ANALYSIS OF CONSUMER DIFFERENCES IN DECIDING TO CHOOSE RETAIL MIX IN CONVENIENCE STORE (GIANT MALANG OLYMPIC GARDEN AND HYPERMART MALANG TOWN SQUARE)

Sri Nastiti Adharini[1], Marsudi[2]
Faculty of Economics and Business
Universitas Muhammadiyah Malang
E-mail: nastiti@umm.ac.id

ABSTRACT

The purpose of this study was to analyze and test the differences in consumers in choosing retail mix at convenience stores at Giant Malang Olympic Garden and Hypermart Malang Town Square. The research conducted was descriptive research, with the technique of data collection used was a questionnaire. While the data analysis used is discriminant analysis.The results showed that there was a difference between consumers choosing retail mix at convenience stores at Giant Malang Olympic Garden and Hypermart Malang Town Square. What distinguishes consumers from choosing a retail mix at a convenience store at Giant Malang Olympic Garden and Hypermart Malang Town Square is offering various types of products, affordable prices, attractive discounts, providing a oduct catalog that makes it easier for consumers to choose products that will purchased, offering a bundling program (getting free other products that are usually packaged with the main product sold) on certain products, strategic locations (in the city center), always maintained conditions (neat, clean, and always paying attention interior design inside the store).

Keywords: difference analysis, choosing decision, retail mix, convenience store

INTRODUCTION

The development of the business world is growing rapidly, marked by the increasing enthusiasm of economic actors both in the industrial, service and trade sectors. In the trade sector, especially retail or retail trade, various models such as mini markets, supermarkets and hypermarkets have emerged. The emergence of various types of retail businesses results in increasingly fierce competition, so companies need to design marketing strategies to win the competition.

Consumer purchasing decisions are the culmination point of the process of searching and evaluating several alternatives that exist to determine the actual purchase of a product, which is profitable or provides benefits according to the desires and needs of consumers. Purchasing decisions occur after consumers recognize the needs, the process of finding information and assessments to meet the perceived needs and desires. The more complex consumer decisions, the more possibilities involved in

making purchasing decisions. Therefore, retailers must pay attention to every marketing mix undertaken by the company.

One element of the marketing strategy that can be applied by retail businesses is the retail marketing mix. Marketing stimulation in the form of retail marketing mix is a variable that can be controlled by the company. In general, not all marketing mix variables given by companies, will be used by consumers in choosing retail or products. If you want to maintain and compete and want to grow your business, the company must be able to implement the right strategy to attract more visitors, so you can increase purchases.

The retail marketing mix includes strategic elements that are used to encourage buyers to make transactions with certain retail traders. It can also be said as a combination of the retail dimension used to satisfy the needs of consumers and customers who will influence their decision to make a purchase. According to Ma'ruf (2006), retail marketing mix which includes product, price, promotion, customer service, location, and store atmosphere has an important meaning in marketing activities.

Hypermart Malang Town Square and Giant Malang Olympic Garden are retailers that have or provide a cafe as a place to simply gather, socialize or enjoy food and drinks, while reading a book. In retailing it is called convenience store. Convenience store is a mini supermarket that sells daily necessities. The phenomenon is currently, convenience stores not

only sell daily necessities in the form of food or drinks, but have expanded to other supermarket businesses. Today's supermarkets have become part of the shops, some lounges, and even some other available drinking places (cafes), which are used to gather and socialize.

Based on the phenomenon above, the objectives of this study are as follows: To find out the variables that distinguish consumers in deciding to choose a retail mix at a conveniece store (Giant Malang Olympic Garden and Hypermart Malang Town Square)?

LITERATURE REVIEW

According to Dewanti (2011), in his research entitled The Effect of Retail Mixing in Consumption of Consumer Purchasing Decisions, a study in Apolo Swalayan Jombang, said that retail mix variables influence consumer purchasing decisions. Price is a variable that has a dominant influence on purchasing decisions. Whereas Munir (2011), the results of his research showed that product, price, promotion, location, presentation, and personnel variables simultaneously had a significant effect on consumer purchasing decisions. This research was conducted at the Permata mini market in Balapulang District, with the title Analysis of the Effect of Retailing Mix on Purchasing Decisions at the Permata mini market in Balapulang District.

Likewise, research conducted by Azza (2010), said there was a significant influence between location variables, merchandise (products), prices, promotions,

atmosphere in outlets (store atmosphere), and service (retail service) on purchasing decisions. The study was conducted at Planet Blue Blitar, with the title Effect of Retail Mix on Purchasing Decisions on Planet Blue Blitar. Adji, Pricilia and Hartono Subagio (2013), in their research entitled Effect of Retail Mix on Purchasing Decisions of UK Petra Students in Circle K Siwalankerto Surabaya, showed that simultaneously and partially, retail mix variables (customer service, store design and display, communication mix, location, merchandise assortment, and pricing) influence purchasing decisions. Customer service variables have a dominant influence on purchasing decisions at Circle K Siwalankerto Surabaya.

Decisions always require many different behavioral choices. According to Peter, Olson (2017), the process of making consumer decisions is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. While Kotler, Keller (2009), explained that, the general purchasing process consists of five sequences of events (the Five Stage Model of the Consumer Purchasing Process), namely problem

recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. Consumers do not always go through the five stages of purchasing the product entirely, perhaps skipping or reversing several stages.

Purchase decisions according to Schiffman, Kanuk (2004) is the selection of two or more alternative purchasing decision choices. The decision to buy can lead to how the decision making process is. The form of the purchase decision process can be classified as (1) fully planned purchase, (2) partially planned purchase, (3) unplanned purchases.

Based on these descriptions, it can be said that consumer decision making is the process of solving problems directed at the goal. Smart companies strive to fully understand customer purchasing decision processes. The company must identify the conditions that trigger certain needs by gathering information from a number of consumers. Then develop marketing strategies that spark consumer interest. Therefore the marketer's job is to understand behavior at each stage.

The steps that exist in consumer purchasing decisions are as shown below:

Figure 1 : Decision Making Process
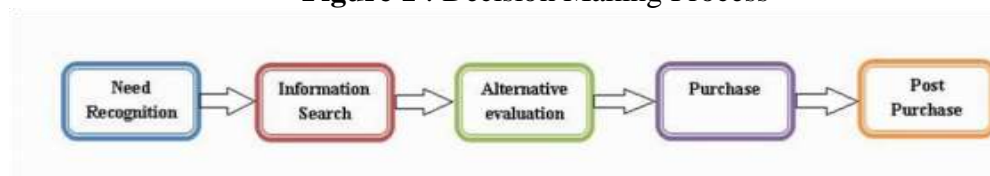
Need recognation (recognition of needs), is the first step a consumer

will plan to buy a product to meet their needs. The types of needs can

be in the form of Levy and Weitz, 2009) are utilitarian needs and hedonic needs.

Information search. Consumers will search for information about the product to be purchased, after recognizing what their needs are. There are two types of information sources, namely internal sources and external sources.

Alternative evaluation. Consumers will make alternative evaluations of all information that has been obtained to be able to make purchases in accordance with the benefits they expect.

Purchase. Consumers will purchase products to meet their needs. Post-purchase behavior is an evaluation of purchases made by consumers. If the product that has been purchased provides benefits in accordance with what is expected by consumers, then consumers will be satisfied, and vice versa. Consumers who are satisfied with the products they have bought, will lead to the possibility of repetition of purchases in the same store and will lead to customer loyalty.

Levy and Weitz (2009), argue that retailing is a collection of business activities that add value to products and services sold to consumers for personal or family use. While Berman and Evan (2010), explained that retailing includes business activities involved in selling goods and services to consumers for personal, family, or household use. Likewise, according to Ma'ruf (2006), retail trade is an activity of selling goods or services to individuals for their own, family, or household needs. Therefore it can be concluded that retail trade is a business or activity selling goods or services to consumers for personal, family or household needs.

According to Levy and Weitz (2009), elements in the retail mix consist of location, merchandise assessment, price, customer service, store design and display, and communication mix. Ma'ruf (2006) states that retailing mix is a combination of retail variables that are used to satisfy the needs and desires of customers and influence the consumer's decision to buy. Whereas Lamb, Hair and McDaniel (2001), mentioned that the role of retailing mix is very important and influential. There are six retailing mixes that must be considered, namely: product, price, location, promotion, store atmosphere, and customer service.

The six retail mixes that must be considered are (1) product. One of the elements of the retail marketing mix is a product called merchandise. Merchandising is the activity of procuring goods that are in accordance with the business that the store is going through at the right amount, time, and price to reach the target store or retail company. According to Levy and Weitz (2009), assortment (diversity) is a variation or number of different items in the category of merchandise. The assortment plan reflect variety or breadth, the number of different merchandise categories offered and assortment or depth, the number of different items in a merchandise category.

(2) Price is the only element in the various elements of the retail marketing mix that will bring profits or profits to retailers, while the other

elements will cost money. According to Levy and Sweitz (2009), there are four factors that affect retailers in price formation, namely (a)Customer price sensitivity and cost, when the price of a product rises, sales will decrease because only a few customers feel that the product offered is a product that has good added value. Consumer price sensitivity will determine how many units will be sold at different price levels. (b) Competition, namely competition with competitors taking into account that the price set by competitors is also a benchmark price that will be given to a product. The price given can be above or below the competitor's price. (c) Cost of the merchandise and service - that is the cost of the merchandise and service. (d) Legal regulations that limit pricing, retailers need to comply with legal regulations and ethical issues in setting prices.

Berman, Barry & Evans, Joel R. (2010), in determining price strategies, group price strategies into three orientations, namely demand orientation, cost orientation. And competition orientation. According to Lamb, Hair and McDaniel (2001), price is a key element for retail store strategy in positioning and classification. Higher prices often indicate a level of quality, and will help strengthen the image of retailers. (3)Location. Ma'ruf (2006), states that location is a very important factor in the retail marketing mix. In evaluating and selecting a specific location, retailers need to be aware of three important factors that can influence consumers to come, namely the characteristics of the location of the location (retail site location), characteristics of the trading location from the corner of the store, and estimated sales that can be obtained from the store location. In other words, things to consider include site characteristics (namely: traffic flow through the shop, accessibility),location characteristics, which include: visibility, adjacent retailer, parking lot, location within a shopping center and restriction and cost.

(4)Promotion or communication mix. The combination of several promotional elements, namely advertising, sales promotion, personal selling, publicity and the atmosphere in the booth, is usually done on retail promotion strategies. The aim is to help position a store in the minds of consumers. Levy and Weitz (2009), argue that: in communicating information to consumers consists of several methods, namely paid impersonal communication, which is paid communication that is not private, (for example: sales promotion, advertising, website, community building, store atmosphere), unpaid impersonal communication: non-personal and non-paid communication such as public communication (no payment is required when entering culinary tourism events) and paid personal communication, which is private paid communication (for example: e-mail, direct mail, personal selling, e-commerce) and unpaid personal communication.

(5) store atmosphere. The atmosphere in the outlet plays an important role to attract buyers, make customers comfortable in choosing groceries, and remind customers about what products they need to have for both personal and household needs. According to Levy and Weitz (2009), the strategies adopted include store design (layout, Signage and graphics, feature areas), atmospheric refers to the atmosphere design that can stimulate customer perceptions and emotional responses so that in the end it influences their buying behavior so as to create a mood or feeling that can present the store's image, namely through lighting, color selection, music/song selection, scent (use of fragrance), space management, and visual merchandising.

(6) Customer service. According to Levy and Weitz (2009), there are 5 perceptions used by consumers to evaluate customer service, namely by using service quality, including tangible, empathy, reliability, resposiveness, assurance. Customer service has become one of the elements of the retail marketing mix that is closely related to the image of retail outlets and companies.

The variables that will be analyzed in this study include the variables that differentiate consumers in choosing a retail mix at the convenience store Giant Malang Olympic Garden and Hypermart Malang Town Square, namely: product, price, promotion, location, store atmosphere, customer service.

Figure 2. Research Framework
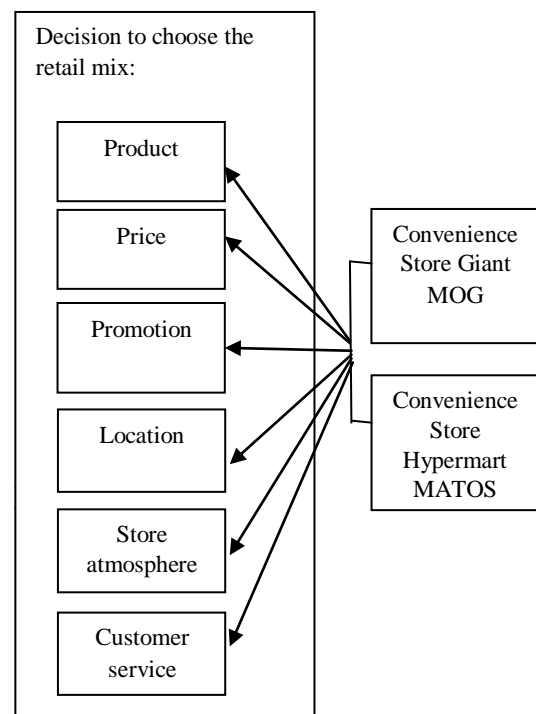
The approach used in this research is quantitative research, using discriminant analysis to answer the problem. The population are consumers who have made purchases at the conveniece store at Giant Malang Olympic Garden or Hypermart Malang Town Square, so the samples used are some of the consumers who have made the first purchase at the conveniece store at Giant Malang Olympic Garden or Hypermart Malang Town square.

The sampling technique used is purposive sampling. The number of samples determined as many as 100 people, consisting of 50 consumers who have made purchases at the conveniece store at Giant Malang Olympic Garden and 50 consumers who have made purchases at Hypermart Malang Town Square. While, the data collection techniques in this study is to use a distribution

of questionnaires, because the data obtained are primary data. The operational definitions of the variables used in this study are (1) Product: a complex trait, whether tangible or not, that is accepted by the buyer. The indicators used are: Offering various types of products; offers a variety of brands; offering a complete new product; offering quality products; guarantee that the product can be exchanged (or returned if it is damaged according to the provisions that have been submitted by the store).

(2) Price: a number of values needed to get a combination of products and services. Indicators used: affordable prices; price according to product quality; provide attractive discount prices; ease of payment through cash and debit / credit cards. (3) Promotion: a collection of different intensive tips, designed to encourage faster or larger purchases of products by consumers. Indicators used: available product promotion catalog that allows consumers to choose the product to be purchased; bundling program offer on certain products; advertise-ments that are delivered through printed and online media are clear and attractive.

(4) Location: where the store is located. Indicators used: location in the city center; locations that are easily accessible by public and private vehicles; locations that are easily seen or sought; adequate parking space. (5) Store atmosphere: the atmosphere in the store or shop. Indicators used: store convenience conditions that are always maintained (neat, clean, pay attention to interior design in the store); clear

and attractive nameplate; the availability of cafes that can be used to simply read books, gather and socialize in accordance with consumer needs; neat and orderly in-store arrangement; cool temperatures and bright lighting. (6) Customer service: things that can motivate buyers when shopping at shops or stores. Indicators used: employees who are friendly and professional in any condition; employees who are skilled at work; available information center services that are ready to help consumers; adequate amount of gauze available.

Using the validity and reliability test, it was found that each question item was declared valid. Which means that the question item can measure what is measured or able to reveal something that is measured. Likewise in the reliability test, the results were obtained that all question items used were believed to be data collection tools and were able to reveal the real information in the field.

Analysis of the data used in this study is discriminant analysis in the form of equations (Maholtra, 2004), as follows:

$$D = a_1X_1 + a_2X_2 + ... + a_nX_n$$

Where :
Y = discriminant value
$X_1 .. X_n$ = independent variables
A = coeficient disciminant function
N = the number of independent variables used

Therefore the discriminant equation used in this study is as follows:
$$D = a_1X_1 + a_2X_2 + ... + a_{25}X_{25}$$

The testing criteria used are: comparing F arithmetic with F tables or significance level with alpha. If F arithmetic> F table, then the null hypothesis is rejected, meaning there is a difference between one group and another. F arithmetic can be searched by formula (Maholtra, 2004):

$$F = \frac{n_1 - n_2 - p - 1}{(n_1 - n_2 - 1)p} T^2$$

Where :

n_1 : number of cases in group 1 - respondents in MOG

n_2 : the number of cases in group 1 - respondents in the convenience of Hypermart MATOS

p : the number of independent variables

T : T hotelling

RESULTS AND DISCUSSION

The results of the analysis using discriminant are obtained the differences in the selection of the retail marketing mix between consumers in the Giant MOG convenience store with Hypermart MATOS, which is shown from the chi-square value obtained at 37,817 which is greater than the table value, or the significance value (0.036) smaller than alhpa (0.05).

Table 1. Wilks' Lambda (difference test)

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	,644	37,817	24	,036

To find out the distinguishing variables, based on the equality of group means test, the following results are obtained:

Table 2. Tests of Equality of Group Means (Distinguishing variables)

	Wilks' Lambda	F	df1	df2	Sig.
x1.1	,959	4,151	1	98	**,044**
x1.2	,978	2,165	1	98	,144
x1.3	,994	,584	1	98	,447
x1.4	1,000	,037	1	98	,849
x1.5	,992	,829	1	98	,365
x2.1	,875	13,948	1	98	**,000**
x2.2	,984	1,554	1	98	,216
x2.3	,959	4,158	1	98	**,044**
x2.4	,995	,525	1	98	,470
x3.1	,911	9,546	1	98	**,003**
x3.2	,944	5,795	1	98	**,018**
x3.3	,972	2,813	1	98	,097
x4.1	,911	9,546	1	98	**,003**
x4.2	,997	,301	1	98	,584
x4.3	1,000	,000	1	98	1,000
x4.4	,974	2,666	1	98	,106
x5.1	,918	8,791	1	98	**,004**
x5.2	,944	5,795	1	98	**,018**
x5.3	1,000	,039	1	98	,843
x5.4	,996	,394	1	98	,532
x5.5	,996	,442	1	98	,508
x6.1	,911	9,546	1	98	**,003**
x6.2	,944	5,795	1	98	**,018**
x6.3	,999	,130	1	98	,719
x6.4	,996	,424	1	98	,517

Based on the significance value of each variable in the table above, it can be seen that the variable that distinguishes the selection of retail marketing mix between consumers in the Giant MOG convenience store with Hypermart MATOS, is the variables $X_{1.1}$, $X_{2.1}$, $X_{3.1}$, $X_{3.2}$, $X_{4.1}$, $X_{5.1}$, $X_{5.2}$, $X_{6.1}$, $X_{6.2}$, because the significance value is less than 0.05. The distinguishing variables are $X_{1.1}$: supermarkets/hypermarts offer a variety of types of products - X1, $X_{2.1}$: prices at affordable super-markets/hypermarts - X6, $X_{2.3}$: super-markets/hypermarts provide attractive discounts - X8, $X_{3.1}$: supermarket/ hypermart provides a product promotion catalog that makes it easy for consumers to choose the product to buy - X_{10}, $X_{3.2}$: supermarket/ hypermart offers a bundling program for certain products - X_{11}, $X_{4.1}$: strategic supermarket/hypermart location (located in the city center) - X_{13}, $X_{5.1}$: supermarket/hypermart condition that is always maintained - X_{17}, $X_{5.2}$: supermarket/hypermart signboard that is clear and attractive - X_{18}, $X_{6.1}$: supermarket/hypermart employees when serving consumers are able to behave ah and professional in any condition - X_{22}, $X_{6.2}$: employee supermarket/hypermart deft at work - X_{23}.

Tabel 3. Structure Matrix

	Function		Function
	1		1
x2.1	,508	x1.2	,200
x3.1	,420	x2.2	,169
x4.1	,420	x1.5	,124
x6.1	,420	x1.3	-,104
x5.1	,403	x2.4	-,098
x6.2	,327	x5.5	,090
x3.2	,327	x6.4	,088
x5.2[a]	,327	x5.4	-,085
x2.3	,277	x4.2	-,075
x1.1	,277	x6.3	-,049
x3.3	,228	x5.3	,027
x4.4	,222	x1.4	,026
		x4.3	,000

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions. Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

But if it is associated with the results of the structure matrix from the table above, then the $X_{5.2}$ variable cannot be used in the analysis.

Tabel 4. Canonical Discriminan Function Coefficient
(unstandardized coefficient)

	Function 1		Function 1		Function 1
x1.1	-1,548	x2.4	-,618	x5.1	1,189
x1.2	-,942	x3.1	,556	x5.3	,279
x1.3	-,478	x3.2	-,579	x5.4	,015
x1.4	-,256	x3.3	,099	x5.5	-,008
x1.5	,356	x4.1	,801	x6.1	-,482
x2.1	,906	x4.2	-,465	x6.2	1,369
x2.2	-,226	x4.3	-,027	x6.3	-,097
x2.3	,313	x4.4	,510	x6.4	,040
				(Constant)	-1,785

From the description that has been explained above, about the variables that differentiate the selection of retail marketing mix between consumers in the Giant MOG convenience store with Hypermart MATOS, table 3 and table 4, the discriminant equation can be written as follows:

$$D = -1,785 - 1,548\ X_1 + 0,906\ X_6 + 0,313\ X_8 + 0,556\ X_{10} - 0,579\ X_{11} + 0,801\ X_{13} + 1,189\ X_{17} - 0,482\ X_{22} + 1,369\ X_{23}$$

Based on the results of research using discriminant analysis, it can be explained that there is a difference in the selection of the retail marketing mix between consumers in the Giant MOG convenience store with Hypermart MATOS. The distinguishing variable is the types of products offered are diverse. Some of the products offered at Giant MOG are not on MATOS Hypermart, and vice versa (such as sports equipment offered at MATOS hypermat are not offered at Giant MOG).

Affordable price, each convenience store provides an attractive discount; The availability of product promotion catalogs that make it easy for consumers to choose the products to be purchased. Offer bundling programs on certain products and location in the city center. Giant MOG is located in an area with many other outlets / supermarkets / malls (such as Sarinah, Ramayana, Ranch Mart and so on), while the MATOS hypermart is located in an educational environment (such as Brawijaya University, State University of Malang, Muhammadiyah University of Malang).

Store convenience conditions that are always maintained. Each outlet has different characteristics such as mployees who are friendly and professional, a skilled employee at work. This study supports research conducted by Adji, Subagyo (2013), Ikhwan (2012), which concludes that the retail mix variable, both partially and simultaneously influences purchasing decisions.

CONCLUSION
There is a difference in the selection of the retail marketing mix between consumers in the Giant MOG convenience store with Hypermart MATOS. The

distinguishing variables are the types of products offered are diverse, the prices are affordable, provide attractive discounts, the availability of a product promotion catalog that allows consumers to choose products to be purchased, bundling program offers on certain products, locations in downtown, conditions of convenience store that are always maintained, employees who are friendly and professional and employees who are nimble at work. The results of this study indicate that not all of the variables studied distinguished the selection of retail marketing mix between consumers at the Giant MOG convenience store with Hypermart MATOS

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