < 0.05, meaning that H1 is accepted. This indicates that advertisement visibility partially has a significant effect on purchasing decisions. When consumers perceive that the person featured in the advertisement is popular, attention-grabbing, and easy to remember, it increases the likelihood of making a purchase decision. Conversely, if the popularity level of the person in the advertisement is low and the advertisement is less attractive or difficult to understand, consumers tend to ignore it, which may reduce their interest in the product or service and ultimately influence their purchasing decisions.

Furthermore, the advertising attractiveness variable (X2) has a significance value of 0.001 < 0.05, indicating that H2 is accepted. This shows that advertising attractiveness partially has a significant effect on purchasing decisions. The greater the consumer's interest in the advertisement displayed, the stronger the influence on their decision to make a purchase.

Similarly, the advertising power variable (X3) has a significance value of 0.001 < 0.05, meaning that H3 is accepted. This finding demonstrates that advertising power partially has a significant effect on purchasing decisions. Products with strong advertising power tend to be more easily accepted, purchased, and consumed by consumers, thereby reinforcing consumer confidence in the product.

Finally, the simultaneous test results show a significance value of 0.001 < 0.05, indicating that H4 is accepted. This means that advertisement visibility, advertising attractiveness, and advertising power simultaneously have a significant effect on purchasing decisions.

Based on the results of the study that has been conducted, several recommendations can be proposed. For the research object, in this case car dealers, it is recommended to pay greater attention to the advertising strategies employed, particularly in terms of advertisement visibility, advertisement attractiveness, and advertisement power. Car dealers should consider using advertising figures or endorsers who have high popularity and credibility in order to attract attention and make the brand easier for consumers to remember. In addition, advertising concepts should be designed in a creative, informative, and emotionally appealing manner to build consumer interest and strengthen positive perceptions of the product. The use of appropriate promotional media, including social media and other digital platforms, should also be optimized to ensure that advertising messages are delivered effectively and are able to enhance consumers' purchase decisions.

For future researchers, it is recommended to expand this study by incorporating additional variables that may also influence purchase decisions. Important variables to be examined include price, product quality, brand image, and consumer trust. These variables are important because, in practice, purchase decisions are not solely influenced by advertising factors but also by rational considerations such as price and product quality, as well as psychological factors such as trust and brand perception. By including these additional variables, future research is expected to provide a more comprehensive understanding of the factors influencing car purchase decisions.

REFERENCES

Ad-Durunnafis, A. Q., & Firdaus, T. R. (2023). Analisis Pengaruh Brand Image Dan Celebrity Endorsment Terhadap Keputusan Pembelian Kendaraan Sepeda Motor

Merek Honda Pada Cv. Cempaka Motor Kiliraan Jao Kabupaten Sijunjung. *Matua Jurnal*, *5*(1), 1-14.

Alfian, B. (2012). Pengaruh Citra Merek (Brand Image) Terhadap Pengambilan Keputusan Pembelian Mobil Toyota Kijang Inova Pada PT. Hadji Kalla Cabang Polman Makasar. *Skripsi. Universitas Hasanuddin.*

Alma, B. (2013). *Manajemen Pemasaran Dan Pemasaran Jasa*. Bandung: Alfabeta.

Apriliani, U. (2023). Analisis Pengaruh Visibility, Credibility, Attractiveness, Power Terhadap Keputusan Pembelian Produk Ms Glow Skincare.

Ariani, Y. P. (2010). Analisis Pengaruh Pandangan Iklan, Kredibilitas Iklan, Daya Tarik Iklan Dan Kekuatan Iklan Terhadap Minat Beli. *Jurnal Strategi Pemasaran,* 1(3), 1-14.

Artha, Y., Surbakti, E. Y., & Tambunan, S. R. (2021). Pengaruh Celebrity Endorser Terhadap Keputusan Pembelian Pada Toko Online Shopee. Prosiding Konferensi Nasional Social & Engineering Polmed (KONSEP), 2(1), 657-664.

Ayuningtiyas, K., & Gunawan, H. (2018). Pengaruh Kepercayaan, Kemudahan Dan Kualitas Informasi Terhadap Keputusan Pembelian Daring Di Aplikasi Bukalapak Pada Mahasiswa Politeknik Negeri Batam. *Journal Of Applied Business Administration,* 2(1), 152–165.

Azhari, M. R. (2019). *Pengaruh bauran promosi terhadap keputusan pembelian mobil (low cost green car) merek Toyota Agya di Bandar Lampung* (Skripsi). Universitas Lampung.

Bambang & Riyanto. (2008). *Dasar-Dasar Pembelanjaan Perusahaan. Edisi Keempat. Cetakan Kedelapan.* Yayasan Penerbit Gajah Mada. Yogyakarta

Chofiyatun, S. N. (2021). Pengaruh Daya Tarik Iklan Dan Brand Ambassador Terhadap Minat Beli Melalui Brand Image Sebagai Variabel Intervening (Studi Pada Mahasiswa STIE Putra Bangsa Kebumen). *Doctoral Dissertation, Universitas Putra Bangsa*.

Darmawan, R. (2020). Pengaruh Celebrity Endorsement terhadap Pembelian Produk Mie Sedap Korean Spicy Chicken pada Mahasiswa Fakultas Ekonomi Bisnis Universitas Muhammadiyah Surakarta Angkatan Tahun 2016/2017. *Doctoral dissertation, Universitas Muhammadiyah Surakarta*.

Fajria, R. (2017). Peran Iklan Melalui Radio Terhadap Kunjungan Dan Kegemaran Membaca Di Perpustakaan Umum Daerah Kabupaten Lima Puluh Kota. *Media Pustakawan*, 24(1), 60-65.

Ghozali. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.

Hargiyanto, F. (2017). Pengaruh Visibility, Credibility, Attractiveness dan Power Celebrity Endorser terhadap Keputusan Pembelian (Studi pada Iklan Indomie Goreng Versi Al Ghazali sebagai Celebrity Endorser). Doctoral dissertation, Manajemen-FE.

Kotler, P., & Armstrong. (2016). *Dasar-Dasar Pemasaran*. Jilid 1. Edisi Ke 9. Jakarta: Erlangga.

Kotler, P., & Armstrong, G (2018). *Principles Of Marketing Global Edition 17th Edition*. London: Pearson Education.

Kertamukti, R (2015). *Strategi Kreatif Dalam Periklanan: Konsep Pesan, Media, Branding, Anggaran.* Jakarta: PT Rajagrafindo Persada.

Rita, E., & Saliman, A. R. (2001). Periklanan Yang Efektif. *Jurnal Ekonomi Perusahaan* Vol.8 No.2, Juli.

Royan, F. M. (2004). *Marketing Selebrities*. Jakarta : PT Elex Media Komputindo.

Setiawan, W., Yateno, & Ratmono. (2024). Pengaruh pandangan iklan, kredibilitas iklan,

daya tarik iklan dan kekuatan iklan terhadap minat beli konsumen di CV. Ramayana Kota Metro. *Jurnal Manajemen Diversifikasi*, 4(4).

Sukmawati, A. & Suyono, J. (2005), "Analisis Pengaruh Karakteristik Bintang Idola Iklan (Celebrity Endorser) Terhadap Minat Beli Konsumen Sebuah Merek Multivitamin (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Sebelas Maret Surakarta)," *Fokus Manajerial Volume*

Sugiyono, (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: CV. Alfabeta

Sugiyono. (2018). *Metode Penelitian Kuantitatif. Bandung*: Alfabeta.