



INFLUENCE OF ENDORS CELEBRITY LAUDIA SINTIA BELLA ON SOCIAL MEDIA INSTAGRAM AND BELLA SQUER HIJAB PRODUCT PROMOTION ON CONSUMER BUYING INTEREST

(Pengaruh Selebriti Endors Laudia Sintia Bella di Media Sosial Instagram dan Promosi Produk Hijab Bella Squer Terhadap Minat Beli Konsumen)

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Abstract

Marketing a business through social media Instagram is one way to expand market reach more easily. In addition, business people are competing to promote their products as attractively as possible. Promotion is now undergoing many changes with the development of social media. The purposes of this study were to 1) determine the effect of attractiveness, expertise possessed by celebrity endorsers on the buying interest of Instagram social media users simultaneously; 2) knowing the effect of attractiveness, expertise possessed by celebrity endorsers on the buying interest of Instagram social media users partially. The type of research used in this research is quantitative with a descriptive approach. The research location, namely in Namlea, the object in this study is the Bella Square Hijab. The results showed that the Celebrity Endors and Promotion variables simultaneously had a positive and significant influence on Consumer Buying Interest. Based on the results of the F test, Celebrities endorse, promotions simultaneously have a positive and significant effect on consumer buying interest. Celebrity Endors have a positive and significant effect on Consumer Buying Interest. Promotion has a positive and significant effect on Consumer Buying Interest.

Keywords: celebrity endorse, instagram, product promotion, buying interest

Abstrak

Marketing a business through social media Instagram is one way to expand market reach more easily. In addition, business people are competing to promote their products as attractively as possible. Promotion is now undergoing many changes with the development of social media. Tujuan dari penelitian ini adalah untuk 1) mengetahui pengaruh daya tarik, keahlian yang dimiliki celebrity endorser terhadap minat beli pengguna media sosial instagram secara simultan; 2) mengetahui pengaruh daya tarik, keahlian yang dimiliki celebrity endorser terhadap minat beli pengguna media sosial instagram secara parsial. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Lokasi penelitian, yakni di Namlea, objek dalam penelitian ini adalah yang menggunakan Hijab Bella Square. Hasil penelitian menunjukkan bahwa variabel Selebriti Endors dan Promosi secara simultan memiliki pengaruh yang positif dan signifikan terhadap Minat Beli Konsumen. Berdasarkan hasil uji F, Selebriti endors, promosi secara simultan memiliki pengaruh yang positif dan signifikan terhadap Minat beli Konsumen. Selebriti Endors berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. Promosi berpengaruh positif dan signifikan terhadap Minat Beli Konsumen.

Kata-kata kunci: selebriti endorse, instragram, promosi produk, minat beli

INTRUDACTION

The Digital Age is a condition of life or an era where all activities that support life have been made easier by the presence of technology. It can also be said that the digital era is here to replace some past technologies to make them more practical and modern. Along with the increasing number of new technologies introduced to the public, some of the past technologies will automatically be abandoned. So there is a technological development in the digital era that continues to run. Developments include digital marketing, digital marketing is a marketing activity or promotion of a brand or product using digital media or the internet. The purpose of digital marketing is to attract consumers and potential customers quickly. As we know, the acceptance of technology and the internet in society is very broad, so it is not surprising that digital marketing activities are the main choice by companies. As a result, companies compete with each other to create interesting content to display in their marketing in cyberspace.

Of course, experts in digital marketing have their own definitions. Ridwan Sanjaya & Josua Tarigan (2009) digital marketing is a marketing activity including branding that uses various media. For example, email, website, blog, adwords and various social media networks. Kleindl and Burrow (2005) Digital marketing is a process of planning and implementing the concept, idea, price, promotion and distribution. In simple terms, it can be interpreted as building and maintaining mutually beneficial relationships between consumers and producers.

The advantages of digital marketing The number of digital marketing used by companies, proves that digital marketing has many advantages and benefits that can be obtained. As for the type of digital marketing, namely, Social Media Marketing is a platform on social media Instagram, Facebook and Twitter because it can be done

with minimal costs. This, of course, can improve the company's brand. Another development that greatly boosts the economy is the presence of E-Commerce. This is a service provider of products and goods online through an application or website digitally.

You no longer need to go to the Mall to buy goods, because now you can buy directly via a smartphone. Actually this is very easy for small businessmen to develop their business, such as selling on Instagram social media.

Marketing a business through social media Instagram is one way to expand market reach more easily. In addition, business people are competing to promote their products as attractively as possible. Promotion has now undergone many changes with the development of social media. Now many business people or companies are promoting on Instagram social media using celebrity endorsers. Celebrity endorsers are individuals who are known by the public for their achievements other than the products they endorse. The use of celebrity endorsers can be one of the main factors that are endorsers or drivers so that consumers are interested and want to buy a product. This endorse phenomenon is nothing but a form of promotion by sellers through social media to attract consumers.

The use of celebrity endorsers must go through considerations such as the level of celebrity popularity by representing the character of the product being promoted. According to SHIMP (2003: 459) (in Revyani Sjahrial and Dyah Anikasari), endorsers are ad supporters or also known as advertising stars to support a product. While celebrities are figures who are known for their achievements in different fields from the products they support.

However, because of the means in using Instagram social media, there are things that must be considered in choosing celebrity endorsers, namely the total

followers of celebrity endorsers on their personal Instagram accounts and the ability of celebrities to take photos and videos in combination with other accessories. Because usually the celebrity endorsement method with the celebrity reciprocity uploads photos or videos using the product in question into his personal Instagram account. The number of followers and the beauty of celebrity photos or videos in including endorsed products have a positive effect on increasing sales or even increasing the market share of the business actor. Because the loyal followers of the endorsers are the main market share of business people, and the beauty of the pictures posted by celebrities attracts consumers in the hope that potential consumers get the same beauty. So the more followers and the better the images posted, the higher the sales market share.

According to Royan (in phyta rahima) one of the assessments of celebrity endorsers is seen from popularity, this can be determined from how many fans a celebrity endorser has, this greatly affects the number of fans that exist from promotions on Instagram and endorsements. highest number of followers. The use of celebrity endorser services on social media is also used by Bella Squer hijab products. With the development of technology, Bella's hijab squer product has started using Instagram social media for its promotional activities. Since the beginning, the use of social media Instagram hijab Bella Squer immediately made it viral, namely by carrying out promotional promotions using the services of national-scale celebrities.

One of the first celebrity endorsers used was celebrity Laudya Cyntia bella, Laudya Cyntia Bella currently has a number of followers reaching 33.5 million followers, and this is in great demand by consumers, the hijab bella squer product is currently in great demand by young women, especially young women. . in the city of namlea. Hijab Bella Square is a local brand from Indonesia that has been produced since 2017. Hijab

Bella Square is quite in demand by women, which they use to complement their daily fashion style. This type of hijab is available in a variety of very attractive color choices that you can vary in your dress style. Bella Square is the name of the type of veil worn by one of Indonesia's leading artists, Laudya Cynthia Bella. This type of hijab is simple and elegant so it is in great demand by hijabers who are inspired by the hijab worn by Bella. So that this type of veil is more popular with the name Bella Square. Bella Square veil is made of 100% cotton double hycon. This makes the hijab cooler and can absorb sweat.

Thus, this Bella Square hijab model is perfect for you to wear in various events, both casual and formal events. Bella Square type of veil has a characteristic or characteristic. This hijab material is thinner, but does not adjust, the fabric fibers are sometimes slanted, and are tighter than Parisian fabrics. In addition, the material is also softer and smoother so it is very comfortable to wear.

Bella Square veil is one type of veil that is quite popular today. Made from double hycon which is proven to provide comfort for its users as mentioned above. In addition to the comfortable material, the Bella Square hijab also feels lighter when worn. This 100% cotton material is a material that is not hot and easily absorbs sweat. This is because 100% cotton is a completely breathable fabric which means that the hijab with it can feel cool even when worn in hot conditions. The Bella Square type of veil has an advantage in terms of material, which is more cool when used.

For those of you who are active Muslim women outside, this type of hijab is the right choice for you. Because by using the cool Bella Square hijab, you don't have to worry about the heat and excessive sweating that can interfere with your appearance. in addition, hijab bella squer already has two official reseller accounts that recommend

hijab bella squer in namlea city, namely @jilbabgb and @nuraziza5.

The purposes of this study are to 1) determine the effect of attractiveness, expertise possessed by celebrity endorsers on the buying interest of Instagram social media users simultaneously; 2) knowing the effect of attractiveness, expertise possessed by celebrity endorsers on the buying interest of Instagram social media users partially.

BASIC THEORY

Marketing

Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies in an effort to maintain the viability of their business. This is because marketing is one of the company's activities, which is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market. Kotler 2001 (in Phyta Rahima) put forward the definition of marketing means working with target markets to realize potential exchanges with the aim of satisfying human needs and desires. So it can be said that the success of marketing is the key to the success of a company.

According to Stanton 2003 (in phyta rahima), the definition of marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods or services that satisfy needs both to existing and potential buyers. From the above definition, it can be concluded that marketing is an integrated effort to combine strategic plans directed at satisfying the needs and desires of consumers to obtain the expected benefits through an exchange or transaction process.

Definition of Visibility

Visibility is how far the popularity attached to celebrities who represent a product (Rossiter and Percy, 1985: 518) (in phyta rahima). The process mechanism related to visibility is when an endorser is considered to have a high element of visibility, it is hoped that this can be seen from the endorser's attention in

advertising, so that the advertised brand is also seen or recognized by consumers (Rossiter and Percy, 1985: 518) (in phyta rahima)

Definition of Credibility

Credibility is the extent of the expertise and objectivity of the star (Rossiter and Percy, 1987:518) (in phyta rahima). Expertise refers to the knowledge, experience, or skills possessed by an endorser related to the endorsed brand (Shimp, 2014: 261). An endorser who is considered an expert on a given topic will be more persuasive in changing audience opinions related to him or her area of expertise. than endorsers who are not considered experts. Objectivity refers more to the celebrity's ability to give consumers confidence in a product. An endorser relies on the perception of the audience's belief or support motivation (Shimp, 2014:260) (in phyta rahima),

Attractiveness

Attractiveness is a celebrity trait that is considered pleasant to look at in terms of concept and attractiveness by certain groups (Rossiter and Percy, 1985: 518) (in phyta rahima). There are two important things in the use of celebrities when it comes to attractiveness, first is the level of audience likes (likeability), second is the level of similarity with the personality desired by product users (similarity), where the two cannot be separated and must be side by side. As applied to the domain of brand and celebrity relationships, the importance of equality implies that generally celebrities are desired to fit the target audience of the brand they support in terms of the demographic and psychographic characteristics concerned, (shimp 2014: 262).

Promotion

Promotion is an important factor in marketing efforts, an effort to attract consumer interest, promotion is the flow of information or persuasion made to move a person or organization to action that creates exchange in marketing. Promotion can also be interpreted as a type of activity aimed at driving demand. One

thing that must be known and must be believed is that in business, such as sales, for example, the role of promotion is the most important function in the marketing mix. Promotion is meaningless if the quality of the product does not match the needs and wants of customers (customers). In other words, the quality of the product must come first because if the product is not good, people will not buy it.

According to (Tjiptono, 2000: 6 promotion is a fundamental tool that is planned to achieve company goals by developing sustainable competitive advantages through markets that are entered by marketing programs that are used to serve these markets or targets.

Buying Interest

Buying interest is important in understanding consumer behavior, buying interest is one of the stages in buying behavior. Thus it can be said that buying interest is an important factor for the process of buying behavior in consumer decisions to buy something that is influenced by many factors, namely individual purchasing power, the influence of the environment and personal opinion.

According to Kotler 2000, buying interest is a person's thoughts that contain the intention to buy a certain product. Meanwhile, according to Guilford 1999 buying interest is a person's behavior tendency because he is attracted by a certain group of activities. This interest causes a person to pay attention and look for or try to get an object that suits his interests.

METHOD

Types of research

The type of research used in this study is quantitative with a descriptive approach, namely to analyze the variables that will be used by the author.

Object of research

The research location in this writing is in Namlea, the object in this study is the Bella Square Hijab.

Population and Sample

The population in this study were users of Bella Square Hijab Products. The sample is part or elements of the population, Indriantoro and Supomo (2002). Celebrity Endors, Promotions have an effect on Consumer Buying Interest of Bella Square Hijab users. According to Roscoe (1975). Sample sizes greater than 30 and less than 500 are appropriate for most studies.

Data Types and Sources

There are two sources of data, namely primary data and secondary data. The primary data source in this study is data that is directly obtained from people who use Bella Square Hijab, while secondary data is additional data that is used as an addition if needed which is obtained via the internet.

Data Collection Techniques

Purpose Sampling is one of the non-random sampling techniques where in determining the sampling by determining the special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems.

In this study, the sampling technique used was purposive sampling where the sample was selected with the following criteria:

- 1) Respondents who have used Hijab Bella Square in Namlea city.
- 2) The respondent is domiciled in Namlea City.
- 3) Respondents who are in the agency or who do not work (unemployment).

Data analysis method

For the purposes of analysis, the authors collect data and process the data obtained by giving an assessment weight of each question based on a Likert scale. To present the hypothesis mentioned earlier, the statistical tool used is to use the multiple linear regression formula, namely:
$$Y = a + b_1 x_1 + b_2 x_2 + \varepsilon$$

y = Buying Interest
 a = Constant
 b = Regression coefficient
 x₁ = Celebrity Endors
 x₂ =Promotion
 = Error

Respondents by Gender
 Gender Total (person) Percentage %
 Female 30 100%
 Total 30 100%
 Source: Primary Data Processed, 2021
 Based on the data above, respondents based on gender are 30 female respondents.

DISCUSSION

Characteristics of Respondents

Respondents used in this study were Hijab bella square users in the city of Namlea who were met by considering the criteria in the city of Namlea as many as 30 people with characteristics that can be described as follows:

1) By Age

The characteristics of respondents by type of age can be presented in the following table:

Table 1
 Distribution of Number of Respondents by Age Group

No	Age (Years)	Respondents (People)	Presentage (%)
1	15-20	10	33,4%
2	21-25	15	50%
3	26-30	5	16%
Total		30	100%

Source: Primary data processed, 2021

Based on the table above, it shows that most of the respondents using Bella Squer Hijab are in the age range of 15 - 20 years, namely at the percentage level. Amounted to 33.4%, and the rest were respondents using hijab bella aged 21-25 years, namely at a percentage level of 50%. And respondents using hijab bella aged 26-30 years at a percentage rate of 16%.

1) By Gender

Data on respondents by gender can be seen in Table 2 below:

Table 2

2) Based on Education

Data on respondents based on education can be seen in Table 3 below: Tabel 3

Respondents Based on Education

Education	Total	Percentage %
SMA	5	16,6%
D3	7	23,3%
S1	10	33,4%
S2	8	26,7%
S3	-	-
Total	30	100%

Source: Primary data processed, 2021

From the results of distributing questionnaires, it can be seen that respondents based on high school education were 5 people. Respondents who have the latest education D3 open 7 people. Respondents who have the latest education S1 are 10 people and Respondents who have the latest education S2 open 8 people.

Descriptive Analysis of Research Variables

Descriptive analysis is used to describe the frequency distribution of the answers given by 30 respondents to the statements submitted in the research questionnaire. This analysis is used to describe the variable celebrity endorsers and promotion of the interest of hijab bella squer users in Namlea City. In giving meaning to the empirical assessment of the variables of this study, it adopts the principle of weighting proposed by Sugiyono (2011). The range of the value category scale is presented in table 4.2 below:

Field data obtained from respondents in this study after being tabulated, the results and distribution of answers for each variable will then be interpreted using the item scores in the variables presented in the following table.

1) Descriptive Analysis of Celebrity Endors Value Variables (X1)

The measurement variables of celebrity endorsers in this study are spread over 2 items that are formed in 3 definitions adopted from Shimp 2003:459 including: (1) popularity (2) skill (3) fun.

Tabel 4

Distribusi Frekwensi Jawaban selebriti endors

No	Item Pernyataan	Jawaban Responden										Rata-Rata
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	5	0,16	19	0,63	6	0,20	-	-	-	-	3,97
2	X1.2	4	0,13	16	0,53	10	0,33	-	-	-	-	3,80
3	X1.3	6	0,20	21	0,7	3	0,10	-	-	-	-	4,07
Nilai Variabel selebriti endors											3,94	

Sumber : Data Primer diolah, 2021

The answers in the table above for the X1.1 indicator, 5 respondents answered strongly agree 19 respondents agreed, and 6 respondents stated neutral, for the statements contained in the X1.1 indicator. The average value of the X1.1 indicator was 3.97

On the X1.2 indicator, 4 respondents stated strongly agree, 16 respondents agreed, 10 people stated neutral statement X1.2..The average value of X1.2 indicator is 3.80

In the X1.3 indicator, 6 respondents stated strongly agree, 21 respondents agreed, 3 respondents stated Neutral on the X1.3 statement..The average value of the X1.3 indicator was 4.07.

Thus, the value of the Celebrity Endors variable is interpreted at 3.94 or it can be said to be good (3.4 – 4.2).

1) Descriptive Analysis of Promotional Variables (X2)

The promotion measurement variables in this study are spread over 1 item of statements that are formed in the adopted from (Kotler and Armstrong, 2000) Includes: 1. Advertising (advertising), 2.

Sales promotion (sales promotion), 3. Public relations (Public relations),4. Personal selling (sales promotion), 5. and Direct marketing (direct marketing).

Tabel 5
Distribusi Frekwensi Jawaban Promosi

No	Item Pernyataan	Jawaban Responden										Rata-Rata
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	9	0,3	17	0,56	4	0,13	-	-	-	-	4,17
2	X2.2	3	0,10	23	0,76	4	0,15	-	-	-	-	3,98
3	X2.3	6	0,20	13	0,43	9	0,30	2	0,67	-	-	3,77
4	X2.4	8	0,26	12	0,40	8	0,26	2	0,67	-	-	3,87
5	X2.5	7	0,23	18	0,60	5	0,67	-	-	-	-	4,04
Nilai Variabel promosi											3,96	

Sumber:Data Diolah,2021

Based on the table above for the Advertising indicator, 9 respondents strongly agree, 17 respondents strongly agree, 4 respondents state neutral..The average value of the X2.1 indicator is 4.17

For the Sales promotion (promotion) indicator X2.2 3 respondents stated strongly agree, 23 respondents stated agree, 4 respondents stated neutral, the average value of X2.2 indicator was 3.98

Then for the Public relations indicator (Public Relations) X2.3 6 respondents stated strongly agree, 13 respondents agreed, 9 respondents stated neutral, 2 respondents stated disagreed, The average value of X2.3 indicator was 3.77

Then for the indicator Personal selling (sales promotion) X2.4, 8 respondents stated strongly agree, 12 respondents agreed, 8 respondents stated neutral, and 2 respondents said disagree. The average value of the X2.4 indicator is 3.87

Then for the Direct marketing indicator (direct marketing). X2.5, 7 respondents stated strongly agree, 18 respondents agreed, 5 respondents stated neutral, The average value of X2.5 indicator was 4.04

Thus, the value of the promotion variable is interpreted at 3.96 or it can be said to be good (3.4 - 4.2)

1) Descriptive Analysis of Buying Interest Variables (Y)

The measurement of the buying interest variable in this study is spread over 1 item of statements formed in 3 definitions adopted from Augusty, (2006) (in Supriyono)

including: (1) the intensity of information search, (2) the desire to buy immediately (3). Preferential Desire.

Tabel 6
Distribusi Frekwensi Minat Beli

No	Item Pernyataan	Jawaban Responden										Rata-Rata
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	Y.1	5	0,16	19	0,63	6	0,20	-	-	-	-	3,97
2	Y.2	5	0,16	21	0,70	3	1,10	-	-	-	-	4,07
3	Y.3	6	0,20	18	0,60	6	0,20	-	-	-	-	4,00
Nilai Variabel Minat Beli												4,01

Sumber : Data Primer diolah, 2021

Based on the table above for the indicators of the intensity of information seeking, 5 respondents stated strongly agree, 19 respondents agreed, 6 respondents stated neutral. So the average value of the Y.1 indicator is 3.97. For indicators to buy immediately or Y2, 6 respondents stated strongly agree, 21 respondents agreed, 3 respondents stated neutral. The average value of the Y.2 indicator is 4.07. Then for Y3 Indicator or Preferential Indicator 6 respondents stated strongly agree, 18 respondents stated agree, 3 respondents stated neutral, and, The average value of Y.3 indicator is 4.00.

Thus, the value of the Buying Interest variable is interpreted as 4.01 or can be said to be very good (4.2 – 5.0)

Interpretation of Research Results

1) The influence of celebrity endorsers on consumer buying interest

The first hypothesis statement (H1) which states that the better Celebrity Endors (X1), the higher Buying Interest (Y) can be accepted because the celebrity endorser variable has a positive and significant effect on consumers' Buying Interest with the value of the t test results for celebrity endorsers (X1) obtained the value of t count with a significance level. By using a significance limit of 0.05, the t table of 1.314 means that t count > t table, which means Ho and Ha are accepted. Thus, the first and second hypotheses can be accepted. The direction of the positive

regression coefficient means that celebrity endorsers have a significant positive effect on consumer buying interest.

In other words, it can be concluded that the increasingly diverse celebrity endorsers will make consumers more interested in making purchases. The celebrity endorser variable has a significant positive effect on consumer buying interest, where celebrity endorsers have a significance level obtained from the regression equation with a sig value of 0.000. attract consumers to make a purchase. The value of the Bella Squer Hijab itself is no less competitive with other competitor hijabs.

2) The Effect of Promotion on Consumer Purchase Interest

Promotion t-test results (X2) obtained t-value with a significance level of 0.002 using a significance limit of 0.05 in the tta table of 1.314. This means that t count > t table, which means Ho and Ha are accepted. Thus, the hypothesis can be accepted. The direction of the positive regression coefficient means that promotion has a significant positive effect on consumer buying interest. In other words, it can be concluded that celebrities endorse and are very attractive, with many color variants and soft fabrics are one of the reasons for using the hijab bella squer product.

The promotion variable has a significant positive effect on consumer buying interest. Where the promotion has a significant level obtained from the regression equation that is 0.137 with a sig value of 0.001. This means that the motivation and consumer buying interest from the hijab bella squer is good enough in terms of attracting customers to continue using this product. This result is the same as the previous research proposed by Sapitri D, Restuti S and Rahayu DD (2012) (in Naufal Savero Rakha Heda), entitled "The Effect of Celebrity Endorser Dian Sastrowardoyo on

the Purchase Decision of L'Oreal Shampoo". Yohanes Aditya W (2016) (in Naufal Savero Rakha Heda), this study shows that the celebrity endorser variable has a positive and significant effect on the purchasing decision variable. Yuri Ardiyanto (in Naufal Savero Rakha Heda), "The Influence of Celebrity Endorsers and Brand Associations on Clear Men Shampoo Purchase Decisions". Research shows that the celebrity endorser variable has a positive effect on the purchasing decision variable.

CLOSSING

Based on the results of research and discussion in chapter IV, the following conclusions can be drawn: Celebrity Endors and Promotion variables simultaneously have a positive and significant influence on Consumer Buying Interest. Based on the results of the F test, Celebrities endorse, promotions simultaneously have a positive and significant effect on consumer buying interest. Celebrity Endors have a positive and significant effect on Consumer Buying Interest. Promotion has a positive and significant effect on Consumer Buying Interest.

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