

THE INFLUENCE OF PRODUCT ATTRIBUTES AND DIGITAL MARKETING ON FEMALE PURCHASE DECISION OF COSMETICS IN MANADO*PENGARUH ATRIBUT PRODUK DAN PEMASARAN DIGITAL TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WANITA DI MANADO*

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Abstract: Cosmetics becomes a primary need for most women, cosmetics comprise a range of products that are used to care for and enhance the appearance of the face and body. Women not only using cosmetics to attract the attention of people but because for women beauty is an asset. This study aims to partially and simultaneously analyse the impact of product attributes and digital marketing influencing female purchase decision of cosmetics in Manado. This study uses Quantitative Methods and analyses the research data using Multiple Linear Regression analysis. The sample of this research is female who often buys and uses cosmetics in Manado. The data in this study consisted of primary data that is use questionnaires that were distributed to female consumers that purchasing cosmetics in Manado. The results of this study proved that Product Attributes and Digital Marketing have a significant and positive influence on female Purchase Decisions of cosmetics in Manado partially and simultaneously.

Keyword: product attributes, digital marketing, purchase decision

Abstrak: Kosmetik menjadi kebutuhan utama bagi sebagian besar wanita, kosmetik terdiri dari rangkaian produk yang digunakan untuk merawat dan mempercantik penampilan wajah dan tubuh. Wanita tidak hanya menggunakan kosmetik untuk menarik perhatian orang tetapi karena bagi wanita kecantikan adalah aset. Penelitian ini bertujuan untuk menganalisis secara parsial dan simultan pengaruh atribut produk dan pemasaran digital terhadap keputusan pembelian kosmetik wanita di Manado. Penelitian ini menggunakan Metode Kuantitatif dan analisis data penelitian menggunakan analisis Regresi Linier Berganda. Sampel penelitian ini adalah para wanita yang sering membeli dan menggunakan kosmetik di Manado. Data dalam penelitian ini terdiri dari data primer yaitu menggunakan kuesioner yang disebarakan kepada konsumen wanita yang membeli kosmetik di Manado. Hasil penelitian ini membuktikan bahwa Product Attributes dan Digital Marketing berpengaruh signifikan dan positif terhadap Keputusan Pembelian kosmetik wanita di Manado secara parsial dan simultan.

Kata Kunci: atribut produk, pemasaran digital, keputusan pembelian

INTRODUCTION

Research Background

In this era, the improvement of technology, society, economy, and education provide people with a better standard of living and styles. Relating to the development of purchasing power in consumers and market trends that people become more conscious of many things included “beauty”. Women are identical to beauty and it is defined through the ages. To get a beautiful face every woman must undergo various kinds of treatments on the face, especially using cosmetics. Every cosmetic has a different advantage, it is a purpose to meet the needs and wants of consumers. Along with the times, trends, and even technological advances, cosmetic companies need to create innovative cosmetic products because of the higher consumer demand.

The consumers purchase decision is now becoming a complex process. Understanding the consumer needs, wants and their buying behaviour towards purchasing a cosmetic determines the organization success. To predict the future trends, the cosmetics company are analysing the consumers purchase decision pattern. Consumer’s cosmetics consumption depends on different attributes like price, quality, brand name, brand loyalty and labelling or packaging. The consumer mostly follow the rhythm of fashion and this changing preference affects their buying pattern. And since digital marketing came into existence, marketing has been so easier and people can simply share the content on a website online or make use of social media to let people know what they want. Advertising different kinds of technologies is a lot common as well.

These days a lot of customers can way on the internet at any place whichever time and so many cosmetics companies are constantly updating information regarding their product. Customers know how to visit the company’s website or social media to examine the products and make an online purchase and afford feedback. In Indonesia, the growth and development of e- commerce are the second largest in the world in the last four years. E-commerce greatly facilitates communication between a seller and buyer, the marketing or promotion of goods and services, also expanding the reach of potential customers with a wide market. Currently, the presence of cosmetic brands and products in Manado is quite a lot, because there are also many beauty enthusiasts supported by a large population of women starting from teenagers, youth, and adults.

Research Objectives

The objectives of this research are:

1. To analyse the impact of Product Attributes and Digital Marketing on Female Purchase Decision of Cosmetics in Manado.
2. To analyse the impact of Product Attributes on Female Purchase Decision of Cosmetics in Manado.
3. To analyse the impact of Digital Marketing on Female Purchase Decision of Cosmetics in Manado.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Amstrong (2006), marketing as the process by which companies create value for customers and build strong customer relationship in order to capture value from customer in return. Marketing as a discipline involves all the actions a company undertakes to marketing seeks to match a company’s products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability. In this context, marketing can be defined as “the management process that seeks to maximise returns to shareholders by developing relationships with valued customers and creating a competitive advantage.

Consumer Behaviour

Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2012). While Mowen and Minor (2009) stated that the behaviour of consumers is the study units and the process of making decisions that are involved in receiving, using and determination of goods, services, and ideas. The definition of the use of the term units’ manufacturer’s decision, since the decision can be made by individuals or groups. Definitions are also saying that consumption is a process that begins with the reception, consumption, and ends with the determination (disposition).

Consumer Purchase Decision

Kotler and Keller (2012) revealed the decision to buy that taken by the consumer it is a collection of a number of decisions. Every buying decision has a structure that consists of several components, among others. 1) Decision on the type of product, 2) Decision on the form of the product, 3) Decision about the brand, which brand consumers will choose to buy, 4) Decision about the seller, the product is purchased where and at what store, 5) Decision about the number of products, the number of products that will be purchased, 6) Decisions about the time of purchase. 7) Decisions about payment methods.

Product

Kotler and Armstrong (2006) defined a product as anything that can be used to attract attention, acquisition, use or consumption to satisfy a want or a need. Product is a bundle of benefits-physical and psychological- that marketer wants to offer, or a bundle of expectations that consumers want to fulfil. Marketer can satisfy needs and wants of target consumers by products.

Product Attributes

Product attributes are important to both consumers and marketers. The consumer uses attributes as the basis for evaluating a product since attributes provide benefits the consumer seeks when purchasing a product and comparing between competitive brands. According to Stanton (1991), product attributes include price, brand name/value, packaging, product guarantee, colour, brand reputation, product quality, and physical characteristics of goods.

Digital Marketing

Digital marketing can be defined as the use of digital channels to market a brand. To build on these definitions, in digital marketing demand creation is driven by the internet, which is an interactive medium that allows for the exchange of currency and value (Stokes, 2011).

Previous Research

Fabiano Bento de Sá, Ricardo Viana Carvalho de Paiva, Gustavo Quiroga Souki, and Luiz Rodrigo Cunha Moura (2017) identified, categorized and evaluated the attributes considered by the consumers during their coffee buying decision. The results indicate that the attributes considered by the consumers can be grouped into five factors based on importance: (i) Product features - Organoleptic Characteristics, (ii) Brand and Tradition, (iii) Food safety, (iv) Availability and Product Offering, (v) Packaging.

K.R. Mahalaxmi and P. Ranjith (2016) examined the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through survey from 50 respondents. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase behaviour.

Eldian Balla and Hasim Deari (2015) analysed consumer behaviour in the selection of food products brands. The findings showed that the variables are dimensioned in five components. After analysing the attributes which includes each component these components are named, product information, packing attraction, product promotion, location based on price and brand image. According to the results it is clear that the attributes of food products play an important role in brand choice.

Conceptual Framework

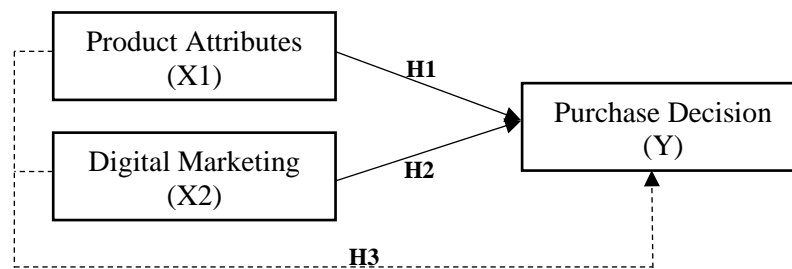


Figure 1. Conceptual Framework

Source: Literature review

RESEARCH METHOD

Research Approach

This research is a causal study within quantitative research method to find the influence of product attributes and digital marketing on female purchase decision of cosmetics in Manado. Quantitative is a survey research studies about large and small population (or universe) by selecting and studying samples chosen from the population to discover the relative incident, distribution, and interrelations of sociological (Kerlinger in Sugiyono, 2013).

Population, Sample, and Sampling Technique

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate, Sekaran (2003). The population of this research is a number of Female Consumers that using cosmetics in Manado. According to Sekaran (2003), sampling is a subset of the population. The sample is part of the number and characteristics have by the population. If the population is large, researchers cannot learn all the existing in population. In this study the sampling technique uses purposive sampling is a form of non-probability sampling. According to Arikunto (2010), purposive sampling is the process of selecting sample by taking subject that is not based on the level or area, but it is taken based on the specific purpose. The formula used to determine the number of samples by using model from Paul Leedy as it follow:

$$N = \left(\frac{Z}{e}\right)^2 (P) \left(1 - \frac{1}{P}\right)$$

Where:

N = Sample Size

Z² = Standard error that is used

e = Sampling error (10%)

P = Population

The formula uses if the population is unknown and if research of population is part of another larger size population group, then the maximum value of P(1-P) is 0.5. Using 95% of Confidence Level with a 10% error rate the sample size as follows:

$$N = \left(\frac{1,96}{0,1}\right)^2 (0,5) \left(1 - \frac{1}{0,5}\right) = 96,4$$

Based on result of formula above shows, minimum sample collection for this research is 96.4 that is rounded to 100 respondents.

Data Collection Method

Data collection through questions that have been compiled and given to respondents to get accurate data in accordance with the objectives of this study.

Testing of Research Instrument

The process of evaluating data using the logical and analytical to carefully examine each component of the data collected or provided. Also is one of the many steps that are taken when this research experiment is conducted.

Validity Test

Validity is similarity between the data collected with real data that occurs on the object investigate. (Sugiyono, 2013). To analyse the validity of questionnaire is using Pearson Product Moment. Pearson Product Moment is measured the degree of relationship between two variables. Refer to the formula $df = n - 2$ with the standard significant value of 0,5 or 5% in the statistical table r, where if r count is greater than r table then concluded as a valid, otherwise if the r count less than r table then concluded as invalid.

Reliability Test

According to Sekaran (2003), the reliability of a measurement means that it is without bias and consistent across time and various items in the measurement. It indicates that the measurement has stability and consistency in which it is the goodness of measure.

Classical Assumption Test

Normality Test

Normality test is a statistical process which is conducted to know whether the data is distributed normally or not (Ghozali, 2013). This research uses Kolmogorov Smirnov (K-S) to do the normality test.

Multicollinearity Test

The purpose of multicollinearity testing is to identify whether a correlation among independent variables occurs. Good regression model must not have a correlation among the independent variable. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity.

Autocorrelation Test

Autocorrelation test is a method that required to test whether there is a correlation between the period t with the previous period ($t-1$) (Ghozali, 2013). In this research, Durbin-Watson (DW test) is being used.

Heteroscedasticity Test

The last from the classic assumption test is heteroscedasticity test. The purpose of conducting this part is to test whether any residual variance difference from one observation to another in a regression model. The data with no heteroscedasticity (homoscedasticity) can be concluded as good data.

Multiple Linear Regression Analysis Model

According to Sekaran (2003), Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables. The independent variables in this research are Product Attributes (X1) and Digital Marketing (X2), while the dependent variable is Purchase Decision (Y). The common regression which is used for testing hypotheses are as follow: $Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R²)

Coefficient of determination is used to show the percentage of variability in Y that can be explained by regression equation (Newbold et al, 2003). Coefficient of Multiple Correlation is used to measure the strength of relationship between dependent variables and independent variables (Newbold et al, 2003).

Hypothesis Test (F-test and T-test)

The F-Test will be used to determine the significance of all independent variables that affected the dependent variables. To have all independent variables which contribute simultaneously significant to the dependent variable, significant value (Sig) is 5% ($\alpha \leq 0.05$). The T-test is intended to determine individual independent variables have an influence on the dependent variable assuming constant value independent variables. This test is done by comparing t count with t table while the level of significance is 5% ($\alpha=0.05$).

RESULT AND DISCUSSION

Result

Table 1. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Product Attributes (X1)	X _{1,1}	0.666	0.000	100	0.195	Valid
	X _{1,2}	0.708	0.000	100	0.195	Valid
	X _{1,3}	0.776	0.000	100	0.195	Valid
	X _{1,4}	0.742	0.000	100	0.195	Valid
	X _{1,5}	0.761	0.000	100	0.195	Valid
Digital Marketing (X2)	X _{2,1}	0.624	0.000	100	0.195	Valid
	X _{2,2}	0.798	0.000	100	0.195	Valid
	X _{2,3}	0.631	0.000	100	0.195	Valid
	X _{2,4}	0.754	0.000	100	0.195	Valid
	X _{2,5}	0.596	0.000	100	0.195	Valid

Purchase Decision	Y _{1.1}	0.778	0.000	100	0.195	Valid
(Y)	Y _{1.2}	0.783	0.000	100	0.195	Valid
	Y _{1.3}	0.694	0.000	100	0.195	Valid
	Y _{1.4}	0.831	0.000	100	0.195	Valid
	Y _{1.5}	0.781	0.000	100	0.195	Valid

Source: SPSS Output, 2021

Table 1 shows the validity data test, where r table value is 0.195 with the significant value that is used is 5% or 0.05. Which means all the statements or indicators that is used in the questionnaire for this research is valid.

Table 2. Reliability Test

Variable	Cronbach's Alpha	N of Items	Status
X1	0.782	5	Reliable
X2	0.712	5	Reliable
X3	0.831	5	Reliable

Source: SPSS Output, 2021

The reliability test shows the Cronbach's Alpha of these 3 variables are *reliable*, because the value of Cronbach's Alpha of every variable is above 0.60.

Testing of Classical Assumptions

Normality

Table 3. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.63101557
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.052
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS Output, 2021

The test of One-Sample Kolmogorov Smirnov, where data is normally distributed if the significant value at the table is higher than 0.05 or 0.05%.

Multicollinearity

Table 4. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Product Attributes	0.496	2.016	No Multicollinearity
Digital Marketing	0.496	2.016	No Multicollinearity

Source: Data Processed 2021

The results of Multicollinearity Test, shows Product Attributes and Digital Marketing has a Tolerance (T) value of 0.496 and Variance Inflation Factor (VIF) value of both independent variables is 2.016.

Autocorrelation

Table 6. Auto Correlation Test Result

d	dl	du	4-dl	4-du
2.116	1.634	1.715	2.366	2.285

Source: SPSS Output, 2021

Based on the autocorrelation test result shows the du value is 1.715 which is less than d value (2.116) and for 4-du value is 2.285 which is higher than d value (2.116) or (1.715 < 2.116 < 2.285). So it can be concluded there is no autocorrelation in the regression.

Heteroscedasticity

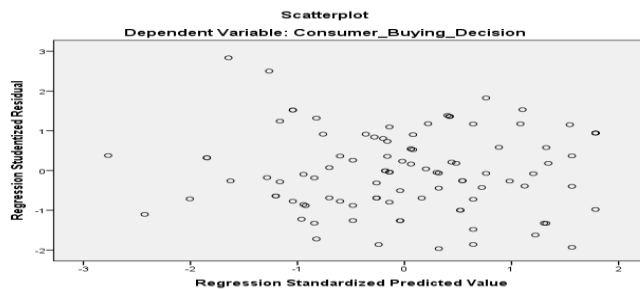


Figure 2. Heteroscedasticity Test

Source: SPSS Output, 2021

The figure shows the result of scatterplot, where the dots are spread between above and below, the dots also do not spread form waves and do not form pattern. It means that there is no Heteroscedasticity, because the data dots spread above and below or around 0 on the Y axis.

Multiple Linear Regression Analysis Model

Table 7. Multiple Linear Regression Analysis

Model	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.876	1.824	
	Product Attributes	.277	.112	.269
	Digital Marketing	.510	.125	.441

Source: SPSS Output, 2021

The analysis from table 7 can be written as the following equation: $Y = 2.876 + 0.277X_1 + 0.510X_2 + e$

The result of multiple linear regression analysis model that can be interpreted as follows:

1. The constant of the multiple linear regression equation is 2.876 means has positive value, this explains that both independent variables Product Attributes (X1) and Digital Marketing (X2) are equal to 0 (zero), then Consumer Buying Decision (Y) is 2.876. If the independent variables increase, then the dependent variable will be also affected.
2. Regression coefficient of Product Attributes (X1) value is 0.277, it explained that every one-unit increase in Product Attributes (X1) while the other variable is assumed to be constant, and dependent variable Consumer Buying Decision (Y) is increasing at 0.277.
3. Regression coefficient of Digital Marketing (X2) value is 0.510, it explained that every one-unit increase in Digital Marketing (X2) while the other variable is assumed to be constant, and dependent variable Consumer Buying Decision (Y) is increasing at 0.510.

Table 8. Coefficient of Correlation (R)

Model	R
1	.659 ^a

Source: SPSS Output, 2021

The value of Coefficient of Correlation (R) is 0.659, it means the interval value shows substantial positive association of independent variable Product Attributes (X1), Digital Marketing (X2) towards dependent variable Consumer Buying Decision (Y).

Table 9. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.659 ^a	.435	.423	2.65800	2.116

Source: SPSS Output, 2021

A value of R square is 0.435, it can be explained both independent variables Product Attributes (X1) and Digital Marketing (X2) can influence dependent variables Consumer Buying Decision (Y) at 0.435 or 43.50%, and the rest of it about 56.50% are influencing by the other variables which not explained on this research.

Table 10. F-test

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	527.208	2	263.604	37.311	.000 ^b
	Residual	685.302	97	7.065		
	Total	1212.510	99			

Source: SPSS Output, 2021

The value of Fcount is greater than Ftable ($37.311 > 3.09$). It can be concluded that the Product Attributes (X1) and Digital Marketing (X2) are simultaneously have a significant influence on Purchase Decision (Y) of female purchasing cosmetics in Manado.

Table 11. T-test

Model	t	Sig.	Status
Product Attributes	2.479	.015	Accepted
Digital Marketing	4.068	.000	Accepted

Source: SPSS Output, 2021

The result shows there is a significant positive influence of Product Attributes and Digital Marketing on female Purchase Decision of Cosmetics in Manado.

Discussion

Product Attributes on Purchase Decision

In this study, researcher found 5 indicators that is influencing product attributes there is, price, quality, physical characteristic of goods, brand name, and packaging. It can be seen Product Attributes has a significant and positive influence on female Purchase Decision of cosmetics in Manado. Product attributes are the components of a product that describe its features with meaningful, relevant, and valuable attributes, so female consumers are easy to evaluate a cosmetic product since attributes provide benefits for the consumer seeks when females purchasing cosmetics in Manado. It also means that the better the product attributes, the process of the purchase decision for these cosmetic products will increase. Good product attributes will make a purchasing process more effective, product attributes have become a determining factor in the consumer purchase decision

Digital Marketing on Purchase Decision

In this study there is 5 indicators in digital marketing it is website, search engine marketing, affiliate marketing, social media, and email marketing. Digital Marketing also plays a vital role in the consumer purchase decision and creating relationships with consumers. Most of the businesses are beginning to use digital marketing as a means of marketing it is the same important with the use of digital marketing in female purchase decision of cosmetics in Manado, with the rise of digital marketing female consumer in Manado are more easily to access all the information about a cosmetic product they want to buy. Female consumer is more interest using digital marketing platform to discover and evaluate all the cosmetics they want that may not have been available via traditional advertising channels.

Product Attributes and Digital Marketing on Purchase Decision

The result of f-test (simultaneously test) shows the Fvalue is greater than Ftable. This can be concluded that both variable Product Attributes and Digital Marketing have a significant and positive influence on Female

Purchase Decision of Cosmetics in Manado simultaneously. A purchase decision that made by a consumer cannot be separated from the factors that influence and motivate female consumers to purchase a cosmetics. From these factors consumers will make an assessment of various alternative options based on certain considerations, which one factor that influence is Product Attributes. Tjiptono (2007) states that product attributes are product elements that are considered important by consumers and used as the basis for making purchasing decisions. Product attributes are one of the considerations for female consumers to purchase cosmetics, a cosmetics that showed unique of its attribute will attract female consumers to do purchases. There are also other factors that influence female purchase decision of cosmetics, it is digital marketing. Digital marketing gives the ability to influence a decision, it allows a consumer to easily recognize what kind of cosmetics they need. The consumer learns to evaluate is through data collection, digital marketing can send a certain message about what kind of cosmetics marketers sell and also communicate with others about their purchase experience. The results of this study indicate that product attributes and digital marketing have an influence on female purchase decision of cosmetics. It can be said the better the product attributes and digital marketing, the process of female purchase decision of cosmetics in Manado will also increase.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Product attributes and digital marketing have significant influence on female purchase decision of cosmetics in Manado simultaneously.
2. Product attributes have significant influence on purchase decision of cosmetics in Manado partially. Product Attributes makes consumer more confident and interested when purchasing a cosmetics.
3. Digital marketing have significant influence on female purchase decision of cosmetics in Manado partially. With the use of digital marketing consumer will more easily to gather all the information about the cosmetics and decides what they wants to buy.

Recommendation

1. Product attributes is a variable that have a greatly value contributed in consumer purchase decision to respondents. Marketer or seller of cosmetics have to keep maintain or improving the attributes of a products they sell, it is the important role for both marketers and consumers. Seller should make the cosmetics that is easy to recognize so the consumer will also easily to evaluate what kind of cosmetics they want, in order to increase the selling of their products.
2. With the use of digital marketing everything will became so easy, a consistency to optimizing the use of media platform to introduce, promoting, and selling a products has an important role in market the products. The trend of using a digital marketing platform will connecting seller with a potential consumers.
3. This study is not completely perfect due to a limited time and also not all the population are represented. It is hope for further researcher can be done by adding a number of samples from observed doing by this study, so it will increase the level of data accuracy.
4. Further researchers can also be adding another independent variables excluded product attributes and digital marketing, so the result can be show the other factors that influence female purchase decision of cosmetics.

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