

Conference Paper

The Effect of Packaging and Price on the Chatime Drink Purchase Decision (Case Study in Tangerang Selatan)

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Abstract

This research was conducted to examine the effect of packaging and prices that influence the purchase decision of chatime drinks in South Tangerang. This study used a survey method by distributing questionnaires. The study population consisted of consumers from students in South Tangerang, while the number of samples was 96 respondents. Sample selection is done by using random sampling techniques. Data analysis techniques used in this study using SPSS 2.3 tools. The results of the study prove that packaging and prices influence the decision to purchase chatime drinks.

Keywords: chatime, packaging and price, influence of purchasing decisions

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1. Introduction

South Tangerang is one of the areas in the Banten Province which is also one of the buffer zones of the capital city of Jakarta which continues to grow rapidly. The conclusion is that the population growth rate occupies the top position in Banten Province at 3.28% in 2016, where the population density is 10.8 thousands per kilometer.

Density conditions, weather conditions and lifestyles have an impact on the need for beverage products that are quite high and this condition leads to the development of a more stable beverage business. From those who have brands to those who don't have a brand, they grow like mushrooms in the rainy season.

Chatime is one of the brands of beverages that also opens its business in the South Tangerang area in addition to other brands such as memorable coffee, Dum Dum, Teh Tong Tji, KOI, Kopi Tuku. The market that is available for business leaders is quite large. Business people strive to enter and dominate the existing market.

The outlets that have been opened by chatime entrepreneurs have been carried out in several areas in Indonesia besides in South Tangerang including Jakarta, Bandung, Semarang, Bali, Jogjakarta. With the target market for millennials, in addition to

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taste, packaging and price factors are factors that are considered by the millennium in determining buying decisions.

The place or packaging of the chatime product is one of the most important processes for serving drinks which in addition to being a place also need to consider convenience in carrying and placing in various places. This needs to be adjusted to the character of the millennium whose mobilization is quite large in carrying out its activities but wants to enjoy a drink that has a good image as well. Packaging today is also a marketing tool that will generate value from consumers who buy it. For producers who in this case are companies by making packaging that has value for consumers it is a concern for consumers to buy it. According to Kotler (2009) packaging is the activity of designing and producing containers or packaging of a product.

The price applied by the company will be a consideration in deciding purchases by consumers. Pricing other than packaging from chatime products that targets consumers from the millennium needs to be seen from the set target market. According to Kotler and Armstrong (2013, p. 345) prices can be narrowly defined as the amount of money charged for a product or service. Thus the value that will be obtained by consumers of the money spent must be in accordance with the expectations of these consumers.

Formulation of Research Problems:

1. Are there packaging effects on the purchasing decision for Chatime drinks in South Tangerang?
2. Is there a price effect on the purchasing decision for Chatime drinks in South Tangerang?
3. Is there an effect of packaging and prices on the purchase of Chatime drinks in South Tangerang?

2. Literature Review

2.1. Definition of Marketing Management

According to Kotler and Keller (2013, p. 5) states that "marketing management is as art and the science of choosing target markets and reaching for, maintaining, and growing customers by creating, delivering, and communicating superior customer values".

2.2. Marketing Concept

The marketing concept is a concept with a focus on consumer needs, this philosophy focuses more on feeling and responding to what consumers need (Kotler and Armstrong, 2013, p. 10)

In marketing there are six concepts which are the basis for implementing marketing activities of an organization Kotler and Armstrong (2013, p. 15):

1. Production Concept

The production concept argues that consumers will like products that are available everywhere and are cheap. This concept is oriented towards production by mobilizing all efforts to achieve high product efficiency that is widely distributed.

2. Product Concept

This concept says that consumers will like products that offer the best quality, performance and characteristics. The task of management here is to make quality products because consumers are considered to like high-quality products in appearance with the best characteristics.

3. Concept of Sales

This concept argues that consumers are left alone, the organization must strive to carry out aggressive sales and promotions.

4. Marketing Concept

This concept says that the key to achieving organizational goals consists of determining the needs and desires of the target market and providing satisfaction that is expected to be more effective and efficient than competitors.

5. The Concept of Social Marketing

This concept argues that the task of the organization is to determine the needs, desires and interests of the target and provide the expected satisfaction in a more effective and efficient way than the competitors while preserving or improving the welfare of consumers and society.

6. Global Marketing Concepts

In this global concept, executive managers try to understand all environmental factors that influence marketing through sound strategic management.

2.3. Packaging

1. Definition of Packaging

Packaging in the Large Dictionary of Indonesian Language (2000: 537) means the results of packing / protecting protective merchandise. Packaging or packaging is a science, art and technology that aims to protect a product when it will be sent, stored or sold or it can also be a production process that aims to package. According to Widiatmoko (2007: 20) that essentially packaging is a human effort to collect something messy into a container and protect it from weather disruption.

2. Packaging Function

The Directorate General of Management and Marketing of Agricultural Products of the Ministry of Agriculture of the Republic of Indonesia (2012) informs in general that packaging functions are:

- (a) Protect and preserve the product
- (b) As a product identity
- (c) Increase efficiency
- (d) Price

1. Understanding Price

According to Kotler and Armstrong (2013, p. 345) prices can be narrowly defined as the amount of money charged for a product or service. Or it can be broadly defined as the amount of value exchanged by consumers for the benefit of owning and using a product or service that enables the company to obtain a reasonable profit by being paid for the value of the customer it creates.

2. Pricing Strategy

In pricing there are several strategies according to Kotler and Armstrong (2013, p. 10):

- 1) Determination of discount prices and price discounts,
- 2) Pricing is segmented,
- 3) psychological pricing,
- 4) Promotional pricing.
- 5) Geographic pricing,
- 6) Dynamic pricing.
- 7) International pricing.

3. Pricing Method

In setting prices each company has its own way. Each method of pricing is one of them to achieve company goals. And there are several methods in this pricing. According to Kotler and Armstrong (2013, p. 325) there are several methods that can be used to set a price, including:

1. Value-Based Pricing

Pricing based on value uses the perception of the value of the buyer, not from the seller's cost as the key to pricing. Pricing based on value means that marketers cannot design a product or marketing program and then set prices.

2. Cost-Based Pricing

Cost-based pricing involves the costs of producing, distributing and selling products along with a reasonable rate of return for business and risk.

3. Competitive Pricing (Competitionz-Based Pricing)

Pricing based on Competitors involves competitors' costs, strategies and products. Consumers will base

4. Pricing Objectives

The essence of pricing is getting as much profit as possible for companies. But from that Tjiptono (2012, p. 152) there are 5 objectives, namely:

5. The goal is profit oriented

The assumption of classical economic theory states that every company always chooses prices that can produce the highest profits,

6. Objectives are volume oriented

In addition to profit-oriented goals, there are also companies that set prices based on objectives that are oriented to a certain volume or commonly known as the pricing goal.

7. Objective oriented image

The image (image) of a company can be made through a pricing strategy. Companies can set high prices to create or maintain prestigious images.

8. The purpose of price stabilization

In markets where consumers are very sensitive to prices, if there are companies that reduce prices, those who have to reduce their prices.

9. Other goals

3. Metodologi Penelitian

3.1. Nature of Research

According to Sugiyono (2012: 2), the research method is basically a scientific way to obtain data with specific purposes and uses. The research method used in this study is a quantitative method. Named quantitative methods because the data in the study used numbers. Quantitative research measures quantitative data on object statistical data by answering a number of questions or survey statements in the form of questionnaires to determine the frequency level and percentage of responses of respondents.

3.2. Data Sources

1. Primary data

According to Ronny Kountur (2007: 182), primary data is data collected by researchers directly from the main source. This study used a questionnaire (questionnaire) to obtain primary data.

2. Secondary Data

Secondary data is taken from data obtained from the second source or secondary source from the data needed to reveal the data needed, related to the title of the research that will be used as a basis in solving the problems faced.

3.3. Data analysis technique

The analysis technique used to analyze the data obtained at the same time to test the hypothesis that has been proposed in this study is to use a Likert scale. To obtain data on the effect of packaging and prices on the purchasing decision of Chatime drinks. By giving a questionnaire or questionnaire consisting of questions or statements for variables X and Y variables and given to 96 consumers (respondents).

3.4. Variable definitions and operations Operational research

Variables that the authors do are packaging (X1) and price (X2) on consumer purchasing decisions (Y) as follows: Variable X1 in this study packaging according to (Kotler 2000: 418), that is

1. As a place

2. Attractive packaging
3. Can be protected
4. Practical

The variable X2 in this study, namely Price, according to Staton 2010 p. 24, namely:

1. Price affordability
2. Price compatibility with service benefits
3. Price competitiveness

Y Variable in this study, purchasing decisions, according to Alma (2005: 96), namely

1. Encouragement to Buy
2. Buying Motive
3. Buying Habits (Buying Habits)
4. Consumers and Buying Decisions

3.5. Data analysis method

1. Data Quality Test
 - (a) Validity test
 - (b) Reliability Test
2. Classic assumption test
 - (a) Multicollinearity Test
 - (b) Normality test
 - (c) Heteroscedasticity Test
 - (d) Analysis Method

1) Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether there is an influence of product diversity and product quality on purchasing decisions. The regression equation is as follows:

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

Information:

Y = Buying decision

A = Constant

b_1 = Packaging regression coefficient

b_2 = Price regression coefficient

e = Error

2) Analysis of the Determination Coefficient (R^2) Pengujian Hipotesis

a. T test (Partial)

b. Test F (Simultaneous Test)

According to Imam Ghozali (2011: 98), the F test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. Decision making is done based on a comparison of the calculated F value by looking at the level of significance, then comparing with the predetermined significance level (5% or 0.05). If the significance of F count is smaller than 0.05, then H_0 is rejected, which means that the independent variables simultaneously influence the dependent variable.

4. Discussion

4.1. Test Data Quality Instruments

a. Test Validity

Testing data to see the data obtained in accordance with the actual data or data in the field. And this test will determine whether the data tested is valid or not for further testing. Instrument can be said to be valid if the results of $r_{count} > r_{table}$ with a significance level below 0.05 or 5%. Amount of data (n) = 96 and obtained $df = 96 - 2 = 94$, then obtained $r_{table} 0,169$

The packaging validity test is all valid (see the corrected item total correlation column) because $r_{count} > r_{table} 0,169$

The price validity test is all valid (see the corrected item total correlation column) because $r_{count} > r_{table} 0,169$

Validity test All purchasing decisions are valid (see the corrected item total correlation column) because $r_{count} > r_{table} 0,169$

b. Test reliability

Reliability test is to see the conclusions of each respondent's answer. When the answers of each respondent are consistent, they can be said to be of good quality

TABLE 1: Variable X1 (Packaging).

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	84.54	93.102	.583	.748
P2	84.53	95.316	.465	.755
P3	84.56	91.228	.683	.741
P4	84.39	91.900	.669	.743
P5	84.76	88.547	.757	.733
P6	85.14	87.885	.682	.732
P7	84.83	90.482	.614	.740
P8	84.73	91.584	.643	.743
P9	84.88	88.657	.670	.735
P10	84.84	93.709	.440	.751
P11	84.55	91.953	.675	.743
TOTAL	44.37	24.980	1.000	.872

Data that is processed

TABLE 2: Variable X2 (price).

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	27.21	16.567	.694	.798
P2	27.27	15.842	.808	.776
P3	27.02	16.273	.826	.782
P4	26.93	16.616	.815	.789
TOTAL	15.49	5.284	1.000	.857

Data that is processed

data. And measuring the reliability of a data variable by looking at the results of the calculation of the spS, namely Cronbact Alpha. If the Cronbact Alpha value is > 0.6, the data can be said to be realistic

Cronbach's Alpha value is 0,762 > 0,60 so it is said to be reliable.

Cronbach's Alpha value is 0,826 > 0,60 so it is said to be reliable.

Cronbach's Alpha value is 0.769 > 0.60 so it is said to be reliable.

TABLE 3: Variable Y (purchase decision).

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	35.21	18.861	.708	.699
P2	34.47	24.862	.113	.799
P3	34.57	20.774	.598	.732
P4	34.45	20.545	.739	.717
P5	34.46	20.756	.731	.721
TOTAL	19.24	6.437	1.000	.704

Data that is processed

TABLE 4: Packaging Variables (X1)Reliability Statistics.

Cronbach's Alpha	N of Items
.762	12

Data that is processed

TABLE 5: Price Variable (X2).

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	5

Data that is processed olah

TABLE 6: Variable Purchase Decision (Y).

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	6

Data that is processed

4.2. Test of Classical Assumptions Uji Normalitas

Test the normality of this data testing data to see whether there is a normal distribution of independent variables to the dependent variable. To test the normality of the data on SPSS can be seen in the test results in the histogram, when the comparison of the two sides is balanced then the variable data is normally distributed. And the normality of a data can also be detected by looking at the p-plot, when there is a spread of data (dots) on the diagonal axis on the graph then the data can be said to be normal.

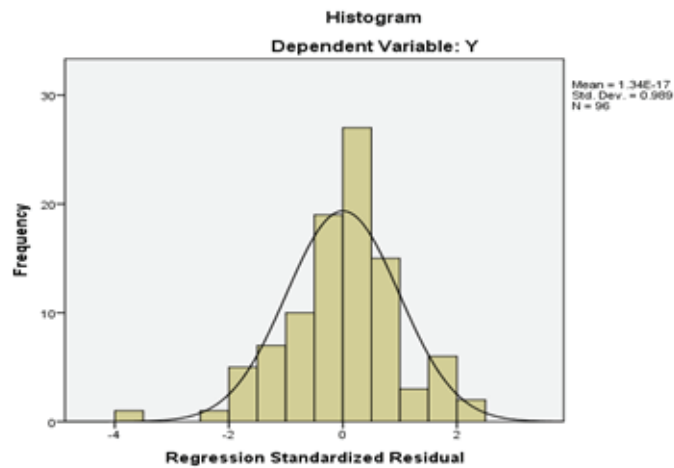
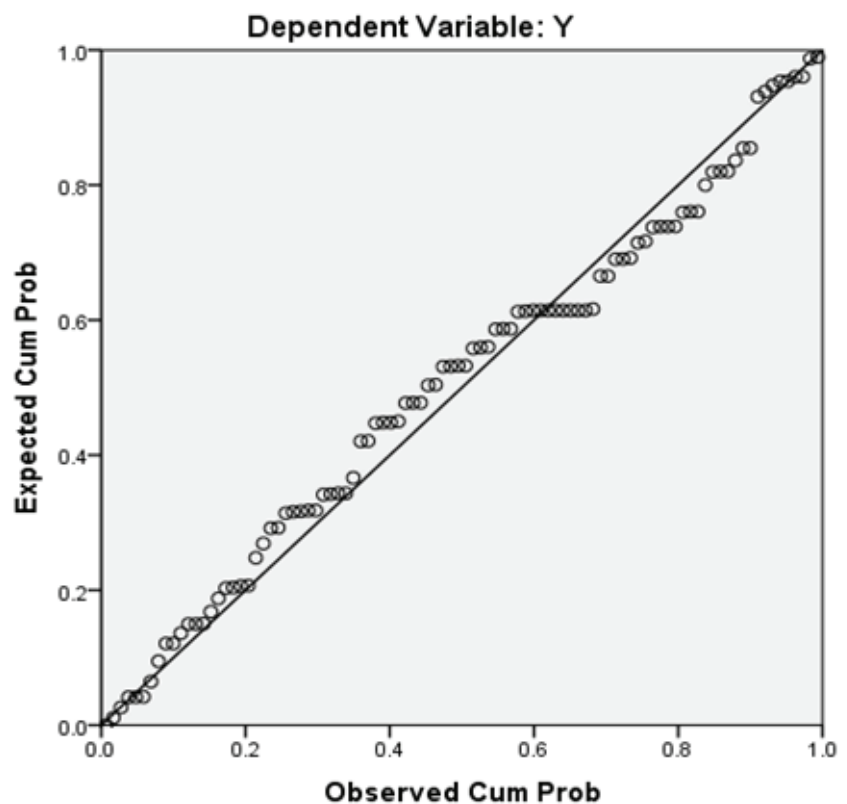


Figure 1: Normality Test Results.

Normal P-P Plot of Regression Standardized Residual



Based on Figure 1 shows that the data obtained by researchers is normal. Because the histogram compares the two sides balanced between diagonals. And because the results of the p-plot dots spread between diagonals.

b. Multicollinearity Test

Multicollinearity is to test whether the capital regression found a correlation between the independent variables used to detect the presence of multicollinearity in the study. In spss testing the test results for multicollinearity can be seen from the results of VIF values and tolerance. If the VIF value is less than 10 and or the Tolerance value is more than 0.01 then it can be concluded conclusively that there is no multicollinearity problem.

TABLE 7: Multicollinearity Test Results.

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	6.223	1.926		3.232	.002		
	X1	.144	.053	.283	2.739	.007	.644	1.553
	X2	.427	.114	.387	3.739	.000	.644	1.553

a. Dependent Variable: Y

Based on the results of table 4.8 above, it shows that the VIF (Variable Inflation Factor) value is 1.553 <10 and the tolerance value is 0.644 > 0.10 in all variables found in this study. So that it can be concluded that there is no multicollinearity problem in the independent variables, namely Packaging (X1) and Price (X2) and can be stated to meet the requirements of good regression.

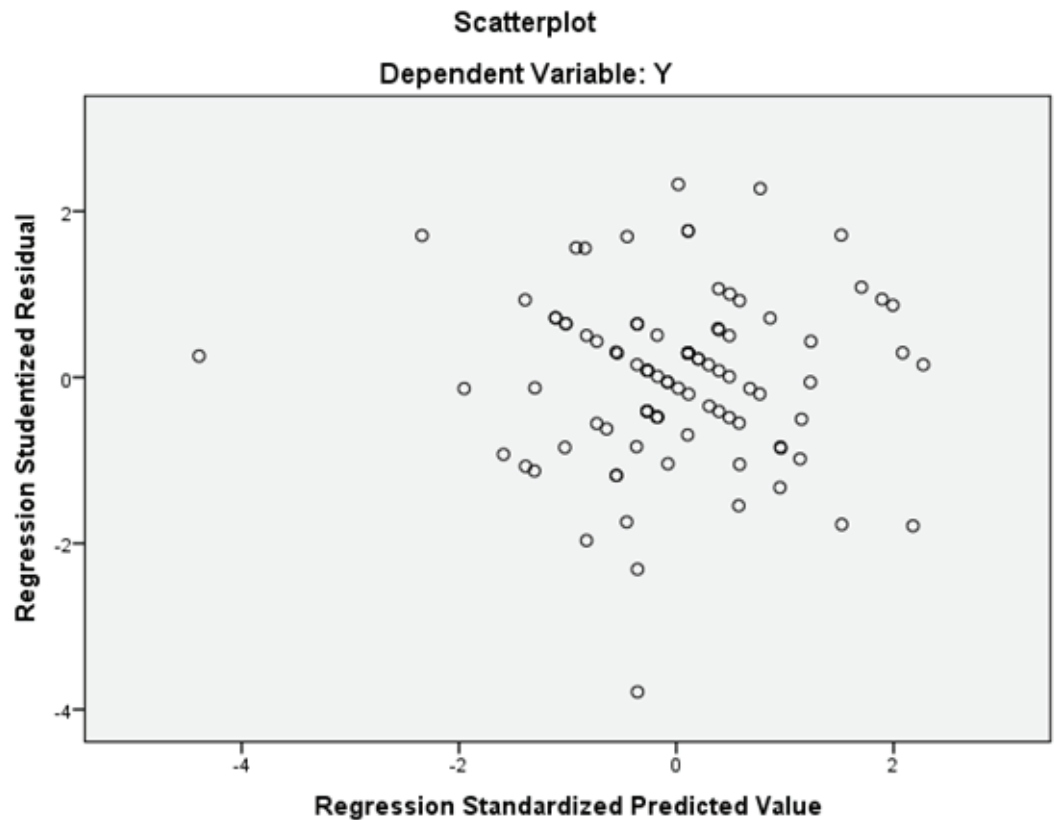
c. Heteroscedasticity Test

Heterocedasticity testing in a regression model is done to find out whether in the regression model there is an inequality of variance and from another observation. A good regression model does not occur heterocedasticity. This test is done by looking at a certain pattern in the graph where the Y axis is predicted and the X axis is the residual (Y prediction - Y actually) that has been distandarized. The basis of decision making is:

1. If there is a certain pattern such as the existing points form a regular pattern (wavy widened then narrows) then heterocedasticity has occurred.
2. If there is no clear pattern and the points spread above and below the number 0 (zero) on the Y axis there is no heterocedasticity.

Based on Figure 4.9 the results of heteroscedasticity test using Scatterplot above shows that the points contained in the graph spread above and below the number 0

TABLE 8: Heteroscedasticity Test Results.



and Y axis. Then it can be concluded, that there is no heteroscedasticity in the regression model in this study.

4.3. Multiple Linear Regression

Multiple linear regression analysis tests the effect of two or more explanatory variables on a dependent variable

TABLE 9: Multiple Linear Regression Test Results.

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.223	1.926		3.232	.002		
	X1	.144	.053	.283	2.739	.007	.644	1.553
	X2	.427	.114	.387	3.739	.000	.644	1.553

a. Dependent Variable: Y

Based on the data above, the multiple linear regression equation is as follows:

$$Y = 0.622 + 0,144X1 + 0,427X2 + e$$

The results of the above calculations can be concluded and explained as follows:

1. The constant has a positive value of 0.622, which means if X1 and X2 are 0 then (Y) the value is 0.662.
2. Variable regression coefficient (X1) has a positive value of 0.144, meaning that if the packaging (X1) increases, the purchasing decision (Y) will increase.
3. Variable regression coefficient (X2) has a positive value of 0.427, meaning that if Price (X2) experiences a positive increase, the purchasing decision (Y) will increase.
4. Determination Coefficient (R²)

To find out how far the ability of the regression model to explain the dependent variable or how far the ability of variable packaging and prices in making purchasing decisions is chatime, then the coefficient of determination is used by looking at Adjusted R Square. The results can be seen in the Adjusted R Square table

TABLE 10: Determination Coefficient Test Results.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.346	2.051
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Based on the results of table 4.11 it can be seen that the coefficient of determination (R²) is 0.360 or 36%. This identifies that the size of the effect of packaging and price is 36%, and the remaining 64% is determined by other variables not included in this study.

4.4. Hypothesis Testing and Discussion

- a. Test the significance of individual parameters

Used to answer the question whether the independent variables (packaging and price) individually have a significant influence on the dependent variable (chatime purchase decision), the assumption is:

1) If the significance value is <0.05 , it can be concluded that there is a significant effect individually on each variable.

2) If the significance value is > 0.05 , it can be concluded that there is no significant effect individually on each variable

TABLE 11: Statistical test results t.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.223	1.926		3.232	.002		
	X1	.144	.053	.283	2.739	.007	.644	1.553
	X2	.427	.114	.387	3.739	.000	.644	1.553

a. Dependent Variable: Y

Judging from the output spss ver 2.3 above, the statistical t test is obtained

- Packaging variables of significance value $0.007 < 0.05$, then there is a significant effect of packaging on the purchase decision of chatime drinks in South Tangerang.
- Price variable is a significance value of $0,000 < 0,05$, so there is a significant effect of price on the decision to purchase chatime drinks in South Tangerang.Uji

b. Stimulant significance (Test F statistic)

The F statistical test is used to answer whether the effect of packaging and prices together have a significant effect on the purchase decision of chatime drinks in South Tangerang. The assumptions are as follows:

1. If the significance value is <0.05 then H_0 is rejected and accepts H_a , meaning that the packaging and prices together have a significant effect on the purchasing decision of Chatime drinks in South Tangerang.
 2. If the significance value is > 0.05 then H_0 is accepted and rejects H_a . This means that packaging and prices together have no significant effect on the purchase decision of Chatime drinks in South Tangerang.
1. From the ANOVA or F test results obtained a significance value of $0,000 (0,000 < 0,05)$ which means that packaging and prices together have a significant effect on the purchase decision of Chatime drinks in South Tangerang..

TABLE 12: F test results.

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	220.215	2	110.107	26.171	.000 ^b
	Residual	391.275	93	4.207		
	Total	611.490	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

5. Conclusion

Based on the research results it can be concluded as follows:

1. There is a significant effect of packaging on the purchase decision of Chatime drinks in South Tangerang

So the hypothesis that there is a significant effect of packaging on the decision to purchase Chatime drinks in South Tangerang is proven

2. There is a significant effect on the purchase decision of Chatime drinks in South Tangerang

So the hypothesis that there is a significant influence on the purchase decision of Chatime drinks in South Tangerang is proven

3. There is a significant effect of packaging and prices on the purchasing decisions of Chatime drinks in South Tangerang

So the hypothesis which states that there is a significant effect of packaging factors and prices together on the decision to purchase Chatime drinks in South Tangerang is proven.

6. Suggestions

Based on the results of the above research, the researcher gave the following suggestions:

1. This research was carried out using student respondents in South Tangerang, hoping to reach respondents who were wider in scope.

2. Can find out how far the effect of packaging and the same price on the purchase decision of Chatime drinks in South Tangerang

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