Analysis of Tuna Fish Sales Price on Employee Family Income During the Covid 19 Pandemic Limited Liability Company Sinar Pure Food International Bitung City

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ARTICLE INFORMATION

ABSTRACT

The purpose of the study was to analyse and explain the application of tuna sales price analysis in determining optimal family income and achieving the desired profit during the Covid 19 Pandemic at the Sinar Pure Foods International Limited Company, Bitung City. This type of research is descriptive with a quantitative approach. Data collection techniques are interviews, documentation, and questionnaires. Research variables: (1). Independent Variable(X): Tuna Fish Sales Price; (2). Bound Variable (Y): Employee's Family Income. Purposive Sampling Sampling technique. Population 60 people with sample 37 people. Data processing technique with Simple Linear Regression Analysis: $Y = a + bX$. From the results of the study, it was found that there was a positive relationship between variable X, namely the selling price of tuna and variable Y, the income of the employee's family was positive. So, the price goes up which causes the family income to increase. So, there is a significant relationship between the selling price of tuna and the income of the employee's family during the covid 19 pandemic.

Keywords: Price, Employee, Family income, Company, Covid 19.

INTRODUCTION

Sinar Pure Foods International Limited Company is one of the fish auctioning factories in Bitung City which was built on May 1,1991, completed 1992. 28 November 1992 which was inaugurated by President Soeharto 24 December 1992. Bitung city is the place to produces a lot of fish, both Tuna and other types of dish, the company, other location near the source of labour meets work efficiency targets and can help the government near the source of labour meet work efficiency targets and can help government in accommodating workers, reducing urbanization, transportation, ships/passenger ships loading raw materials can immediately dock: unloading the catch at the fish landing port / pier belonging the company my own company. Identification of Problems:(1). Lack of information on fluctuating sales prices; (2). Lack of family income of company employees; (3). Marketing sales of tuna fish products is not sufficient, which requires online information;(4). How big is the analysis of the pricing of tuna sales on the income of the families of employees. Problem Limitation: Limited time with, funds and manpower, the identification of the problem, the researcher limits: and quote Analysis of Tuna Fish Sales Price on Family Income of Employees during the Covid 19 Pandemic Limited Company Sinar Pure Foods International Bitung City".

Company type of business: the products produced consists of: (a). How many Types of canned fish: (b). Local Market; (c). International Market. Several trademarks are appropriate: (a). Type, (b). Shape, (c). The Medium used, all canned fish produced is an Export-Oreinted Product. Market of canned fish is oriented to: (a). European country market share; (b). United States of America. Meanwhile, fish meal/fish meal as a feed mixture/fish meal as a feed mixture are only marketed in the local market. Company Management is limited by: (a). Cost Behaviour, (b). Normal Capacity, (c). Amount of Available Capital, (d). Achieving Optimal Profit, (e). Management Prepares Short and Long Term Profit Planning. Sales Price Planning are: (1). Level of Break Event Point/ Breaking Point: the condition of the company does not experience a loss, (2). Not getting a profit, using the minimum sales determinant achieved by the company to get the profit set by the company, (3). Marketing Management to determine the company sales price decision is budgeted, (4). Not Experiencing a loss in the optimal level of Tuna Sales price, (5). The Volume of Sales of Tuna in Producing, (6). Selling Tuna Fish Products, (7). Family Income of Employees of the Sinar Pure Foods International Limited Liability Company, Bitung City. The purpose of this study is to analyse and explain the application of sales price analysis in determining the optimal family income to achieve the desired profit and to determine the family income of employees during the Covid 19 Pandemic Period. i. Descriptive research type and Quantitative Approach.

Data source: Primary data and Secondary. Data collection Techniques: Interviews, Documentation, Questionnaires. Research Methods: Quantitative. Research Variables: (1). Independent Variable: the sales prince of Tuna, (2) The Dependent Variable: Employee Family Income. Sampling Technique: Purposive Sampling. Population: 60 people Sample: 37 people. Data Analysis Technique: Statistics: Simple Linear Regression Analysis. Hypothesis Testing was carried out by Correlation coefficient with t-test. Data collection Techniques:(1). Observation,). Questionnaire, (3). Interview. Data measurement Scale: Likert Scale. Validity Test: Correlation between score of questions and total score of constructs/variables. Reliability Test used SPSS Research Facility: ronbach Alpha Statistical Test. Population of all Employees in Office Staff: 60 people. Sample:37 office staff. Formulation Rakhmat: $n = \dfrac{N}{N \cdot d^2 + 1}$;

Where: n = number of samples; N = total population; $d^2 =$ presisi ditetapkan. Statistical Data Analysis Techniques: Simple Linear Regression Analysis. Hypothesis Testing: Correlation coefficient, with t-test. Operational Defitinition of Variables to Analyze: Sales Price of Tuna Fish: Variable X to Variable Y: Employee Family Income and Normality Testing. Equation: $\hat{Y} = a + bX$; When: X = Price Sales Fish Tuna; Y=Family Income of Sinar Pure Foods International Limited Liability CompanyBitung City. a = Coeffitient a ; b = Coeffitient b; for evaluation value a and b used formulation: Formulation : Formulation :

$$a = \frac{\left(\sum y\right)\left(\sum x^2\right) - \left(\sum x\right)\left(\sum y\right)}{n\sum\left(x^2\right) - \left(\sum x\right)^2} \; ; b = \frac{n\left(\sum xy\right) - \left(\sum x\right)\left(\sum y\right)}{n\left(\sum x^2\right) - \left(\sum x\right)^2} \qquad \text{(Sudjana, 2013)}.$$

Correlation Test: Simple Correlation Coefficient Calculation using the Formula:

$$r = \frac{N.\sum xy - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{N.\sum x^2 - \left(\sum x\right)^2\right\}\left\{N.\sum y^2 - \left(\sum y\right)^2\right\}}} \; ;$$

Determination Test to Determine the magnitude of the Contribution of the Value of X to Y can be done R Test Determination of the model.

Model: $r^2 = (r)^2 X100\%$; Significance Test to Determine the Level of significance, the Formula is used: Formulation Test- t: $t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$; When: $t_{count} = valuet$

(Sudjana,2012) ;

The objectives of the Faculty of Economics that have been set above and based on the results of the Self-Evaluation are described in the Strategic Goals, namely:
(1). The establishment of a Good Faculty Governance System which has received National and International recognition on an ongoing basis;
(2). The implementation of Research in the field of Economics and Research on the Results of National and International collaborations as well as the acquisition of Intelectual Property Rights.
(3). Implementation of the Learning System of the Faculty of Economics with National and World Standards rooted in Local Excellence.
(4). The creation of MAPALUS based Academic Excellence.
(5). The implementation of the Adininistration Management of the Faculty of Economics and Learning Based on Information Systems and Information Technology which is getting better and more integrated.
(6). The Internalisation of a Culture of Empathy and CommunityService.
(7). The creation of the Academic Community and Education Personnel who are able to compete in the Global Tataram.

Research Map
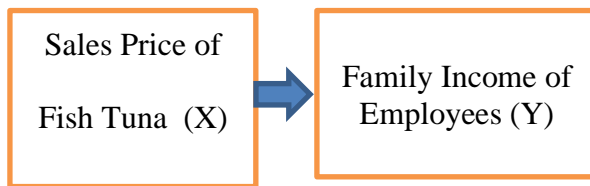
Roadmap Research
   (Variable X): Sales Price of Fish Tun
   (Variable Y): Family Income of Employees

LITERATURE REVIEW

Selling Price
The price of an item or service is one of the determining factors for consumers in determining the product they will use. Price has a determining role in buying choices and is the most important element in determining market share and probability in the company Price has influence on the company's competitive position and share the market. Price determines the company's revenue and net income. Consumers compare price as a perception of the level of good or bad product quality, especially if consumers have to make purchasing decisions with insufficient information.

Kotler and Keller (2012): "*Price is the one element of the marketing mix that produces revenue; the other element produce cost. Proice are perhaps the easiest elembent of the marketing program to adjust; product features, channels and even communication take more time*".

Price is the amount of money (plus some products if possible) needed to get a certain combination of products and services (Swastha and Sukotjo, 2011). Price is the value of an item expressed in money.

Price has 2 main roles in buyers: decision making, namely the role of allocation and the role of information (Alma, 2011).

Pricing for goods and services must be appropriate and appropriate, because with a price level it is expected to be able to cover costs and earn profits. The definition of pricing is a decision regarding the price to be followed within a certain periode of time (Alma, 2011): a company must. Set a price according to the value given and understood by the consumer. If the price is higher than the value received, the company will lose the possibility of making profits.

If the price is lower than the value received, the company will not succeed in raping the possibility of making a profit (Kotler:Mollan, 2011). Pricing is a companys selection of the general price level applicable for certain services, which is relative to the price level of competitors and has a crucial strategic role in supporting the implementation of marketing strategies.

There are 4 Types of Pricing Objectives:(1). Profit-Oriented Objectives, (2). Volume Oriented Goals, (3). Image-Oriented Goals, (4). Price Stabilization Goals, (5). Another Goal (Tjiptono, 2008).

The Objectives that can be achieved by the Company through Pricing are: (1). Survive (2). Maximize Short-Term Profit, (3). Maximizing Short-Term Profits, (4). Filter the Market to the Maximum, (5). Determine Request.

Factors influencing Pricing:
(1). Internal Factors:(a). marketing Target, (b). Strategic Marketing Mix, (c). Cost, (d). Pricing Organizations,
(2). External Factors: (a). Nature of Market and Demand, (b). Competition;
(3). Environmental Factors:(1). The nature of the Market and Demand, (2). Competition;
(3). Environmental Factors:(a). Promotional Pricing, (b). Leader / Loss Pricing, (c). Special Event Pricing, (d). Low related Financing, (e). Psychological Discounts;
(2). Discrimination Pricing;
(3). Mixed Pricing Products:(a). Product Line Pricing, (b). Preferred Feature Pricing, (c). Complementary Product Pricing, (d). 2 Part Pricing:(e). By Product Pricing,
(3). Choosing Prices:(a). Psychological Pricing, (b). Pricing of various profits and Risks, (c). Effects of Other Marketing Mix Elements, (d). Company's Pricing Policy, (e). Impacts of Prices on Parties, Other Pricing Indicators.
(4). Pricing Indicators:(a). Price Conformity with Product Quality;(b). Price Competitiveness, (c). Price Conformity with Benefits.

Income

Income is the various inflows of assets from the Companys activities Selling Goods amd Services in 1 period which results in an increase in Capital that does not come from Investment (nafirin). A persons Income is influenced by several factors, including:(1). The Production Factors Owned are sourced from the results of thirs years Saving and inheritance or Gifts, (2). The Price per unit of eache Facotrs of Production, then this Prices is determined by Supply and Demand in the Market of Factors of Production (3). The Results of the Activities of Family members as a Side Job.
Factors Affecting the Income: Volume in the Company are:(1). Conditions and Sales Ability (2). Market Conditions, (3). Capital, (4). Company Operational Conditions; Income must be used to Determine the Level of Welfare, causing a Persons, Income to be able to meet the needs of his daily life either directly or indirectly.

RESEARCH METHOD

Research Method used is Survey Method. Research Variables and Measurements (Operational Variables). Research Variables: (1). Independent Variables: Tuna Fish Sales Price (X); Dependent Variable (Y): Family Income of Employeess of Sinar Pure Foods International Limited Liability Company Bitung City. Data Collection Technique (1). Observation (2). Questionnaire (3). Interview. Data Measurement Scale: Likert Scale. Validity Test: Correlation between Question Item Scores with Numerical Total Scores or Variables. Reliability Test used in SPSS Research Facilities: Cronbach Alpha Statistical Test. Population: all employees at the office staff at the Limited Company Sinar Pure Foods International Bitung totalling 40 peoples. Sample 37 office staff employees at Sinar Pure Foods International Bitung Limited Company. The formula from Taro Yamne, Quoted by Rakmat (1998):

$$n = \frac{N}{N \cdot d^2 + 1}$$; Where: n = number of sample; N = number population Size;

$d^2 =$ defined Precision.

Data Analysis Techniques were carried out: Statistical Methods: Simple Linear Regression Analysis. Hypothesis Testing was carried out on the Correlation Coefficient with the t-Test. In Simple Linear Regression Analysis was used to Analyze the amount of Tuna Fish Sales Price Analysis (Variable X) on Family Income Employee (Variable Y) Limited Liability Company Sinar Pure Foods International Bitung City. Normality Test: Simple Linear Regression Test: Simple Linear Regression Analysis was used to Analyze the amount of Sales Price (Variable X) on Family Income of Employees (Variable Y) Limited Liability Company Sinar Pure Foods International Bitung City. The Equation: To assess the Value of a and b use the Formulas:

$$a = \frac{\left(\sum y\right)\left(\sum x^2\right) - \left(\sum x\right)\left(\sum y\right)}{n\sum\left(x^2\right) - \left(\sum x\right)^2}$$

$$b = \frac{n\left(\sum xy\right) - \left(\sum x\right)\left(\sum y\right)}{n\left(\sum x^2\right) - \left(\sum x\right)^2} \qquad \text{(Sudjana, 2013).}$$

- For **Correlation Test**

  Simple Correlation Coefficient calculation using the Formula:

$$r = \frac{N.\sum xy - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{N.\sum x^2 - \left(\sum x\right)^2\right\}\left\{N.\sum y^2 - \left(\sum y\right)^2\right\}}}$$

- **Determinant Test**: to find out the magnitude of the Contribution of the Value of X to Y, it can be done through the R Test of Determinantion of the Model as follows:

$$r = \frac{N.\sum xy - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{N.\sum x^2 - \left(\sum x\right)^2\right\}\left\{N.\sum y^2 - \left(\sum y\right)^2\right\}}}$$

Research time: this Research took place from March to June 2022.

Correlation Test: after conducting the Validity Test and Reliability Test, it will be measured How Big the Relationship between X and Y will be. Data Analysis will be carried out and can be seen in the attached table. Furthermore, to Test the Hypothesis, a Research Hypothesis will be made as follows:

Ho = There is No Relationship Sales Price of Tuna and Significant Relationship between Family Income of Employees of Sinar Pure Foods International Bitung Limited Company.
Ha = There is a Significant Relationship Between the Selling Price of Tuna Fish and The Family Income of Employees of the Sinart Pure Foods International Bitung Limited Company.

To Test the Working Hypotesis, Correlation Analysis will be used with the Correlation Test Formula r:

$$r = \frac{N.\sum xy - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{N.\left(\sum x\right)^2\right\}\left\{N.\sum y^2 - \left(\sum y\right)^2\right\}}}$$

Determination Test: to find out the Analysis of the Selling Price of Tuna on Family Income of Employees of the Sinar Pure Foods International Limited Liability Company in Bitung City, so that the coefficient of determination is sought which is the square of the Corelation cofficient by using the R Test. Determination is the square of the Correlation coefficient by using the determination R Test with model as follows: Formula: r.

$$r^2 = (r)^2 \, X100\%$$

The significance Test is to determine the level of significance, then the formula: T test is used, namely: r. Based on the Test Criteria, if T count and T Table, then:
Ho is rejected and Ha is accepted.

RESULTS

1. Research Result
1.1. Data Analysis

To obtain valid and reliable instrument data, it is necessary to carry out Instrument Trial before the instrument is used in the Research used in the Actual Research. Referring to the Constructs set Forth in the Research Instrument Grid, the Validity Test and Reliable Test will be obtained.

1.2. Normality Test

Normality Test is one of the Testing steps carried out in research. To obtain a Normal Research Instrument, it is necessary to carry out a Normality Test before the instrument is used in the actual reseach. It is concluded that the Variables that have data that are Normally Distributed.

1.3. Regression Test

To find out how much Tuna Fish Sales Price Analysisi on Employee Family Income during the Covid 19 Pandemic Limited Company Sinar Pure Foods International Bitung City uses a: Simple Linear Equation as follows:

$$\hat{Y} = a + bX$$

$$a = \frac{\left(\sum y\right)\left(\sum x^2\right) - \left(\sum x\right)\left(\sum xy\right)}{n.\sum x^2 - \left(\sum x^2\right)}$$

$$\leftrightarrow a = \frac{(1413)(67592) - (1578)(60493)}{37(67592) - (2490084)}$$

$$\Leftarrow a = \frac{(95507496) - (95457954)}{(2500904) - (2590084)} = \frac{(49542)}{(10820)} = (4.678)$$

Formulation:

$$b = \frac{n.\sum xy - \left(\sum x\right)\left(\sum y\right)}{n.\sum x^2 - \sum x^2}$$

Answer: $\Leftarrow b = \dfrac{(225841) - (2229714)}{(25009041) - (2490084)} = \dfrac{(8527)}{(10820)} = (0,788).$

1.4. Correlation Test
Correlation Test: after using the Validity Test and Reliability Test, it will be measured by How Big the Relationship Between X and Y Analysis will be. Data Analysis can be shown in the Attached Table. Analysis of the Sale Price of Tuna on the Family Income of Employees during the Covid 19 Pandemic, Sinar Pure Foods International Limited

Liability Company, Bitung City. Furthermore, to the test the Hypothesis, the Research Hypothesis is as follows:

Ho: There is No Positive and Significant Relationship between Tuna Fish Sales Price Analysis and Employee Family Income during the Covid 19 Pandemic Limited Company Sinar Pure Foods International Bitung City.

Ha: There is a Positive and Significant Relationship between the Analysis of the Selling Price of Tuna on the Family Income of Employees during the Covid 19 Pandemic, Sinar Pure Foods International Limited Company, Bitung City.

The Test the Hypothesis, Correlation Analysis will be used using the Formula: r.

Answer: Formulation:
$$r = \frac{N.\sum xy - (\sum x)(\sum y)}{\sqrt{[N.\sum x^2] - [\sum x^2][N.\sum y^2] - [\sum y]^2}}$$

Answer:
$$r = \frac{37(60493) - (1578)(1413)}{\sqrt{\{37(67592) - (2490084)\}\{37(54283) - (1996569)\}}}$$

$$r = \frac{(2238241) - (2229714)}{\sqrt{(10820)(11902)}} = \frac{(8527)}{(11348.112)} = (0.751)$$

The Results Obtained: r = (0.751) indicates that the Variable Sales Price of Tuna Fish and Family Income of Employees during the Covid 19 Pandemic Period Sinar Pure Foods International Limited Liability Company Bitung City has a Positive Relationship.

1.5. Determination Test

So, the Results of the Calculations, it can be concluded that the Analysis of the Sale Price of Tuna Fish on Family Income during the Covid 19 Pandemic Period, Sinar Pure Foods International Limited Company, Bitung City, was (56.46%), while the Remaining (43.54%) was obtained by other Factors not examined in this study.

1.5. Determination Test

To find out the amount of Tuna Sales Price Analysis on Employee Family Income during the Covid 19 Pandemic Limited Company Sinar Pure Foods International Bitung.

Formulation: $r^2 = (r)^2 X 100\%$

Answer: $r^2 = (0,75)^2 X 100\%$

$$r^2 = (0,564) X 100\% = (56.46)$$

Bitung City, then look for the Coefficient of Determination which is the square of the Correlation Coefficient, namely by using the Determination R Test with the Formulation:

$$r^2 = (r)^2 X 100\%$$

Answer: $r^2 = (0,75)^2 X 100\%$

$$r^2 = (0,564) X 100\% = (56.46)$$

1.6. Significance Test

To find out the Significance Level, the Formula: t test is used, namely: t count. Answer: t.

$$t_{hitung} = r = \sqrt{\frac{n-2}{1-r^2}}$$

Answer: $t = (0,751)\sqrt{\dfrac{37-2}{1-0.564}}$

Answer: $t = (07519)\sqrt{\dfrac{35}{0.436}}$

Answer: $r = (0.751)\sqrt{(80.27)}$

Answer: $r = (0.751) X (8.95) = (6.728)$.

The Results of the Calculation of Data Analysis: "Analysis of Tuna Fish Sales Price on Family Income of Employees during the Covid 19 Pandemic Limited Company $t_{hitung} > t_{tabel}$; $\Leftarrow (6.728 > 1.687)$ Sinar Pure Foods International Bitung City obtained t count = (6.728); Distribution list t, with Degrees of Freedom = (37-2) = (35). There is a 95% confidence level (a=0.05) the Value of t-table = (1.687), it turns out that t-count > t table; (6.728) > (1.687).

DISCUSSION

The focus of the Research is to find out the Analysis of the Selling Price of Tuna Fish on the Family Income of Employees during the Covid 19 Pandemic, Sinar Pure Foods International Limited Company, Bitung City. The Research Data used Direct Observation, Interviews and Questionnaires on The Research Object, namely the Sinar Pure Foods Limited Company Bitung City International.

The Results of the Simple Regression Analysis show that there is an Analysis of the Selling Price of Tuna Fish on the Family Income of Employees during the Covid 19 Pandemic, sinar Pure Foods International Limited Liability Company, Bitung City.

The Simple Regression Equation shows: Y = (23.231) + (0.48) X. This means: If the Selling Price of Fish Tuna increases by 1%, then the Value of the Family Income of Employees during the Covid 19 Pandemic Limited Company Sinar Pure Foods International, Bitung City increases by (0.48%) and it is said that The Relationship between the 2 Variables is Positive.
The Value of The Corellation coefficient is (0.687) shows that the Analysis of The Selling Price of Tuna Fish on the Family Income of Employees during the Covid 19 Pandemic, Sinar Pure Foods International Limited Liability Company, Bitung City is Strong.

The Value of the Coefficient of Determination (R Square) of (0.637) indicates that The Independent Varible: Tuna Fish Sales Price is able to explain (63.8%) and the Dependent Variable: (Employees) Family Income), while the remaining (36.3%) is Influenced or Explained by the Variable Others were not included in this Research Model. The Equation of the Results of the Study Informas that the Independent Varible: Sales Price of Tuna Significantly Affects the Employee Family Income Variable. It is proven that the calculated t-value (2.353) and t-table (1.701) and the Significance Value from (0.05) that is (0.182).

Based on the Data Analysis carried out that the Hypothesis in this study is:
Ha: Accepted
Ho: Rejected.
So, Tuna Fish Sales Price Significantly Affect the Income of Employees, Families during the Covid 19 Pandemic Period, Sinar Pure Foods International Limited Company, Bitung City.

CONCLUSION

Based on the Results of the Study, the Researcher Suggests that the Relationship Between Variable X (Sales Price of Tuna) and Variable Y (Employees Family Income) is Positive, so that when Pricing Increases, the Employees, Family Income will Increase. Thus, there is a Significant Analysis between the Selling Price of Fish Tuna and the Family Income of Employees during the Covid Pandemic, Sinar Pure Foods International Limited Company, Bitung City.

ACKNOWLEDGMENT

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