

ANALYSIS OF THE INFLUENCE OF STORE IMAGE, WORD OF MOUTH (e-WOM), THE PERCEPTION OF PRICE ON PURCHASE DECISIONS RE-FOOD ANIMALS

Evi putri Permatasari¹, Laksono Sumarto², Suharyoko³

Tunas Pembangunan University, Banjarsari, Surakarta

eviputri1998@gmail.com

ABSTRACT

Viva Pet Shop Sukoharjo through social media to promote a product and form a community or a group online with consumers who like the brand-brand food products of animals that are used to develop a community or a group online that allows the occurrence of a social interaction electronically that encourage the occurrence of electronic word of mouth. Electronic word of mouth is positive or negative statements made by potential customers, customers ' actual and former customers about a product or company through the internet. The purpose of this study is to determine whether there is a simultaneous influence of brand image, Word of Mouth (e-WOM), and the perception of price on consumer purchase decisions in a Pet Shop Sukoharjo. This research is quantitative descriptive using multiple linear regression analysis and hypothesis test. Data collection using a questionnaire. The results of this study stated that there is the influence of the interaction between store image, Word of Mouth, and the perception of price on consumer purchase decisions in a Pet Shop.

Keywords:

Electronic word of mouth, pet shop, price perception, repeat purchases, store image

INTRODUCTION

A consumer purchase decision is an act, the process, and the social relations of individuals, groups, and organizations in obtaining, using one product or the other as a result of his experiences with the products, services, and resources of others. The American Marketing Association (AMA) in Sunyoto (2014: 65) defines the consumer purchase decision as a dynamic interaction between the influence and cognition, behavior, and events around us in which humans perform actions transactions to have the goods or use of certain services (Sunyoto, D, 2014).

Consumer purchase decisions can be formulated as the attitude shown by people in terms of planning, buying, and using goods and economic services. While the behavior of the buyer (buyer behavior) focuses attention on the behavior of a special individual, who buys the product in question, even if that person was not involved in the case plan for the purchase, or using the product (Tjiptono, F, 2014).

This is as stated by Kotler (2013: 223), there is some role of a consumer in making decisions, namely:

1. The initiator, i.e. the person who first realized the existence of the desire or the unmet needs and propose the idea to buy certain goods or services.
2. Influencers are the people that give views, advice, or opinions that can help to purchase decisions.
3. Decision-makers, that is, those that purchase decisions, whether to buy, what to buy, how to buy, or where to buy it.
4. The buyer, that is, those who purchase in real-time.
5. The user, i.e. the person who consumes or uses the goods or services that have been purchased (Kotler, et.al, 2012).

The image of the store is the impression interpreted as the result of the completeness of perceived consumer associated with the store and interdependent in the consumer the impression that based on the exposure to either the current or the previous one. (Hair, et. al., 2015).

There are four types of elements of the image of the store that is consistently used by the customer to give the impression of the image of the store he visited, namely, service, merchandise, attraction marketing, and the atmosphere of the store. According to Utami (2017), most retail provide a service that is not needed by the consumer, but it will make the consumer make a purchase. It takes time and effort to build a tradition and a reputation for customer service, but the service is nice and is a good asset strategically valuable (Utami, C., 2017). Foster (2012) also explained that the atmosphere of the shop is a combination of book physically which has been planned and can also be described as changes to the purchase of environmental design that produces an emotional effect in particular that can cause the consumer to perform the act of purchase (Foster, B, 2012).

The image of the store that was previously bad can affect consumers' assessment of the quality of a product in the future, but it also although the quality of the product has changed, the consumer will not believe it, because their experience is less pleasant than before. Armed with the image of the store is good and positive in the eyes of customers, the store will be able to create a feeling satisfied after the consumer experience of shopping their stores. Research on customer satisfaction has been widely studied previously, among others, Bloemer & Oderkhen (2011), Sandra Martisiute (2016), Solvang (2011) as well as J.Beneke (2017).

Word of mouth is a communication from person to person between the source message and the recipient where the recipient of the message receives the message the way is not a commercial about a product, service, or brand. Word of mouth became the reference shaping customer expectations. According to Kotler (2012), there are two major benefits in doing the Word of mouth (WOM), namely :

1. Source from mouth to mouth to convince :

Story from mouth to mouth is the only method of promotion that comes from the consumers, by the consumers, and for consumers. Satisfied customers not only buyback, but they are also advertising a walk and talk to the business is run.

2. The source of the mouth have a low cost :

While maintaining relationships with satisfied customers and making them providers will burden the business is run with a relatively low cost (Kotler, et.al, 2012).

According to Schiffman and Kanuk (2015: 137), perception is defined as the process undertaken by an individual to select, organize, and interpret stimuli into meaningful images and make sense of the world. Price perception is formed by two main dimensions, namely the perception of quality and the perception of the costs incurred:

1. Perceived Quality

Consumers tend to prefer products that are expensive when the information obtained is only the price of the product. Consumer perceptions of the quality of a product are influenced by their perceptions of the brand name, the name of the shop, the warranty is granted (after-sale services), and the countries that produce such products.

2. Perceived Monetary Sacrifice

In general, consumers perceive that the price is the cost incurred or sacrificed to obtain a product. But consumers have different perceptions of the cost even though for the same product. This depends on the situation and the conditions experienced by the consumer, in this case, three conditions affect consumer perceptions of the costs incurred, i.e. the perception of the tax, the perception of the fairness of the price, and the effect of brand equity (Schiffman, L & Kanuk, L, 2015).

A retail business is a business selling a variety of goods or services for direct consumption or indirectly, and is the last part of the distribution process and makes direct contact with the consumer. With the number of Pet shops, then the shop owner should be able to continue to adapt to changes in lifestyle so that the store can continue to compete.

Competition between Pet Shop of tighter makes the retailers have to always be innovative in doing the assimilation of marketing that still attract the interest of the consumer to make a purchase. Because the selling of products is relatively the same, then the owners of the store have to do certain strategies in the competitive market. With the increasing number of Pet shops there, then more and more consumers choose to buy. The store owner can implement strategies to improve the quality of service, the selection of good quality products, improve the image of the store in the minds of consumers, create word of mouth (e-Wom) is good and the price is competitive to increase consumer purchase decision.

A consumer purchase decision is an attitude a follow-up that arises due to the existence of a match between the desire to meet the needs, with interest in a product, through information provided by the product (Kotler, et.al, 2012). While the store Image is a composite of these dimensions are perceived by the consumer from a store that is the overall picture that is more than just a sum of parts, where each part interacts with one another in the minds of consumers (Utami, C., 2017). Then Wom will expand consumer choice in collecting information from other consumers, because the information is spread widely, rapidly, and are available at any time. As a result, the Wom potentially has a strong impact on the decision-making process of the consumer (Jeong, E. & Jang, S., 2011).

Viva Pet Shop Sukoharjo is a company engaged in the sale and needs food and pets, a good local zoo, and animals from abroad. In his Viva Pet Shop Sukoharjo has done some strategic marketing to increase sales. Marketing communication strategy Viva Pet Shop Sukoharjo did through social media. Social media is a collection of internet-based applications that build on the foundation of the ideological and web technologies that allow the creation and exchange of content (content) which is produced by the user.

Through social media, Viva Pet Shop Sukoharjo promotes a product and forms a community or a group online with consumers who like the brand-brand food products of animals used. The presence of a community or a group online allows the occurrence of a social interaction electronically that encourages the occurrence of electronic word-of-mouth (e - WOM). Electronic word-of-mouth (e - WOM) is positive or negative statements made by potential customers, customers ' actual and former customers about a product or company through the internet (Henning, T, 2014). Many companies realize the power of word-of-mouth in social media. Social networks in the form of an online community can be an important

resource for the company.

Compared to the pet shop the other Viva Pet Shop always offers products at a cheaper price making it affordable by the ability of the purchasing power of consumers. Pricing is cheap has become one of the strategies the owner of the Viva Pet Shop in an attempt to keep still exist in the competition.

The purpose of this study is to determine whether there is a simultaneous influence of brand image, Word of Mouth (e-WOM), and the perception of price on consumer purchase decisions in Viva Pet Shop Sukoharjo.

RESEARCH METHODS

Research is done at the Viva Pet Shop in Gayam Sukoharjo using a quantitative descriptive approach. As for the main reasons that make it a place of research, namely Viva Pet Shop Gayam is experiencing growth with the rise of happy people maintain different types of pets that also requires a wide range of facilities and infrastructure for a pet, in addition to the Viva Pet Shop close to the researchers, so that can save time and effort in the research. The population in this study used the data of a total sampling of 35 respondents (Sugiyono, 2017).

Methods of data collection using a questionnaire with a Likert scale of 5 points, also data collection using documentation studies and literature. Test validity using Pearson Correlation and reliability test using Cronbach's alpha. Analysis of the data using some type of analysis of descriptive statistics, classical assumption test, multiple linear regression test, a test of the hypothesis.

Results and Discussion

Respondents in this research are the consumer/customer Viva Pet Shop in Sukoharjo Regency. The characteristics of the sample of respondents in this study were divided into several groups, according to gender, age, job. Here is presented the characteristics of the respondents.

Table 1. Description of the Characteristics of Respondents Based on Age, Gender, and Work

| Age (yo) | Number | Percentage (%) |
|--------------------------|--------|----------------|
| < 25 | 7 | 20,00 |
| 26 - 35 | 13 | 37,14 |
| 36 - 45 | 8 | 22,86 |
| 46 - 55 | 3 | 8,57 |
| > 55 | 4 | 11,43 |
| Total | 35 | 100,00 |
| Gender | | |
| Male | 16 | 45,71 |
| Female | 19 | 54,29 |
| Total | 35 | 100,00 |
| Work | | |
| Housewife | 2 | 5,71 |
| private-sector employees | 7 | 20,00 |
| notary public/staff | 4 | 11,43 |
| Students | 7 | 20,00 |
| police & civil servants | 7 | 20,00 |
| others | 8 | 22,86 |
| Total | 35 | 100,00 |

Based on table 1 it is known that the Amount of most of the respondents is between 26 s/d 35 (37.14%) years. Respondents were more women than men as many as 19 people (at 54.00 %), with respondents work palling a lot of that is the job of the respondents in the category of other is an employee of local ENTERPRISES,

bank employees, employees of local government and others there are as many as 8 respondents or 22,86%.

Validity testing was conducted on the questionnaire used to measure the variables of consumer purchasing decisions, the image of the store, WOM, and price perception, by looking at the correlation value of the item total score of all items. An instrument is said to be valid if it can uncover the data from the variables studied precisely. Using a Likert scale, then using the method of Pearson Correlation with SPSS software was obtained that all the indicators used to measure the variables used in this study have a correlation coefficient greater than $r_{table} = 0,442$ (r_{value} table for $n - 2 = 35 - 2 = 33$), so that all indicators are valid.

This Reliability testing showed that all the variables have Cronbach Alpha which is large enough that on top of 0.60 so it can be said all the concept of measuring each variable of the questionnaire is reliable so that for the next items on each of the concept of these variables decent used for data collection.

Descriptive Statistical Analysis

Descriptive analysis of each variable with the answered by 35 respondents.

Table 2.

Test Results Descriptive Statistics

| | | Statistics | | | |
|------------------------|---------|----------------------------|------------------------|---------|------------------|
| | | Consumer purchase decision | The Image Of The Store | WOM | Price perception |
| N | Valid | 35 | 35 | 35 | 35 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 21,0286 | 24,0857 | 24,6286 | 33,4857 |
| Median | | 21,0000 | 23,0000 | 25,0000 | 35,0000 |
| Mode | | 18,00 ^a | 20,00 | 27,00 | 29,00 |
| Std. Deviation | | 2,74918 | 3,66519 | 3,71868 | 4,34113 |
| Skewness | | ,113 | ,072 | -,359 | -,063 |
| Std. Error of Skewness | | ,398 | ,398 | ,398 | ,398 |
| Kurtosis | | -1,274 | -1,401 | -,787 | -1,417 |
| Std. Error of Kurtosis | | ,778 | ,778 | ,778 | ,778 |
| Minimum | | 16,00 | 18,00 | 16,00 | 26,00 |
| Maximum | | 25,00 | 30,00 | 30,00 | 40,00 |
| Sum | | 736,00 | 843,00 | 862,00 | 1172,00 |

a. Multiple modes exist. The smallest value is shown

The results of the analysis using the descriptive statistics on the performance of employees show a minimum value of 14.00 and a maximum value of 25.00. The Mean (average) of 21,06 with a standard deviation of 2,55. The control variables show a minimum value of 14,00 maximum value of 33,00, with a mean (average) of 23,57 with a standard deviation of 4,60.

The purchase decision variable indicates the minimum value of 16,00 and the maximum value of 25,00, with a mean (average) of 21,03 with a standard deviation of 2.75. For a variable to store image shows the minimum value of 18,00 maximum value of 30,00 mean (average) of 24,08 with a standard deviation of 3.66. Furthermore, the results of the analysis using the descriptive statistics of the variables WOM shows the minimum value of 16,00 maximum value of 30,00 mean (average) of 24,63 with a standard deviation of 3.72, For the variable price perception shows the minimum value of 26,00 the maximum value of 40,00 mean (average) of 33,48 with a standard deviation of 4.34.

Based on table 2 it can be concluded that each standard deviation is smaller than average. This shows that the data used in this study has a distribution of small so the deviation of the data in this study can be said to be in either category.

Normality Test

The normality test used in this study is the Kolmogorov Smirnov Test. Ho of the Kolmogorov Smirnov test is the "residual value normal distribution", is acceptable if the price significantly is obtained $> 5\%$. Based on the results of the calculation of the unknown magnitude of the significant price obtained $= 0,902 > 0,05$ (see appendix 4). Thus it can be concluded that H0 is accepted which means that the residual value is normally distributed.

Based on the Normal PP-Plot in figure 2, it can be seen also the pattern of spread of data where the data is in the form of dots or small circles to spread following a straight line diagonally around the diagram. Based on guidelines for the assessment of the normality of the data it was concluded that the residual data of the independent variables (X1, X2, X3, and Y) are studied data distributed normally. Thus the Normality test shows met the assumption of normality of the data.

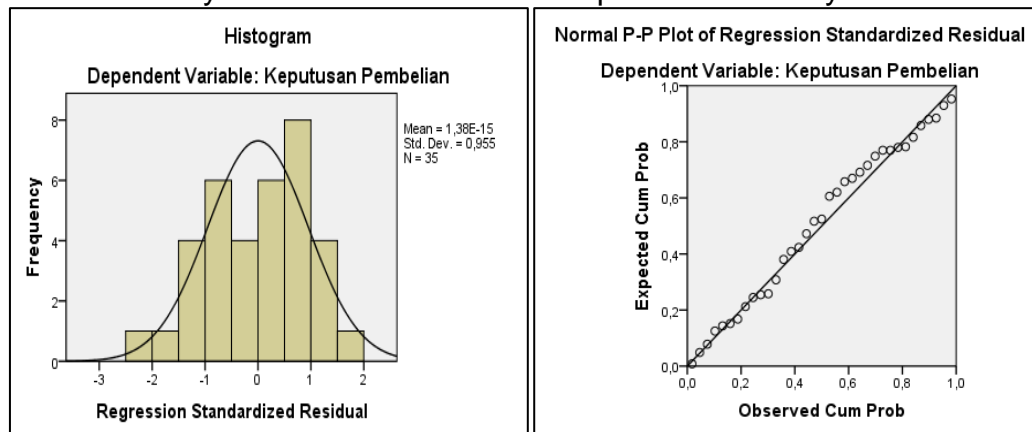


Figure 1. Normality Test P-Plot
Source: Processed by SPSS Ver. 23

Multicollinearity Test

Multicollinearity is a condition where one or more independent variables are correlated with the independent variable of the other, in other words, a free variable is a linear function of the independent variable of the other. To determine whether there are multicollinearity problems than used the method of Marquardt, the way see the value of Variance Inflation Factor (VIF).and the result is as shown in the following table:

Table 3. The Results Of The Test Of Multicollinearity

| Independent Variable | VIF | Description |
|------------------------|-------|-------------|
| The Image Of The Store | 3,820 | No multikol |
| WOM | 4,812 | No multikol |
| Price perception | 7,258 | No multikol |

Based on Table 3. the VIF value of each independent variable is not there exceeds 10. According to Marquardt, if the VIF value does not exceed 10, means there are no symptoms of multicollinearity. Thus it can be concluded in this research, there are no symptoms of multicollinearity on each independent variable.

Heteroscedasticity Test

The heteroscedasticity test is done by using the test scatterplot. Graph Scatterplot of research looks spread out randomly as well as scattered both above and below the number 0 on the Y-axis of the things this show does not happen heteroscedasticity in the regression model so that the regression model is viable and used to predict the performance of the organization based on the input of the independent variable (budget planning, the participation of the budget, the evaluation of the budget and standard cost).

The results of the heteroscedasticity test with the scatterplot show the point-the-point spread irregularly randomly above and below the number 0 on the Y-axis. Thus it can be concluded that there is heteroscedasticity in the regression model so that the regression model is fit for use. More details can be seen in the image below.

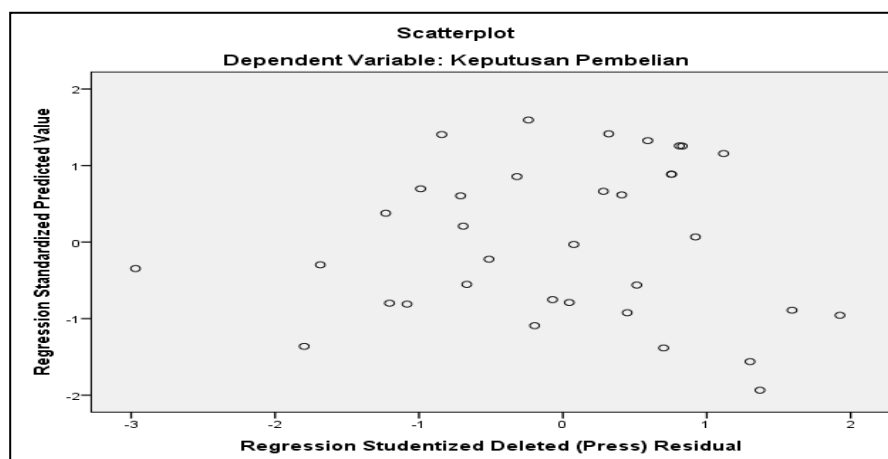


Figure 2. The Results Of Heteroscedasticity Test - Scatterpl

Multiple Linear Regression Analysis

To test the hypothesis is multiple linear regression. It is intended to test the influence of supervision, teamwork, motivation, and work discipline on employee performance. The following is a table of test results:

Table 4. The results of the Multiple Regression Test and t-Count

| Variable | | Coefficient Estimate | t | Sig. |
|------------------------|-----------|----------------------|-------|---------|
| Konstanta | β_0 | 1,680 | 1,424 | 0,164 |
| The Image Of The Store | β_1 | 0,209 | 2,589 | 0,015* |
| WOM | β_2 | 0,264 | 2,962 | 0,006** |
| Price perception | β_3 | 0,233 | 2,482 | 0,019* |

R = 0,952
R² = 0,906
Adjusted R² = 0,897
F = 99,674**

Source: Processed by SPSS 2021
description : * $p < 0,05$, ** $p < 0,01$

Based on Table 4 can be determined regression equation as follows :
 $Y = 1,680 + 0,209 X_1 + 0,264 X_2 + 0,233 X_3 + e$

From the equation above can be explained that the:

1. The constant value of 1,680 indicates that if the independent variable (the image of the store, WOM, and price perception) is zero (no) then the purchase decision of 1,680.
2. The regression coefficient of the variable store image (X₁) positive of 0.209 indicates that if the image of the store is improved, it will also increase the consumer purchase decision by 0.209.
3. The regression coefficient of the variable WOM, (X₂) is positive at 0,264 indicating that if WOM is increased then together also increase the consumer purchase decision by 0,264.
4. The regression coefficient of the variable perception of price (X₃) positive by 0,233 indicates that if the perception of enhanced prices then together also increase the consumer purchase decision by 0,233.

Hypothesis test (t-Test)

The t-test was used to test the influence of each independent variable on the dependent variable individually. The t-test was used to determine the effect of store image, WOM, and price perception on the consumer purchase decision.

Table 5. The results of the t-Test Analysis (t-Test)

| Variable | Description | | | |
|------------------------|-------------|----------|-------|-------------------------|
| | SCB | T hitung | Sig. | Description |
| The Image of the Store | 0.278 | 2.589 | 0.015 | H ₀ rejected |
| WOM | 0.358 | 2.962 | 0.006 | H ₀ rejected |
| Proce Percention | 0.368 | 2.482 | 0.019 | H ₀ rejected |

Source: Processed by SPSS 2021

Referring to Table 5, the results of the t-test can be interpreted as follows:

- a. Variables store image to show the value of sig by 0.015 which is smaller than the alpha value (5%), or the value of t-count (2,589). So the first hypothesis is successfully supported, meaning that the store image has a positive and significant effect on the consumer purchase decision.
- b. Variable WOM (geek borne) shows the value of sig 0.006 which is smaller than the alpha value (1%), or the value of t-count (2,962). The meaning of WOM has a positive and significant effect on the consumer purchase decision.

- c. Variable perception of prices shows the value of sig was 0,019 smaller and the value of alpha (5%), or the value of t-count (2,482) That price perception affects a positive and significant impact on consumer purchase decisions.
- d. SCB variable perception of prices = 368 is large compared with the SCB other variables. Thus the variable perception of the price of the most dominant influence on the rising consumer purchase decision.

F Test

The F test is used to test the level of significance of the influence of the independent variable on the dependent variable together-Sarna. The technique used is to compare the F-count with Ftable at the level of significance of 5% (0.05). Test results can be seen in appendix 4, and a summary is shown in Table 5.

Table 6. The Results Of The Analysis Of The F Test (F Test)

| F _{count} | F _{table} | Signifikansi | Conclusion |
|--------------------|--------------------|--------------|-------------------------|
| 99,674 | 3,13 | 0,000 | H ₀ rejected |

Source: Processed by SPSS 2021

The results of the analysis of the F test obtained the value of F-count 99,674, and F-table by 3.13 and sig value of 0.000, in this case, F-count is greater than Ftable and the significance value is smaller than the significance level of 1% (0,01), then H₀ is rejected and H_a accepted. Thus it can be concluded that there is an influence of significant interactions between the independent variables, namely the image of the store, WOM, and price perception on the consumer purchase decision. It can be stated that the regression model is "fit".

The magnitude of the effect together can be seen from the coefficient of determination (R Square) referring to Table 5, it is known that the value of the coefficient of determination (Adjusted R square) of 0,897. So it can be interpreted that the variables of the image of the store, WOM, and price perception disturb the consumer purchase decision by 89,70%. While the rest is 10,30%. (100 – 89,70) is influenced by other variables outside this research.

Discussion

From the results of the data analysis that the researchers do and have passed the test prerequisite analysis or classical assumptions, it can be a discussion for each of the hypotheses that have been formulated in the previous chapter as follows:

To test the first hypothesis which stated that the alleged there was a positive and significant influence on store image on consumer purchase decision Viva Pet Shop Sukoharjo have been tested with the t-test (table 4).

Based on the regression analysis, it was found that the variable that stores image has a significant positive effect on the consumer purchase decision. This can be shown by the magnitude of the regression coefficient being positive, i.e. 0,209. This means that if the image of the store is better in the eyes of consumers, it will result in increased consumer purchase decisions by assuming other factors constant.

To test the second hypothesis which stated that the alleged there was a positive and significant influence of Wom on consumer purchase decision Viva Pet Shop Sukoharjo have been tested with the t-test as in table 4.

Based on the regression equation, it was found that the variables of Wom have a significant positive effect on the consumer purchase decision. This can be shown from the magnitude of the regression coefficient of Wom that is positive i.e. 0,264. This means that Word of Mouth (WOM) enhanced will result in increased consumer purchase decisions. assuming other factors are constant.

To test the third hypothesis which stated that the alleged there was a positive and significant influence of price perception on consumer purchase decisions Viva Pet Shop Sukoharjo has been tested with the t-test (table 4).

From the results of the regression analysis, it was found that the variables of price perception have a significant positive effect on the consumer purchase decision. This can be shown by the magnitude of the regression coefficient being positive, i.e. 0,233. This indicates that if the perception about the price-the price of getting better, then it will result in increased consumer purchasing decisions, assuming other factors are constant.

To test the fourth hypothesis which states that the variable perception of the price of the most dominant influence on consumer purchase decisions. It can be known from the value of Standardized Coefficients Beta (SC Beta) note that the SC Beta the largest of which is the perception of the price that 0,368. Thus the variable perception of price is a factor that has the most dominant influence on the rising consumer purchase decision.

Based on the F test be aware that there is the influence of the interaction between the variables of the image of the store, Wom, and price perception on the consumer purchase decision. This means that if the image of the store, Wom, and the perception of the interaction the better it will significantly improve the consumer buying decision.

The magnitude of the influence of store image, Wom, and price perception on the consumer purchase decision. can be explained by the coefficient of determination or Adjusted R square (R^2) is equal to 0,897. Thus the number 0,897 shows is just around 89,70 % of consumer purchase decisions can be described by the variable store image, Wom, and price perception. While the rest 10,30% is explained by other factors, for example; the quality of service, advertising, ease of acquisition of products, and so forth.

CONCLUSION

Based on the description of the results of hypothesis testing and discussion of research in the previous chapter, it can be concluded as follows: 1) Empirically variable store image has a significant positive effect on the consumer purchase decision. This means that if the image of the store is better in the eyes of consumers, it will result in an increased consumer purchase decision. 2) Empirically variable Wom has a significant positive effect on the consumer purchase decision. This means that if Word of Mouth (WOM) is enhanced will result in an increased consumer purchase decision. 3) Empirically variable price perception has a significant positive effect on consumer purchase decisions. This indicates that if the perception about the price-the price of getting better, then it will result in an increased consumer purchase decision. 4) Know that the value of the SCB variable

perception of the price of most large when compared to the SCB other variables. Thus it can be concluded that the variable of perception of the price of the most dominant influence on consumer purchase decisions. This means that if the relationship between the image of the store Wom and the perception of enhanced prices together, then the variable perception of the price of the most dominant influence on a consumer purchase decision. 5) There is the influence of the interaction between the variables of the image of the store, Wom, and price perception on the consumer purchase decision. This means that if the image of the store, Wom, and the perception of the interaction the better it will significantly improve the consumer buying decision. The magnitude of the interaction influences store image, Wom, and price perception on the consumer purchase decision. can be explained by the coefficient of determination or Adjusted R square (R^2) is equal to 0,897. Thus the number 0,897 shows is just around 89,70 % means that the consumer purchase decision can be explained by the variable of the store's image, Wom, and price perception. While the rest 10,30% is explained by other factors outside of this research, for example; the quality of service, advertising, ease of acquisition of products, and so forth.

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