

# JOURNAL "The Effect Of Product Quality, Price, Promotion And Trust To Purchase Decision Process Tile Products "MAHKOTA INDUTRI" In Majalengka

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## **ABSTRACT**

*The more rapid the development of housing both in cities and villages this also affects the increasing demand for material needs. Seeing this property business opportunity is still quite promising to run. Doing property business is not about having to build a house or make interior or exterior furniture. There is one business opportunity that you can run, namely tile production. This business is able to provide many benefits for you. Roof Tile is a roof covering that serves to protect from heat and rain. Roof tile is an important component for every home. Tile from clay is still the target of many people, because tile from clay is considered more safe and comfortable to use. Conventional tile or clay tile, in terms of shape is a bit outdated, but this tile has the advantage of modern tile. Conventional tile will make the house cooler and healthier even though the room has no sunlight. This becomes a very high business opportunity, therefore more and more competition is also higher among the business of making these tiles. This is what researchers are interested in. to conduct research on the Tile Industry. By title "The Effect of Product Quality, Price, Promotion and Trust on the Purchasing Decision Process of" Mahkota Industri "Tile Products in Majalengka, West Java. The purpose of this research is to find out how much Product Quality, Price, Promotion and Trust influence the Product Purchasing Decision Process, in particular, the population of tile in the "Mahkota Industri" The unit of analysis of this study is consumers and customers of the "Mahkota Industri", with a hypothesis test using Multiple Linear Regression. The results of the research hypothesis: Product quality has a significant positive effect on the purchasing decision process. Price has a significant positive effect on the purchasing decision process. Promotion has a significant positive effect on the purchasing decision process. Trust has a significant positive effect on the purchasing decision process.*

**Keywords:** product quality, price, promotion, trust, purchase decision process

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## **1. Introduction**

The more rapid the development of housing both in cities and villages this also affects the increasing demand for material needs. Seeing this property business opportunity is still quite promising to run. Doing property business is not

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about having to build a house or make interior or exterior furniture. There is one business opportunity that you can run, namely tile production. This business is able to provide many benefits for you. Roof Tile is a roof covering that serves to protect from heat and rain. Roof tile is an important component for every home. Tile from clay is still the target of many people, because tile from clay is considered safer and more comfortable to use. Conventional tile or clay tile, in terms of shape is a bit outdated, but this tile has the advantage of modern tile. Conventional tile will make the house cooler and healthier even though the room has no sunlight.

Getting good housing is difficult in the current era, all things expensive including buying a house. It takes more extra effort indeed to be able to get cheap housing. Also considering that the house is part of the basic needs of every human being in this case is the need for boards.

The government together with Perumnas which is a BUMN that is engaged in the provision of settlements is fit to accelerate the program of a million people's homes. Obviously, the program aims to have a big goal so that people in Indonesia can have decent homes, especially for low-income people, aka MBR. The national program of one million homes aims to provide homes for 13.5 million families who do not have a decent home. Thus, more and more Indonesian people have decent houses and this also has an impact on better community welfare.

A million-housing program is presented with cheap housing that can be bought by people in the middle to lower classes. Then what is the low price offered on the house in the million-house program? The government also together with Perumnas has set a limit on the selling price of houses that will receive the Value Added Tax exemption facility aka VAT which is divided into nine zones in Indonesia.

Prices in each province there are differences for each existing housing unit. As the price of one housing unit located in the Greater Jakarta area is a maximum of 120 million rupiah and on the island of Java in addition to Jabodetabek the maximum price is 105 million rupiah. Unlike the case in Kalimantan, which is priced at 118 million rupiah.

There are two types of houses that were built in fulfilling the million-housing program. The two types are the form of a flat and also a flat. Both types of low-cost housing perumnas are indeed more focused to be purchased by people in the middle to lower income groups who are also low.

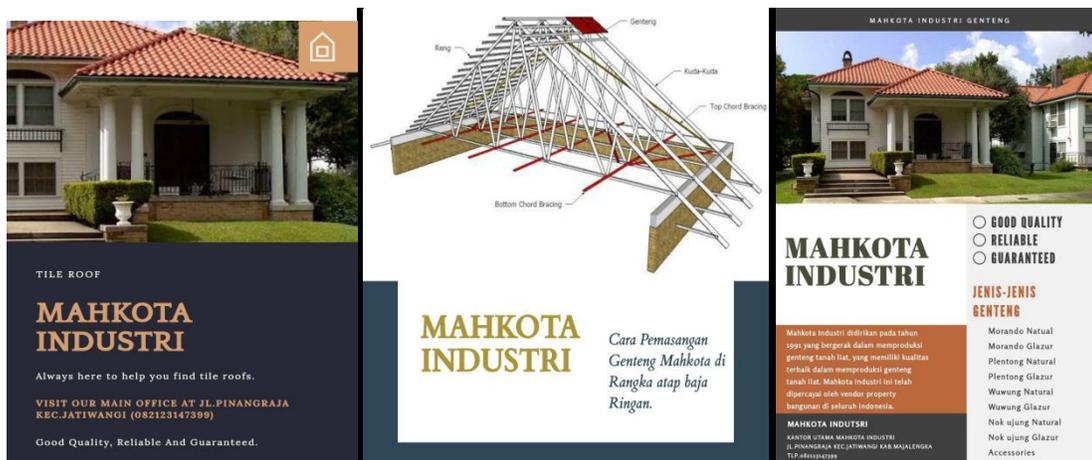
Houses to be built for middle- and upper-class communities that can be purchased in cash or in installments at very affordable prices like the examples mentioned above. With the hope of this program the government can further minimize the existence of people living in unfit settlements and being diverted so that their welfare is more secure by living in decent homes

One of the raw materials needed for housing is tile. Where, roof tile is one type of house roof covering that is favored by most Indonesian people. Besides being easy to find, the price of tile products is also relatively cheap so that it can be reached by all levels of society. Types of tile itself include mataram tile, mantili tile, turbo tile, magazine tile and wuwung tile. Usefulness of tile in general is as a roof or cover a building. Nowadays tile development is arranged according to the style, shape and color of the building.

West Java Province is one area that has a lot of housing raw material industries, one of which is the tile manufacturing industry. The tile manufacturing sector has become a leading industry that continues to grow and develop over time. As a leading industry in West Java Province, the tile industry has promising potential and attracts many consumers from various regions. This industrial sector has a significant contribution in improving the community's economy because it is able to absorb a large workforce, so it has a significant role in driving the pace of regional economic growth. "Mahkota Industri" is a tile-producing company in Majalengka, as well as under the auspices and guidance of the Ministry of Industry and Trade of West Java Regency. In that location is the center of tile business in the area of West Java. "Mahkota Industri" is one of the largest tile companies in the region. "Mahkota Industri" as a tile manufacturing industry has a business activity that is processing from raw materials to becoming finished materials to be marketed. "

"Mahkota Industri" Company is a Jatiwangi clay tile company which was established in January 12, 1989, which was founded and led by Mr. H. Juedi. The Industrial Mahkota Factory is located in Jalan Pinangraja, Jatiwangi District, Majalengka Regency. Vision: To become an innovative, high-quality roof building company. Mission: As a leading roof building company in the development of design, technology and distribution and produce high-quality products that are able to compete in the global market.

Figure 1.  
"MAHKOTA INDUSTRI"



On January 12, 1989, the Mahkota Industri Factory owned 2 tile molds, namely palentong tile molds, one kiln and one raw material grinding machine. and in 1993-2003 the Crown expanded the factory so that the emergence of the crown factory 1, crown 2 and crown 3 and added 17 tile printing tools including 11 Morando roof tile printing, 5 Palentong tile printing, 1 wuwung tile printing, 1 raw material grinding machine, 4 kilns. So in total the industrial crown has 19 tile printing houses, 5 kilns, 2 raw material processing machines.

Mahkota Industri is a tile factory centered in responsible and has become a factory that has been trusted by the community and developers in the city, and surrounding cities that have become centers of marketing of industrial crown products, namely: responsible, Jakarta, Tangerang, Banten, Central Java, Bali, Aceh and Makassar.

At that time, Mahkota Industri promoted tile door-to-door in the construction sites of houses by visiting construction sites such as providing brochures, samples and demonstrating quality excellence. In 2018, Mahkota Industri began to use e-commerce promotion media through websites, televisions, Instagram ads to expand business networks throughout Indonesia and even abroad.

## MAHKOTA GENTENG

## Income Statement

For the Years Ending [Dec 31, 2017; Dec 31, 2018 and Dec 31, 2019]

Revenue	2017	2018	2019
Sales revenue	2,133,349,000	2,116,957,000	3,123,788,000
Other revenue	-	-	-
<b>Total Revenues</b>	<b>2,133,349,000</b>	<b>2,116,957,000</b>	<b>3,123,788,000</b>

Expenses					
Processing of Raw Materials					
1 & 2	Rp	120,000,000	Rp	120,000,000	
Press Print	Rp	760,768,000	Rp	660,768,000	
Workers	Rp	40,400,000	Rp	50,400,000	
Overtime	Rp	23,720,000	Rp	25,720,000	
Natural	Combustion	Rp	17,800,000	Rp	20,800,000
				Rp	28,800,000

Preparation				
Natural Combustion Process	Rp	44,400,000	Rp	49,400,000
Glazing Preparation	Rp	20,980,000	Rp	26,980,000
Glazing Process	Rp	57,680,000	Rp	63,680,000
Firewood Cutting	Rp	26,400,000	Rp	34,400,000
Two Drivers	Rp	30,600,000	Rp	34,600,000
<b>Expenses of Purchasing Raw Materials</b>				
Soil	Rp	82,000,000	Rp	93,000,000
Sand	Rp	21,700,000	Rp	27,700,000
<b>Production Expenses</b>				
Solar 70 L/Day	Rp	86,400,000	Rp	84,400,000
Fuels	Rp	10,400,000	Rp	12,400,000
6 liters oil	Rp	14,192,000	Rp	18,192,000
Kerosene 30 L/Day	Rp	79,520,000	Rp	94,520,000
Seed Oil	Rp	7,760,000	Rp	8,760,000
6 pcs Casting chemicals	Rp	15,000,000	Rp	25,000,000
Paints and Ropes	Rp	16,600,000	Rp	26,600,000
Glazing Chemical	Rp	142,800,000	Rp	202,800,000
Firewood	Rp	212,200,000	Rp	218,000,000
<b>Total Expenses</b>		<b>1,831,320,000</b>		<b>1,898,120,000</b>
<b>Income Statement</b>				
Net Income Before Taxes		302,029,000		218,837,000
Income tax expense 1	Rp	387,000	Rp	407,000
Income tax expense 2	Rp	2,788,180	Rp	2,808,180
<b>Income from Continuing Operations</b>		<b>298,853,820</b>		<b>215,621,820</b>
<b>Net Income</b>		<b>298,853,820</b>		<b>215,621,820</b>

Based on the financial report above, it is stated "Mahkota Tile" The sales target is still not reaching the target. It can be seen with 2017 – 2019 Therefore, "Mahkota Tile" must be biased to increase its sales by increasing the glare of its tile products, By Improving Product Quality, streamlining its Promotions, setting prices that are right, and build consumer and customer confidence.

With good marketing, you will get a good competitive strategy. According to Hariadi (2013) a company is said to have a competitive advantage when it has something more over its competitors in attracting consumers and defending themselves against the competitive forces that try to suppress the company. Sources of competitive advantage can be: the best products on the market, provide the most excellent services, provide the lowest selling prices, have the most strategic location, appropriate technology, attribute goods according to the will of consumers, market new products the fastest, brands and reputation that have been tested and provide greater value for goods than money spent by consumers,

And According to Porter (2009) Competitive strategy is a combination of the goals fought by the company with the wisdom or tool where the company tries to get there. Competitive strategy aims to uphold favorable and defensible positions against the forces that determine industrial competition to create competitive advantage. There are three generic strategies for Porter to achieve above-average performance in an industry, namely cost advantage, differentiation, and focus. The focus strategy has two variants, a cost focus and a differentiation focus.

In addition, "Mahkota Industri" must improve the quality of its tile products, where the quality of the product to the purchase decision is very closely related. Consumers definitely want to get products that match their needs and desires. Product quality is the ability of an item to provide results or performance that is appropriate, or even exceeds what

customers want (Kotler and Keller, 2009), so it can be concluded that a quality product is a product that is in accordance with the needs and desires of consumers so that it will encourage consumers to make a purchase of the product. The quality of a product is one of the important considerations of consumers in the purchasing decision process. Good product quality makes consumers tend to make purchasing decisions, but if the quality of the product is poor then it is likely that consumers will not make a purchase decision on the product.

In a study conducted by Made Novandri SN, (2015) about the effect of product quality, price, and advertising on purchasing decisions for Yamaha Padahar Pindo Jaya branch Ngaliyan shows that product quality has a positive influence on purchasing decisions, meaning consumers consider product quality as incorrect an important aspect to consider in purchasing decisions.

Price is an element of marketing mix that is flexible where at any time it can change according to time and place., while the other three elements cause costs. To be successful in marketing an item or service, every company must set prices accordingly. Because price is an important consideration for consumers who are in the process of purchasing decisions. Price is the value of an item expressed in money (Alma, 2013). This means that the price is the amount of money spent by consumers to get goods or services. So I can conclude that between price and consumers are very closely related. This is because the consumer is a main subject which wants to buy an item or service while the price is an amount that must be paid by the consumer when he wants to own an item or service. The results of research conducted by Made Novandri SN, (2010) on the effect of product quality, price, and advertising on purchasing decisions for Yamaha motorcycles in the Harpindo Jaya Ngaliyan branch prove that prices have a positive influence on purchasing decisions.

Promotion is one of the determining factors for the success of a marketing program. No matter how good the quality of a product, if consumers have never heard of it and are not sure that the product will not be of use to them, then they will never buy it. The purpose of promotion there are 3, namely communication, intensive, and the invitation of Philip Kotler, (2015). Promotion is done to attract attention and provide information about the value of products for consumers. Promotion is also an invitation to consumers to make a purchase transaction. So it can be concluded that promotion has an influence on the buying decision process. Because in the purchase decision process, especially online, consumers can only see goods through advertisements that are advertised by the seller as one of the promotional programs. The more attractive the promotion is carried out, the more consumers are attracted to the product. Supported by Rosvita Dua Lembang (2012) research which shows that promotion has a positive and significant effect on purchasing decisions.

In addition to maintaining consumer and customer trust must also be maintained, because by building consumer confidence, we as business people can maintain consumers or customers in our population.. Consumer confidence according to Mowen and Minor cited by Sumarwan (2013). Based on the above, the researcher is interested in conducting research. with the title "Effect of Product Quality, Price, Promotion, and Trust in Purchasing Decision Process on Tile Products in" Mahkota Industri " in Majalengka West Java.

## 2. Literature Review

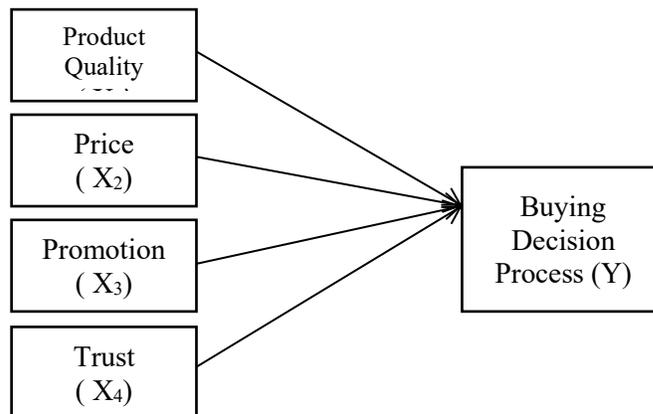
- Marketing plays an important role in the company because in its implementation it deals directly with consumers and the environment outside other companies. According to Kotler and Keller (2012), marketing activities are directed at creating exchanges that allow companies to maintain survival. Marketing definition according to Philip Kotler (2015).
- According to Kotler and Keller (2012) "Products are anything that can be offered to a market to satisfy wants or needs, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas". Product quality is one important aspect that will be considered by consumers when they are interested in a product, until finally deciding to make a purchase or not. According to Philip Kotler (2015) Product quality is the ability of an item to provide results or performance that is appropriate, or even exceeds what customers want ". So it can be concluded that product quality is an overall assessment process of goods or services, by paying attention to what the customer wants.
- Price is an element of marketing mix that is flexible where at any time it can change according to time and place. The price is not only the nominal value printed on a package, but the price has many forms and carries out many functions, such as rent, fees, wages, interest, tariffs, storage fees, and salaries. All of these are the price that must be paid to obtain goods and services. . According to Kotler and Keller (2012): "Price is one element of the marketing mix that generates revenue, other elements produce costs. Price is the easiest element in a marketing program to adjust, product features, channels and even communication require a lot of time. ", Price suitability with product quality, Price

competitiveness, Price suitability with benefits, Price will be an important consideration for consumers in deciding purchases. Consumers will compare the prices of the products of their choice and then evaluate the suitability of those prices with the value of the product or service and the amount of money that must be spent.

- According to Kotler and Armstrong (2014) "Promotion is an activity carried out by a company in an effort to communicate a product to consumers so that it can influence consumers' buying interest in company products. Activities that communicate product excellence and persuade target customers to buy it. According to William Shoell, quoted by Alma (2013) "Promotion is an effort made by marketers to communicate with prospective customers". Concluded that promotion is one of the communication tools in marketing activities that play a role in informing, persuading, and reminding the benefits of a product thus encouraging consumers to buy the product.
- . Mowen and Minor cited by Sumarwan (2011) "Consumer trust is the knowledge possessed by consumers about an object, attributes, and benefits". Meanwhile according to Ding Mao (Hendia, 2013) "The belief that someone's words or promises can be trusted and someone will fulfill their obligations in an exchange relationship. It can be concluded that trust is the trust of certain parties with others in conducting transaction transactions based on a belief that the trusted person will fulfill their obligations properly.

### Framework and Hypothesis

Figure 1.



### Hypothesis

**Hypothesis 1:** Product quality on the consumer's buying decision process for a product Tile Products in "Mahkota Industri"

**Hypothesis 2:** Price has a positive and significant consumer purchasing decision process for a product Tile Products in "Mahkota Industri"

**Hypothesis 3:** Promotion has a positive and significant effect on the consumer's buying decision process for a product Tile Products in "Mahkota Industri".

**Hypothesis 4:** Trust has a positive effect on the consumer purchasing decision process of a product Tile Products in "Mahkota Industri"

### 3. Research Methodology

The research method is basically a scientific way to obtain certain data, goals and uses Descriptive, Verifikatif, which is a research method with the of testing hypotheses that have been formulated previously (testing research). In this method there is still a descriptive explanation, but the focus still lies in explaining the relationships between variables (associative). It can be calculated the sample size of the population of “Mahkota Industri” customers. Sources of data in this study are primary and secondary data. Primary data were obtained through measurement of perception and for this purpose instruments were prepared in the form of questionnaires containing questions and or statements using a Likert scale. Hypothesis testing uses Multiple Linear Regression, Analisis Koefisien Korelasi, Coefficient Of Determination, the sample distribution by using the Slovin method where the chosen error rate is 10%. T-test and F-test for the research model.

### 3. Research Finding and Argument

In this study the Analisis Koefisien Korelasi is used to determine the strength of the weak relationship of all independent variables and dependent variables tosimultan..

**Table .1.**  
**Koefisien Korelasi (R)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,785 <sup>a</sup>	,616	,600	2,359

a. Predictors: (Constant), Trust, Quality Product, Price, Promotion

b. Dependent Variable: Purchasing Decision Process

The results of calculations using the SPSS program can be seen that the R value of 0.785. Based on the interpretation coefficient interpretation table, this value is included in the strong category. Then it can be concluded that the dependent variable with all independent variables together has a strong relationship that is equal to 78.5%.

The coefficient of determination (R<sup>2</sup>) basically measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one. The coefficient of determination can be seen in the table below:

**Table .2. Koefisien determinasi (R<sup>2</sup>)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,785 <sup>a</sup>	,616	,600	2,359

a. Predictors: (Constant), Trust, Quality Product, Price, Promotion

b. Dependent Variable: Purchasing Decision Process

The R square value obtained is 0.616. This means that 61.6% of the purchasing decision process can be explained by variables of product quality, price, promotion, and trust, while the remaining 38.4% of the purchasing decision process is influenced by other variables not examined in this study.

#### **Hypothesis 1:**

The results of testing with SPSS obtained for the variable X<sub>1</sub> Product Quality obtained t value = 2.583 with a significance level of 0.011. t value is greater than t table that is 1.664, and by using a significance limit of 0.05, the significance value is smaller than the 5% level, which means Hypotesis a is accepted. . Product quality has a significant positive effect on the Purchasing Decision Process.

#### **Hypothesis 2:**

Testing with SPSS obtained for the variable X<sub>2</sub> Price obtained t value = 0.884 with a significance level of 0.379. t value is smaller than t table that is 1.664, and by using a 0.05 significance level, the significance value is above the level of 5%, which means Hypotesis is accepted. Thus, first hipotesis is rejected. Price has a significant positive effect on the Purchasing Decision Process.

#### **Hypothesis 3:**

The test results obtained by SPSS for the X<sub>3</sub> variable Promotion obtained the value of t arithmetic = 5.362 with a significance level of 0,000. The t value is greater than t table that is 1,664, and by using a significance limit of 0.05, the significance value is below the level of 5%, which means that hipotesis is accepted. Thus, third accepted. Promotion has a positive effect on the Purchasing Decision Process.

#### **Hypothesis 4:**

The results of testing with SPSS obtained for the X<sub>4</sub> variable Trust, the value of t arithmetic = 0.841 with a significance level of 0.402. T value is smaller than t table that is 1.664, and by using a 0.05 sig level, the significance value is above the level of 5%, which means Hypotesis is accepted. Thus. Trust has a significant positive effect on the Purchasing Decision Process.

#### **4. Conclusion and Suggestion**

1. The results of respondents' responses, average score Product Quality variable answers obtained by 4.00 where based on interpretation the score is at a good level. The results of the study obtained t value = 2.583 with a sig 0.011. the Product Quality has a positive and partially sig on the Purchasing Decision Process.
2. Based on the results of respondents' responses, the average score of the Price variable answers obtained by 4.03 where based on interpretation of the score the value is at a good level. The results of the study obtained t value = 0.884 with a signif 0.379. Then it can be the Price does not have a positive and partially sig to Purchasing Decision Process.
3. Based on the results of respondents' responses, the average score of Promotion variable answers obtained by 4.11 where the interpretation at a good level. The results of the study obtained t value = 5.362 with a significance level of 0,000. It can be concluded that the Promotion has a positive and partially to the Purchasing Decision Process.
4. Based on the results of respondents' responses, the average score of the Trust variable answers obtained by 4.21 where the interpretation is at a good level .The results of the study obtained t value = 0.841 with a significance level of 0.402. It can be concluded that the Trust positive and partially the Purchasing Decision Process.

#### **Suggestion**

- Care or treatment of clay when new excavation before further processing, sand sifting and sand drying are more concerned, so that the water content of the sand is lower, care or treatment of the raw material mill before and after the processing of raw materials, Determination of the standard amount of material the standard for each transport by the production operator, the design of rack trays for tile storage, the design of assistive devices or stairs to assist the process of storing or taking tiles on the shelves.
- Companies must pay attention to the promotion of digital marketing through social media such as Instagram Ads, Facebook Ads and websites. Because it is important for companies to see the reach, frequency of companies and the impact of advertisements used. And use promotion E-digital Marketing.
- Sealed Bid Pricing fixing the selling price based on bids submitted by competitors. Rice Sensitivity Meter (PSM), pricing strategy carried out with the aim to approach the needs / demands of consumers. This method is based on consumers' perceptions of the value / value of the product received, whether comparable or not. To find out whether the value of a product can be accepted by consumers, you can measure it with PSM.
- Price Discrimination, a policy to determine different selling prices for the same type of product in one market segment. Several factors can influence price discrimination such as region, consumer, time, quality, and shape of the product. Cost-Plus Pricing Method, determining the selling price per unit based on the total cost per unit plus a certain amount as profit or margin (selling price = total cost + profit).
- Fixed Fee Pricing, pricing based on the amount of costs incurred by the manufacturer of the product plus a number of agreed fees, so the profit earned does not affect the selling price of goods. Target Pricing, the pricing is based on the return on investment (ROI) in accordance with the desired target.
- Build customer trust by means of a friendly, warm and personal approach. If the customer or customer comes to give a brochure or price list and take a friendly and personal approach, be honest and don't just lip service. Inform the quality of the product honestly, don't exaggerate so that it makes your customers feel cheated. Don't promise something that you can't actually fulfill, so your customers feel cheated.
- Provide guarantees for the products and services you sell so that buyers feel confident about the products or services that you offer. Consistent with what you are guaranteeing, if there is a complaint then you really provide compensation. Make it easy for your customers to be able to submit complaints, for example providing telephone numbers, e-mail access and other ways in which you think will make it easier for customers to contact you. Handle complaints quickly, because the longer you handle

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