International Journal of Management, Finance, and Business
Vol. 1. No.1, January 2026: 8-17
EISSN : -
ISSN : -

INFLUENCE OF BRAND IMAGE, PROMOTION, NETWORK QUALITY, WORD-OF-MOUTH, AND PRICE ON XL CARD SELECTION AMONG UNIVERSITAS LANCANG KUNING STUDENTS

Ferdi Ananda Saputra[1], Nurhayani Lubis[2], Efrita Soviyanti[3]

[1,2,3]Faculty of Economy and Business Universitas Lancang Kuning, Indonesia
E-mail : ferdiananda0208@gmail.com

accepted: 26/5/2025; revised: 10/6/2025; published: 31/1/2026

ABSTRACT: The purpose this study is determine pricing, word-of-mouth, network quality, promotion, and brand image affect XL package card purchases in Pekanbaru. 60 FEB Unilak students who utilized XL cards made up the study's sample, and non-probability purposive sampling was the method employed. Both descriptive and quantitative data analysis were employed in this investigation. Multiple linear regression equations were employed as the analytical strategy, and SPSS Version 22 was utilized to handle the data. The study's findings demonstrated that brand image, promotion, network quality, word of mouth, and price all half-way and parallel had a great and influential impact on FEB Unilak students' decisions to buy XL package cards. This is demonstrated by the R2 of 0.744, which shows that these factors accounted for 74.4% of the decisions made by FEB Unilak students to buy XL package cards.

Keywords: *Brand Image, Promotion, Network Quality, Word Of Mouth, Price, Purchasing Decision.*

INTRODUCTION

Due to the dominant number of people who are very consumptive in many ways, Indonesia is a developing country. Indonesia is a prospective market for various goods due to its large population. One of them is communication, everyone has to communicate with others for various reasons, including family or business. Cell phones are one of the most important communication tools available today, almost everyone has one, and some people may even have multiple cell phones.

One of the fastest growing industries in the increasingly sophisticated era of globalization is the telecommunications sector. The use of cellular phones has emerged as a major need for people in Indonesia. Telecommunications companies such as XL must understand the elements that influence consumer purchasing decisions given the increasingly fierce market competition. Before making a purchase, consumers usually consider a number of factors, including the price of goods or services, word of mouth, network quality, brand image, and promotion. The following are the internet card brands with the highest user base in Indonesia by 2024. As a sizable archipelago, Indonesia offers a sizable market share for telecommunications businesses to expand their services.

Table 1. The Largest Number of Internet Card Users in Indonesia in 2024

No.	Internet Card Brand	Number of Subscribers
1	Telkomsel (As and Simpati)	159.6 million
2	Indosat Ooredoo (IM3 Ooredoo and Tri)	100.8 million
3	XL Axiata (XL and Axis)	57.6 million
4	Smartfren	36.0 million

Source: Goodstats id (2024)

Telkomsel continues to lead the Indonesian mobile market with 159.6 million subscribers, followed by Indosat Ooredo with 100.8 million, and XL and Smartfren with 57.6 million and 36 million subscribers respectively.

In Indonesia, PT XL was the first private telecommunications company to offer mobile phone services. On October 8, 1996, the company began operations. To provide the best internet service to customers, XL today continues to innovate and evolve with the help of the modern digital world, where the speed and reliability of the mobile network is essential. The following are the fastest internet card services.

Table 2. Fastest Mobile Internet Cards of 2024

No.	Provider	Download Speed
1	Telkomsel	31.14 Mbps
2	XL Axiata	20.77 Mbps
3	IM3 Ooredoo	20.31 Mbps
4	3	19.95 Mbps
5	Smartfren	18.76 Mbps

Source: Goodstats id (2024)

Based on the information in Table 2 above, Telkomsel is still the fastest internet provider with a download speed of 31.14 Mbps, followed by XL (20.77 Mbps) and IM3 Ooredo (20.31 Mbps). Meanwhile, 3 and Smartfren are in fourth and fifth place respectively with download speeds of 19.95 Mbps and 18.76 Mbps. Sinceevery medium communication and information must utilize the internet due to the advancement of modern technology, internet usage services have become a must for Indonesian citizens. Starting from the daily, weekly, and monthly internet rates that customers can get, XL consistently provides goods and costs that are cheaper than its competitors.

The existence of a company is largely determined by the purchases made by its customers. If the market itself responds well to consumer stimuli in choosing to buy goods from it, a business can survive. Customers will unfold a selection of marks in their own collection,as well as a desire to order the most famous marks, before making the final payment. Before choosing to use a product, customers will consider a number of aspects that may influence their decisionto purchase. XL card brand image, marketing, network quality, word-of mouth recommendations based on others' product usage experience, and price will all be remembered and assessed by consumers. Therefore, it is important to understand approaches to attract consumers' attention based on phenomena and elements that may influence their decision to purchase XL goods in the future.

LITERATURE REVIEW

(Rangkuti, 2019:99) lists the following determinants of brand image; Familiarity the degree of customer acquaintance with the brand. If a brand is not well known, the lowest possible price must be used to sell its goods and services.

Reputation the relative prestige a brand enjoys due to its history of superior performance. Attractiveness the emotional bond that develops between a company and its customers.

This is reflected in the user’s level of satisfaction, delight, and the strength of their

relationship with the brand. Loyalty the extent of customer allegiance to a product or service carrying that brand.

Promotion the following indicators of promotion can be drawn from (Kotler and Armstrong 2019); Advertising persuasive messages disseminated through mass media to inform and remind audiences about the company's products.

Sales Promotion business efforts to entice customer attention to merchandise by offering various temporary incentives to boost sales. Personal Selling sales personal use personal presentations to close deals and cultivate customer relationships.

Network Quality According to (Waode, 2014), the following metrics define network quality; Internet Access Speed measured in bits per second (bps), this evaluates the rate of data transfer when accessing the internet.

Coverage To The Farthest Corners Of The City indicates the functionality of the access network and its ability to remain operational (never down), enabling users to connect from anywhere, whether urban or rural areas. Robust coverage the network experiences no interruptions and remains reliable under all conditions, including severe weather and power outages.

Word of Mouth (Rukmana , 2018) states that the following metrics are used to measure word of mouth; Telling, providing others with information about a product they have experienced.

Recommending, suggesting a product to others so that it becomes their preferred choice. Encouraging, feeling satisfied with a product's benefits, then urging others to use it as well. Price, according to (Krisdayanto, 2018), the price indices are as follows; Price Affordability, customers look for products whose prices they can comfortably afford before making a purchase.

Price Quality Consistency, customers are willing to pay relatively higher prices as long as the product's quality is good. Price Competitiveness, Setting a product's price by taking into account all aspects of competitors' offerings so that it can compete effectively in the market.

Price Benefit Consistency, sometimes customers overlook the absolute price and focus instead on the value or benefits they will gain. Purchase Decision (Kotler and Keller, 2016:205) group the purchase decision process into five stages; Need Recognition, consumers become aware of a need when they perceive a gap between their current situation and their desired state, triggered by internal or external stimuli.

Information Search, after recognizing a need, consumers seek information about the available options to satisfy that need, either through personal sources, external sources, or both. Evaluation of Alternatives, consumers compare different products by combining external information with what they already know, developing criteria to choose among alternatives.

Purchase Decision, consumers decide whether and which product to buy after evaluating all the alternatives. Post-Purchase Behavior, consumers assess the product's performance against their expectations and determine their satisfaction level.

METHODS

The object of this study is the students of the Faculty of Economics and Business (FEB), Universitas Lancang Kuning Pekanbaru. The FEB U Li Kun population consists of 2,345 students. However, the population used in this study is FEB U Li Kun students who use XL cellular cards (unknown total), and a sample of 60 respondents was selected.

The researcher employed purposive sampling, in which participants are chosen based on the researcher's own predetermined criteria. The data consist of numerical information used in this analysis. In other words, the information collected

comprises figures derived from respondents' answers to the questionnaire related to the research problem.

Primary data were obtained directly from the students, while secondary data were sourced from books, organizational documents, and respondents' records. The survey was administered directly to FEB U Li Kun students who purchase XL cards during face-to-face encounters.

The research variables were identified and operationalized as follows: Brand Image, Promotion, Network Quality, Word of Mouth, Price, and Purchase Decision. The data in this study were examined using descriptive analysis techniques.

Quantitative descriptive. SPSS version 22 was then used for data management and computation. This study employed the following tools and techniques for data analysis. Instrument validity and reliability were assessed using validity and reliability tests. Conventional assumption tests including normality, multicollinearity, heteroscedasticity, and simultaneous (joint) tests were applied. Various residue diagnostics were performed in the information check. For hypothesis testing, the study used the t-test, simultaneous F-test, and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

The informants in this study were identified based on the following characteristic: FEB Unilak students who use XL SIM cards. An interval scale was employed to capture the range of responses provided by respondents with regard to the brand image factors.

Table 3. Recapitulation of Respondent Responses Concerning the Brand Image Variable

No.	Statement	Total Score	Average	Criteria
1	XL card is already known by the public.	241	4.01	Good
2	XL card gives a positive impression to the public.	234	3.90	Good
3	XL card has a unique appeal to customers.	233	3.88	Good
4	XL card has loyal customers.	234	3.90	Good
Overall		**942**	**3.92**	**Good**

Source of Data: Processed Data (2024)

Based on Table 4, the mean score for the brand image statements is 3.92, which falls within the 3.41–4.20 interval, indicating that respondents rated the XL card's brand image as good.

An interval scale was used to capture the range of responses provided by respondents with respect to the promotional factors.

Table 4. Recapitulation of Respondent Responses Concerning the Promotion Variable

No.	Statement	Total Score	Average	Criteria
1	XL card always advertises on TV and social media.	236	3.93	Good
2	XL card always offers a variety of attractive promotions to customers.	232	3.86	Good
3	XL card's SPG (Sales Promotion Girls) directly offer promotions to customers.	234	3.90	Good
Overall		**702**	**3.89**	**Good**

Source of Data: Processed Data (2024)

Based on Table 5, the mean score for the promotion statements is 3.89, which falls within the 3.41–4.20 interval, indicating that respondents rated the XL card's promotions as good. An interval scale was used to capture the range of responses provided by respondents based on the network quality factors.

International Journal of Management, Finance, and Business
Vol. 1. No.1, January 2026: 8-17
EISSN : -
ISSN : -

Table 5. Recapitulation of Respondent Responses Concerning the Network Quality Variable

No.	Statement	Total Score	Average	Criteria
1	XL card has fast internet network quality.	246	4.10	Good
2	XL card has a wide internet network coverage.	240	4.00	Good
3	XL card has a stable internet network coverage.	235	3.91	Good
Overall		**721**	**4.00**	**Good**

Source of Data: Processed Data (2024)

Based on Table 6, the mean score for the network quality statements is 4.00, which falls within the 3.41–4.20 interval, indicating that respondents rated the XL card's network quality as good.

Recapitulation of Respondent Responses to the Word of Mouth Variable
An interval scale was used to capture the range of responses provided by respondents based on the word of mouth factors.

Table 6. Recapitulation of Respondent Responses Concerning the Word of Mouth Variable

No.	Statement	Total Score	Average	Criteria
1	I share my experience of using the XL card with family, friends, and neighbors.	235	3.91	Good
2	I recommend to others to use the XL card.	228	3.80	Good
3	I encourage others to use the XL card.	222	3.70	Good
Overall		**685**	**3.80**	**Good**

Source of Data: Processed Data (2024)

Based on Table 7, the mean score for the word of mouth statements is 3.80, which falls within the 3.41–4.20 interval, indicating that respondents rated the XL card's word of mouth positively.

An interval scale was used to capture the range of responses provided by respondents based on the price factors.

Table 7. Recapitulation of Respondent Responses Concerning the Price Variable

No.	Statement	Total Score	Average	Criteria
1	The price of XL card products offered is already affordable.	251	4.18	Affordable
2	The price of XL card is appropriate for its product quality.	252	4.20	Affordable
3	The price of XL card products is cheaper than competitors.	256	4.26	Very Affordable
4	The price of XL card products is in accordance with their benefits.	245	4.08	Affordable
Overall		**1,004**	**4.18**	**Affordable**

Source of Data**:** Processed Data (2024)

Based on Table 8, the mean score for the price statements is 4.18, which falls within the 3.41–4.20 interval indicating that respondents consider the XL card's price to be affordable. An interval scale was used to capture the range of responses provided by respondents for the purchase decision factors.

Table 8. Recapitulation of Respondent Responses Concering the Purchase Decision Variable

No.	Statement	Total Score	Average	Criteria
1	I use the XL card according to my needs.	240	4.00	Good
2	I seek information about XL card products through family, friends, and social media.	242	4.03	Good
3	I evaluate several competitors' products before using the XL card.	252	4.20	Good
4	I decide to use the XL card.	247	4.11	Good
5	I feel satisfied using the XL card.	246	4.10	Good

Source of Data: Processed Data (2024)

Based on Table 9, the mean score for the purchase decision statements is 4.08, which falls within the 3.41–4.20 interval indicating that respondents rate their purchase decision regarding the XL card as positive.

The assumption that the calculated r-table value confirms that the items used in

these statements are valid, hence the research instrument is considered sound.

Table 9. Validity Test Results

Variable	Indicator	Corrected Item–Total Correlation	R Table (5% Significance)	Remarks
Brand Image (X1)	Indicator 1	0.545	0.254	Valid
	Indicator 2	0.659	0.254	Valid
	Indicator 3	0.741	0.254	Valid
	Indicator 4	0.733	0.254	Valid
Promotion (X2)	Indicator 1	0.663	0.254	Valid
	Indicator 2	0.568	0.254	Valid
	Indicator 3	0.618	0.254	Valid
Network Quality (X3)	Indicator 1	0.652	0.254	Valid
	Indicator 2	0.601	0.254	Valid
	Indicator 3	0.534	0.254	Valid
Word of Mouth (X4)	Indicator 1	0.594	0.254	Valid
	Indicator 2	0.656	0.254	Valid

Source of Data: Processed Data (2024)

As shown in the table above, the r-calculated values for each indicator exceed the r-table values. Therefore, all indicators and survey items are valid.

If Cronbach's Alpha (CA) is greater than 0.60, the reliability is considered strong. The test results are as follows.
o4-mini

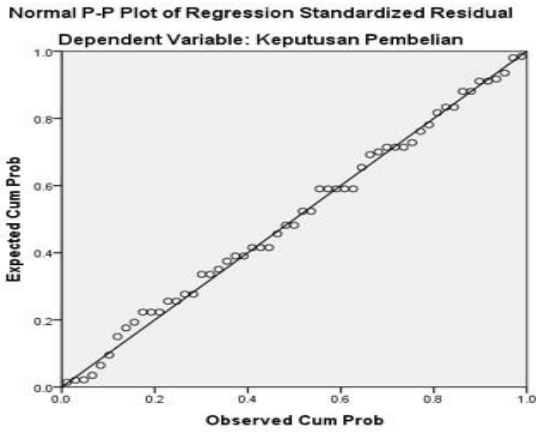
Table 10. Reliability Test Results

Variable	N of Items	Cronbach's Alpha	Reliability Standard	Remarks
Brand Image (X1)	4	0.722	0.60	Reliable
Promotion (X2)	3	0.758	0.60	Reliable
Network Quality (X3)	3	0.725	0.60	Reliable
Word of Mouth (X4)	3	0.746	0.60	Reliable
Price (X5)	3	0.822	0.60	Reliable
Purchase Decision (Y)	5	0.829	0.60	Reliable

Data Source: Processed Data (2024)

Each statement used can be considered valid because the reliability coefficient value of 0.60 is higher than the threshold as shown in the test results. The initial purpose of the normality test is to determine whether the information is commonly distributed. Normality testing is typically conducted under the assumption that the data covers all aspects.

Figure 1. Normality Test Results



Data Source: Processed Data (2024)

The research data is normally distributed, as evidenced by the distribution of points around the diagonal line in the figure above.

This test is used to examine whether there is a relationship between independent variables and a rapidly shifting regression model.

Table 11. Multicollinearity Test Results

Model	Collinearity Statistics		Remarks
	Tolerance	VIF	
Constant	—	—	—
Brand Image (X1)	0.346	4.216	No multicollinearity
Promotion (X2)	0.362	4.548	No multicollinearity
Network Quality (X3)	0.358	6.376	No multicollinearity
Word of Mouth (X4)	0.411	5.945	No multicollinearity
Price (X5)	0.397	4.569	No multicollinearity

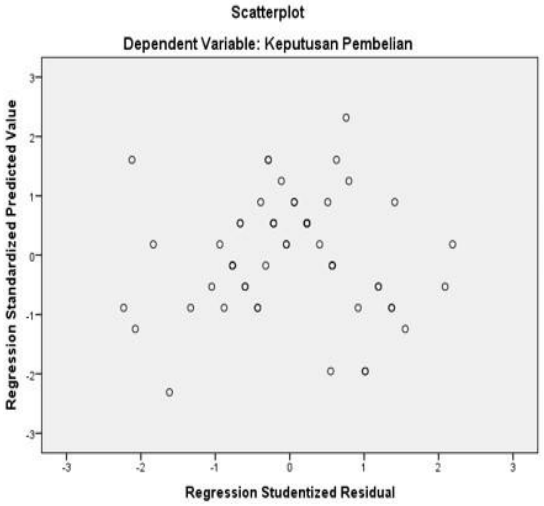
Data Source: Processed Data (2024)

Based on the test results, the tolerance values are greater than 0.01 and the VIF values are less than 10. As a result, there is no correlation between the experimental results and the independent variables.

The heteroscedasticity test shows that there are no side effects from heteroscedasticity and the data points are evenly distributed.

International Journal of Management, Finance, and Business
Vol. 1. No.1, January 2026: 8-17
EISSN : -
ISSN : -

Figure 2. Heteroscedasticity Test Results



Data Source: Processed Data (2024)

The test results indicate that the points on the y-axis are not arranged in any particular pattern and are randomly distributed. As a result, the regression model in this study does not exhibit heteroscedasticity.

To determine whether there is a relationship between disturbance factors at a specific time and those at a previous time.

Table 12. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	.875[a]	.744	.536	2.240	2.115

[a] Predictors: (Constant), Price, Word of Mouth, Network Quality, Promotion, Brand Image
[b] Dependent Variable: Purchase Decision

Data Source: Processed Data (2024)

Based on Table 13 above, it can be seen that the value lies within the range of dU < d < 5 - dU (1.767 < 2.115 < 3.233). Therefore, it can be concluded that no autocorrelation is observed.

Used to test the strength of the relationship between the dependent and independent variables, especially the effect of variable Y on X.

Table 13. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.652	4.827	—	8.975	.001
Brand Image (X1)	0.536	0.236	0.329	2.271	.000
Promotion (X2)	0.574	0.251	0.312	4.107	.002
Network Quality (X3)	0.761	0.183	0.388	3.454	.000
Word of Mouth (X4)	0.331	0.244	0.516	2.341	.007
Price (X5)	0.758	0.328	0.527	3.908	.000

Data Source: Processed Data (2024)

The constant value (a) is 14.652, which means that the consistent value of Y is 14.652. The value of (b1) X1 is 0.536, (b2) X2 is 0.574, (b3) X3 is 0.761, (b4) X4 is 0.331, and (b5) X5 is 0.758. This indicates a positive influence on Y.

An analysis was conducted to determine whether each independent variable fundamentally affects the dependent variable to a certain extent, which is the case if the calculated t-value is greater than the table t-value and the significance level is less than or equal to 0.05.

Table 14
t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.652	4.827	—	8.975	.001
Brand Image (X1)	0.536	0.236	0.329	2.271*	.000
Promotion (X2)	0.574	0.251	0.312	4.107	.002
Network Quality (X3)	0.761	0.183	0.388	3.454	.000
Word of Mouth (X4)	0.331	0.244	0.516	2.341	.007
Price (X5)	0.758	0.328	0.527	3.908	.000

Data Source: Processed Data (2024)

The t-test results for X1, X2, X3, X4, and X5 show that the t-table value is 2.004, and the calculated t-values are 3.566, 4.107, 3.454, 2.341, and 3.908, with significance values ranging from 0.000 to 0.007 (< 0.05), indicating that these individual factors have a simultaneous significant effect.

This test is used to determine the significance of the influence of autonomous factors, i.e., the collective effect of X variables on Y.

Table 15. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	721.866	5	210.712	55.928	.000[a]
Residual	110.392	55	6.802		
Total	832.258	60			

[a] **Predictors**: (Constant), Price, Word of Mouth, Network Quality, Promotion, Brand Image
[b] **Dependent Variable**: Purchase Decision
Data Source: Processed Data (2024)

As shown in the ANOVA table in Table 13, the F-calculated value of 55.928 is greater than the F-table value of 2.38. This implies that the independent variables simultaneously have a significant influence.

The final step in this quantitative investigation is this test, which determines the extent to which the independent variable X influences the dependent variable Y, and how much is affected by other factors not included in this study.

Table 16. R^2 Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin–Watson
1	0.875	0.744	0.536	2.240	2.115

Notes:
a. Predictors: (Constant), Price, Word of Mouth, Network Quality, Promotion, Brand Image
b. Dependent Variable: Purchase Decision
Data Source: Processed Data (2024)

It is observed that the R^2 value is 0.744. This indicates that the relationship between the independent variables and the dependent variable is 74.4% in terms of interpretation, while the remaining 25.6% is influenced by other factors that are excluded from this testing model.

CONCLUSION

For FEB Unilak students, the decision to purchase XL data packages is partially and significantly influenced by brand image. Thus, hypothesis (H1) is accepted.

For FEB Unilak students, the decision to purchase XL data packages is partially and significantly influenced by promotion. Thus, hypothesis (H2) is accepted.

The decision to purchase XL data packages among FEB Unilak students is partially and significantly influenced by network quality. Thus, hypothesis (H3) is accepted.

For FEB Unilak students, word-of-mouth promotion has a strong and partial influence on the decision to purchase XL data packages. Thus, hypothesis (H4) is accepted.

For FEB Unilak students, price has a strong and partial influence on the decision to purchase XL data packages. Thus, hypothesis (H5) is accepted.

Price, word-of-mouth promotion, network quality, brand image, and promotion all influence the decision to purchase XL data packages among FEB Unilak students. Thus, hypothesis (H6) is accepted.

Based on the R^2 test results, with an R Square value of 0.744, it can be concluded that brand image, promotion, network quality, word-of-mouth promotion, and price collectively influence 74.4% of the purchasing decisions for XL data packages. The remaining 25.6% is influenced by other factors not included in this study, such as customer loyalty.

Consumer needs and desires should be taken into consideration. In order to remain competitive with other data package providers, XL Pekanbaru must continue to improve its pricing, word-of-mouth promotion, network quality, promotion, and brand image. To stay competitive, XL should also continue to offer various attractive promotions and tariffs. If these

actions are taken, customers will be more likely to use XL data packages more frequently and conveniently.

This thesis is intended to serve as an additional reference for researchers and to provide a more comprehensive understanding of marketing-related factors.

To gain a more ideal understanding of the influence of price, word-of-mouth promotion, network quality, promotion, and brand image on purchasing decisions, it is recommended that future research expand and continue this study by adding more influencing factors and conducting a more in-depth analysis.

REFERENCES

Ahmad Iqzal, Finnah Fourqoniah, 2023, Pengaruh Harga, Citra Merek, dan Kualitas Pelayanan Terhadap KeputusanPembelian Kartu Digital BY.U di Kota Samarinda, Jurnal JISOS, Vol.2 No.4 ISSN: 1633-2144.

Assauri, S., 2018, Dasar, Konsep, dan Strategi Manajemen Pemasaran, Jakarta, Rajawali Pers.

Bayu Rifai, Ni Wayan Eka Mitariani, I Gusti Ayu Imbayani, 2021, Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Kartu Perdana Internet di Gallery Smartfren Denpasar, Jurnal Manajemen, Vol.5 No.2 ISSN: 1243-2017.

Bong David Haryanto, Mulyadi, 2024, Pengaruh Brand Awareness danWord Of Mouth Terhadap Keputusan Pembelian Produk Kartu XL Axiata Pada PT. Axiata TBK, Jurnal SWINS, Vol.13 No.2 ISSN: 2714- 6430.

Cannon, 2016, Dasar-dasar Pemasaran, Jakarta, Salemba Empat.

Choiriyah, 2018, Buku Ajar Manajemen Pelayanan Publik, Sidoarjo, Umsida Press.

Dwi Desy Ninik Kustianti, 2019, Pengaruh Citra Merek dan Harga Terhadap KeputusanPembelian Kartu SelulerTelkomsel, Jurnal Psikoborneo, Vol.7 No.1 ISSN: 2477-2666.

Firmansyah, 2020, Manajemen Pemasaran Jilid 2, Surabaya, Surabaya Publishing.

Galih Bahrul Allam Rasyad, Hertiana Ikasari, 2024, Pengaruh Brand Image, Harga, Promosi, dan Kualitas Produk Terhadap Keputusan Pembelian Kartu Pascabayar Indosat di Semarang, Jurnal Maniksi, Vol.13 No.2 ISSN: 2302-9560.

G.R., Terry, 2014, Dasar-dasar Manajemen, Bandung, Grasindo.

Ghozali, I., 2014, Desain Penelitian Kuantitatif dan Kualitatif, Semarang, Universitas Diponegoro.

Gitosudarmo, I., 2015, Pengantar Bisnis Edisi II, Yogyakarta, BPFE.

Hadiyati, 2017, Pengantar Manajemen, Pekanbaru, CV. Karya Nova.

Hair, Joseph F. G., Tomas M. Hult., Christian M. Ringle., and Marko Sarstedt, 2017, A Prime on Partial Least Squares Structural Equation Modelling (PLS-SEM) 2e Edition, New York, USA: sage.

Hasibuan, S.P., Malayu, 2016, Manajemen, Jakarta, Bumi Aksara.

Harahap, D.A., 2016, Pengantar Manajemen, Bandung, Cendikia.

Herlambang, 2015, Manajemen Pemasaran Jasa, Jakarta, Gramedia.

Hurriyati, R., 2016, Bauran Pemasaran dan Loyalitas Konsumen, Bandung, Mizan Pustaka.

Joesyiana, 2018, Manajemen Pemasaran Produk dan Jasa, Yogyakarta, Media Aksara.

Kotler, P., 2015, Manajemen Pemasaran Jilid 3, Jakarta, Erlangga.

Kotler, P., Keller, K. L., 2016, Manajemen Pemasaran Jilid 5, Jakarta, Erlangga.

Kotler, P., Armstrong, J. S., 2017, Prinsip-prinsip Pemasaran Jilid 6, Jakarta, Salemba.

Krisdayanto, 2018, Manajemen Pemasaran (Model Kepuasan dan Loyalitas Pelanggan), Yogyakarta, Pustaka Baru Press.

Lamb, W., Charles, 2014, Pemasaran Edisi 5, Jakarta, Salemba Empat.

Latief, 2017, Marketing dari Mulut ke Mulut, Jakarta, CAPS.

Lupiyoadi, 2016, Manajemen Pemasaran Jasa, Jakarta, Salemba Empat.

Manap, 2016, Revolusi Manajemen Pemasaran, Jakarta, Gramedia.

Manullang, M., 2015, Dasar-dasar Manajemen, Yogyakarta, Gajah Mada Universitas Press.

Mulyadi, 2016, Manajemen Biaya, Jakarta, Salemba Empat.

Priansa, 2017, Komunikasi Pemasaran Terpadu Pada Era Media Sosial, Bandung, Grasindo.

Rangkuti, F., 2019, Analisis SWOT Teknik Membedah Kasus Bisnis, Jakarta, Gramedia.

Riduwan, 2014. Dasar-dasar Statistika, Jakarta, Gramedia.

Rukmana, 2018, Manajemen Resiko, Jakarta, Gramedia.

Sugiyono, 2015, Metode Penelitian Kualitatif dan Kuantitatif, Jakarta,Salemba.

Sunarto, 2015, Manajemen Imbalan, Yogyakarta, Amus.

Sunyoto, 2017, Dasar-dasar Manajemen Pemasaran, Jakarta, Gramedia.

Swastha, B., 2018, Manajemen Pemasaran Modern, Jakarta, Gramedia.

Tjiptono, F., 2016, Strategi Pemasaran Produk dan Jasa, Jakarta, Gramedia.

Undang-Undang Nomor 15 Tahun 2001 Tentang Merek.

Waode, 2014, Sistem Informasi Manajemen, Yogyakarta, Gava Media.