

Brand Image Analysis and Sales Promotion on the Purchase Decision of Top Coffee Gula Palm Brand Through Brand Equity

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ABSTRACT

This study aims to find out and analyze the Influence of Brand Image and Sales Promotion on Purchase Decisions of Top Coffee Palm Sugar Through Brand Equity as an Intervening Variable with a research period of 1 month starting from July to August 2024. The analysis method used is Path Analysis using SmartPLS Software ver 3 2024, the purpose is to describe the actual state of the research object to determine the Brand Image and Sales Promotion of the Purchase Decision of Top Coffee Gula Palm Brand Through Brand Equity as Variabel Intervening in the Tamalanrea Village Community who consume Top Coffee Gula Palm through the submission of statements in the questionnaire. The results of the study were (1) Brand image has a positive and significant effect on brand equity, (2) Sales promotion has a positive and significant effect on brand equity, (3) Brand image has a positive and significant effect on purchase decisions, (4) Sales promotion has a positive and significant effect on purchase decisions, (5) Brand equity has a positive and significant effect on purchase decisions, (6) Brand image has a positive and significant effect on purchase decisions through brand equity, (7) Sales promotion has a positive and significant effect on purchase decisions through brand equity.

INTRODUCTION

Coffee plays an important role because of its significant influence on the lives and livelihoods of some people besides being a contributor to the country's foreign exchange. Indonesia is a country that is crossed by the equator with relatively stable seasons and weather and fertile soil, so it has a great opportunity to become a well-known coffee-producing country in the world. Indonesia also consists of many islands, which makes its coffee products rich in taste and aroma. The interaction between climate, soil type, coffee varieties and management methods makes Indonesian coffee the most attractive coffee.

The potential of Indonesia's coffee plantation land resources covers an area of 1.3 million hectares, supporting around 5 million farmer families and a driver of agribusiness that provides a large supply to the country's foreign exchange. Of the potential area of plantation land, only 950,000 hectares are productive areas of coffee plantations with a population of around 1.5 billion trees and produce an average of 750,000 tons of coffee per year. Indonesian coffee plantations are spread across large islands such as Sumatra, Java, Bali, Nusa Tenggara, Sulawesi, Maluku, and Papua. (Rukmana 2014 : 1-2)

Table 1. Coffee Area and Production in Indonesia 2018-2022

Year	Area Broad	Production (Ton)
2018	1.252.826	756.051
2019	1.245.359	752.512
2020	1.250.452	762.380
2021	1.279.570	786.191
2022	1.265.930	774.961

Source: Static Coffee Indonesia, 2022

According to the 2022 Indonesian Coffee Statistics, the high production of coffee in Indonesia makes coffee familiar to the public, because many people have consumed coffee as daily consumption. Coffee is also not only a drink for people in big cities, coffee has also reached small towns and villages. One of the products that can be marketed in the Indonesian market share is instant coffee products. The development of the instant coffee business in Indonesia is growing very quickly. Many consumers opt for practical instant coffee because of their high mobility. With the increasing number of businesses interested in entering the instant coffee industry and increasing competition between producers, companies are challenged to continue to develop products to remain competitive in the market. In addition, producers as creators of goods or services strive to satisfy consumers by presenting various new products, so that consumers remain loyal to consume these products and feel satisfied.

Consumer decision-making is essentially a problem-solving process. The researcher uses this purchase decision variable because the study of purchase decisions is still worth researching considering that the increasing number of products in circulation results in the need for various considerations for the public in making purchase decisions. Most consumers, both individual consumers and organizational buyers, go through almost the same mental process in deciding what products and brands to buy (Yulindo 2013). Consumer purchase decisions can be made if the product is in accordance with what consumers want and need.

Today, consumers buy products not only because of their marketing strategy, but also based on the value and quality offered by the product. Therefore, companies need to make various efforts to make their products as attractive as possible so that consumers are interested in buying. One of the ways that is important is to build brand equity. Products that have strong brand equity will provide many benefits and advantages, such as the ability to expand the brand by entering new markets or creating new product variants. Brand equity is reflected in the way consumers think, feel, and act. With strong brand equity, companies will find it easier to market their products and understand the needs and wants of their consumers.

Several brands of relatively similar quality may perform differently in the market, due to the differences in perception that are formed in the minds of consumers. Therefore, the brand designed by the company must be able to meet the needs and desires of consumers who are looking for a specific product. When the brand succeeds in meeting expectations, consumers will choose it to buy. Brand image

is expected to drive purchase decisions, as brand image reflects consumer perceptions and beliefs, which are reflected in the associations formed in their memories. If the company manages to create a positive and strong image, the impact will be felt in the long run, especially if the company consistently maintains and fulfills the promises attached to the image.

According to Suhardi & Irmayanti, (2019) brand image is an introduction to an introductory label or marker that represents the brand in a product, and is inherent in the minds of consumers. According to Schiffman and Kanuk in Girsang et al., (2020) brand image is the assumption of consumers about the distinctive characteristics of a product that has been used or when it has been identified, and can distinguish the product from its competitors' products and can generate consumer confidence in the brand. carried out by the company. Marketing is a managerial and social process by creating, offering, and exchanging products of value to others so that individuals and groups get what they need and want through these activities (Kotler and Armstrong, 2012). Sales promotion intends to attract consumers to the product with attractive promotions after the emergence of competing brands with various promotions.

In addition to brand image, sales promotion is also one of the important ones in consumer purchasing decisions. The success of the business world is inseparable from marketing activities. The high interest of Indonesians in drinking coffee has attracted a number of companies to create innovative coffee-based products. One of them is Wings Food, a fast moving consumer goods company, which launched an instant coffee called "Top Coffee". Wings Group always strives to innovate according to consumption trends, so that it can meet consumer needs through quality coffee products. In addition, communication to consumers continues to be carried out as much as possible by the Wings Group. Wings Group does not only rely on offline sales in supermarkets, minimarkets, or stalls. The company also consistently continues to maximize the use of digital media and e-commerce to increase sales. Sales through digital media and e-commerce are currently channels whose usage level is increasingly in demand.

Table 2. Rating of the Best Sachet Coffee According to Mybest

No	Product Brand	Composition/ contents	Points	Price
1	Kapal Api Spesial Mix	Sugar, ground coffee. 23g/sachet	High quality processed with modern machines	Starting from Rp17.200,00
2	Nestle <i>Nescafe Classic</i>	100% Robusta. 2g/s	Ground-free black coffee that can dissolve in cold water	Starting from Rp7.100,00
3	Wings Top Coffee Palm sugar	Palm Sugar, Plant- Based Creamer, Instant Coffee Ground (9.6%), Skimmed Milk Powder, Synthetic Flavors, Salt, Artificial Sweeteners (Asesulfam-K, Sukralosa). 22g/s	The taste is unique, the presentation is easy	Starting from Rp9.900,00
4	Mayora Torabika Cappucinno	Sugar, Creamer, Instant Coffee 6.6%, Chocolate Granules 2% (Contains skimmed milk powder and malt extract), synthetic flavors. 25g/s	Equipped with choco granule, present a cup of café-style cappuccino.	Starting from Rp12.000,00

Source: Mybest November, 2023

Wings Group understands the importance of innovations that are relevant to consumer needs in the midst of dynamic market conditions. Then, Wings Group is always open to the opportunity to present new packaged coffee product variants in the future. One of them launched its latest product innovation, namely TOP Coffee Gula Gula Palm Tubruk Milk. The latest innovation from TOP Coffee combines strong tubruk coffee, milk, and real palm sugar. Welcoming World Coffee Day which falls on October 1, TOP Coffee Susu Gula Aren Tubruk is presented to meet the tastes of coffee connoisseurs, especially Tubruk coffee lovers in Indonesia. With the presence of Top Coffee Gula Palm from Wingsfood, the effort to make any creation with milk coffee ingredients becomes easier. In addition to coffee, palm sugar, and milk, contemporary coffee is also synonymous with krimmer.

RESEARCH METHOD

This study uses a quantitative approach. The type of research used in this study is a causal relationship or a cause-and-effect relationship. Data was obtained from the results of the survey by

distributing questionnaires to respondents who were the object of the research. The research was carried out in Tamalanrea Indah Village, Tamalanrea District, Makassar city. This research is planned for 1 month, namely July to August 2024. The data sources in this study are primary data and secondary data. Where primary data is data obtained by distributing questionnaires to residents in Tamalanrea Village who buy and consume palm sugar top coffee. Secondary data is data obtained from intermediary or indirect media such as records or archives, where the secondary data in this study is in the form of data on the number of residents of Tamalanrea Indah Village. The determination of informants in this study uses the Purposive Sampling Technique. The Purposive sampling technique is sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be researched. In this study, the informants were residents of Tamalanrea Village, Makassar who bought and consumed Top Coffee Gula Palm products.

RESULTS AND DISCUSSION

The Effect of Brand Image on Brand Equity

The results of the hypothesis test showed that the original value of the sample/path coefficient in the brand image to the brand equity obtained a positive value of 0.513. A T value of 3.743 is greater than 1.96 (for a significance level of 5%), and a P value of 0.001 is less than 0.05. A strong and positive brand image plays an important role in increasing brand equity. This indicates that if the public's perception of Top Coffee Gula Palm is getting better, the public's assessment of Top Coffee Gula Palm is getting better. A positive brand image makes consumers believe that the products offered by the brand are of high quality. The perception of good quality increases brand equity, as consumers are more willing to pay more or choose the brand compared to competitors. When a brand has a strong and positive image, it is easier for consumers to recognize the brand among many other options. Increased brand awareness helps build brand equity, and consumers are more likely to consider and choose brands they know and trust.

According to Schiffman and Kanuk (2004), brand image is a set of consumer beliefs related to a brand, which causes consumers to assume that the brand has certain values or characteristics compared to other brands. This image is formed from personal experiences, recommendations from others, and the company's marketing activities. Brands with a positive image make consumers feel safer in making purchases, especially for products with high prices or those that are new. This sense of security strengthens brand equity as consumers are more likely to make consistent, recurring purchasing decisions. Brand image is an important factor in building brand equity which is the added value of a product or service (Mao: 2010). By the time strong brand equity has been formed from a product, the message it wants to convey will be faster. Brand Image is all expectations that exist in the consumer's mind for a product based on the initial information received by the consumer.

The Effect of Sales Promotion on Brand Equity

The results of the hypothesis test show that the original value of the sample/path coefficient in the brand image to the brand equity obtained a positive value of 0.290, a T value of 2.054 greater than 1.96, and a P value of 0.046 less than 0.05. Sales promotion has an important role in building brand equity, this identifies that the more varied sales promotions are carried out, the better the public's judgment will be. According to Fandy Tjiptono (2015), sales promotion is a variety of communication tools used by companies to stimulate the purchase of products or services. These tools include price discounts, coupons, direct prizes, sweepstakes, and exhibitions, which aim to influence consumer behavior in the short term. Sales promotions such as discounts, coupons, or special offers can attract consumers' attention. This increases brand exposure and helps brands become more recognizable, leading to increased brand awareness. When consumers feel that they are getting more value through promotion, this can increase their perception of the brand. A well-planned promotion can make consumers consider the brand as a brand that provides high value. Through creative and unique promotions, brands can differentiate themselves from competitors. This differentiation helps create a strong and distinct brand image in the minds of consumers,

The Effect of Brand Image on Purchase Decisions

The results of the hypothesis test show that the original value of the sample/path coefficient in the brand image on the purchase decision obtained a positive value of 0.592. A T value of 6.136 is greater than 1.96, and a P value of 0.000 is less than 0.05. This identifies that a strong and good brand image among the public will strengthen consumers' decision to buy. A strong and positive brand image helps build consumer trust. Consumers tend to prefer brands that they know and believe are reputable. Brands with a positive image are often associated with quality, reliability, and integrity, which ultimately makes consumers more confident in making purchasing decisions. When consumers see a brand as something of value (whether in terms of quality, exclusivity, or functionality), they are more willing to pay a premium price or choose the brand even though there are other, cheaper alternatives. This perception of value influences consumers to make more positive purchase decisions towards the brand.

According to Kotler and Keller (2009), a purchase decision is an action taken by consumers after evaluating various alternatives to available products or services. This process starts with the introduction of the problem or need, followed by the search for information, the evaluation of alternatives, and finally the decision to buy or not to buy. A positive brand image can reduce the perception of risk perceived by consumers. When consumers feel that a particular brand is reliable, they tend to worry less about the possibility of product failure or post-purchase

disappointment. Brands that have a good image are often seen as a safer option, making it easier for consumers to make purchase decisions.

The Effect of Sales Promotion on Purchase Decisions

The results of the hypothesis test showed that the original value of the sample/path coefficient in the sales promotion to the purchase decision obtained a positive value of 0.228. A T value of 2.060 is greater than 1.96, and a P value of 0.042 is less than 0.05. Sales promotions have a positive and significant influence on consumer purchasing decisions because they can influence consumer perceptions, behaviors, and decisions in a variety of ways. This identifies that the more varied sales promotions are carried out, the more it will strengthen the purchase of more and more consumers.

Sales promotions such as price discounts or one-on-one buy offers, increase the product's appeal in the eyes of consumers. When consumers see an opportunity to get a product at a lower price or with additional benefits, they are more likely to decide to buy than when there is no promotion. This directly influences the purchase decision. Sales promotions often create urgency for consumers to buy immediately. For example, limited-time promotions or exclusive offers can make consumers feel that they should take the opportunity before it disappears. This feeling encourages impulse purchases, where consumers make purchase decisions without much prior consideration. With promotions, consumers feel that they are getting more value from the product, reducing the perception of risk over the price paid. For example, a big discount promotion or cashback offer gives the impression that consumers will not lose out. This increases the likelihood that consumers will make a purchase decision sooner because they feel more confident in the value obtained.

George and Michael (2009) explain that sales promotion is a tool that provides a direct push to encourage the purchase of a product or service, which is an important part of the promotional mix in marketing campaigns. Sales promotion offers a product by providing stimulation for consumers to buy. Especially today, low consumer purchasing power due to price increases makes sales promotions the right way to influence consumer purchase decisions, because sales promotions provide a direct stimulus to consumers and consumers can feel the direct benefits of sales promotions. So that it will be able to influence consumer purchase decisions faster. Sales promotions have a positive and significant effect on consumers' purchasing decisions because they can increase product appeal, encourage impulse purchases, reduce the risk of price perception, and create a feeling of exclusivity. With an effective promotional strategy, brands can direct consumers to make purchase decisions faster and more often.

The Effect of Brand Equity on Purchasing Decisions

The results of the hypothesis test showed that the original value of the sample/path coefficient in brand equity to the purchase decision obtained a positive value of 0.155. A T value of 2.747 is greater

than 1.96, and a P value of 0.007 is less than 0.05. Brand equity has a positive and significant influence on consumer purchasing decisions because brands with strong equity tend to be more attractive and convincing to consumers. This identifies that if consumer judgment is good, it will strengthen consumers' decision to buy. Brands with strong equity usually have a good reputation in the eyes of consumers. Trust in the brand helps reduce the uncertainty that consumers feel when making purchasing decisions. Consumers are more likely to choose brands they trust, especially in products that are considered high-risk. This trust accelerates purchasing decisions and increases consumer confidence in their choices.

According to Schiffman and Kanuk (2004), brand equity is the value that a brand has in the minds of consumers, which is the result of their positive or negative experiences with the product or service associated with the brand. Strong brand equity gives companies the ability to build better relationships with consumers. Brands with good equity are often perceived as having added value, both in terms of product quality, innovation, and a positive customer experience. Consumers who feel this added value tend to associate brands with higher quality or certain advantages, so they are more willing to choose products from that brand, even if the price is higher than competitors.

At this time, consumers buy products not only because of the marketing, but also based on the value and quality that can be obtained from the product. Therefore, in order for the product to be in demand by consumers, various things can be done by the company as attractive as possible so that consumers are interested in buying. One of the things that needs to be done is the formation of brand equity. Strong brand equity will lead consumers to consume or buy a product. Therefore, building strong brand equity provides a huge advantage for the company especially when it comes to purchasing decisions made by consumers. The stronger the brand equity owned by the company, the greater the profit obtained by the company.

The Effect of Brand Image on Purchase Decisions Through Brand Equity

The results of the hypothesis test show that the influence of brand image on purchase decisions through brand equity with a T-statistical value of 2.986, which is greater than 1.96, and a P value of 0.004, which is smaller than 0.05 ($P < 0.05$). A positive brand image has a significant effect on consumer purchase decisions through brand equity. It is identified that a good brand image increases brand equity, which will ultimately strengthen consumer purchase decisions. Strong brand equity comes from a positive brand image and can drive consumer trust and loyalty. When a positive brand image shapes brand equity, consumers become more confident in the brand and more likely to buy the products offered. Consumers feel more confident that the brand can deliver consistent quality, benefits, and experiences. Consumers often feel hesitant or unsure when buying a new product, especially if they are not familiar with the product. However, when a brand has a strong and positive image, it reduces the consumer's perception of risk. High brand equity makes consumers feel safer buying products from the brand because they believe in the brand's reputation and reliability.

According to Bennett and Thiele (2016), brand image is a consumer perception formed from their experience with the brand, including information obtained from marketing communications. A positive brand image can increase consumer trust and encourage loyalty. A strong brand image creates a unique identity that sets it apart from competitors, and this helps build brand equity. With strong brand equity, the brand can differentiate itself from competitors who may offer similar products. Consumers who value these differences are more likely to make purchasing decisions that favor brands with an image that matches their values or preferences.

The Effect of Sales Promotion on Purchase Decisions Through Brand Equity

The results of the hypothesis test show that the influence of sales promotion on purchase decisions through brand equity with a T-statistical value of 2.784, which is greater than 1.96, and a P value of 0.012, which is smaller than 0.05 ($P < 0.05$). Sales promotions have a positive and significant influence on purchasing decisions, and this influence is amplified through brand equity. This identifies that the more varied sales promotions are carried out on the value of the brand, the stronger the consumer's decision to buy. Sales promotions, such as discounts, coupons, or special offers, can increase brand exposure and attract new and existing consumers. The more often consumers interact with sales pitches, the more likely they are to be aware of the brand's existence and characteristics. With increased brand awareness, brand equity has also strengthened, which in turn encourages consumers to make purchase decisions faster.

According to William Shimp (2013), sales promotion is a marketing activity that involves various tools and techniques used to encourage product purchases in the short term. This includes the use of discounts, coupons, samples, prizes, and contests to stimulate consumers to make purchases faster. Targeted sales promotions can increase the perception of the value of the product or service offered by a brand. When consumers feel they are getting more out of a product because of a special offer or discount, they see the brand as more valuable. This has an impact on increasing brand equity, as brands are identified as providing better benefits than competitors. This perception increases brand equity by providing positive associations regarding price and quality, which ultimately influences consumer purchasing decisions.

CONCLUSION

This study aims to determine the influence of brand image and sales promotion on the purchase decision of Top Coffee Gula Palm brand through brand equity as an intervening variable. Based on the data testing that has been carried out, the researcher can hereby draw the conclusion that the brand image has a positive and significant effect on the brand equity of Top Coffee Gula Aren, Sales promotion has a positive and significant effect on the brand equity of Top Coffee Gula Aren. Brand image has a positive and significant effect on the purchase decision

of the Top Coffee Gula Aren brand. Sales promotion has a positive and significant effect on the purchase decision of the Top Coffee Gula Aren brand. Brand equity has a positive and significant effect on the purchase decision of the Top Coffee Gula Aren brand. Brand image has a positive and significant effect on purchase decisions through the equity of the Top Coffee Gula Aren brand. Sales promotion has a positive and significant effect on purchase decisions through the equity of the Top Coffee Gula Aren brand.

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