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Optimized Digital Marketing Through People, Process and Physical Evidence on the Decision to Choose SMEs Products in the Food and Beverage Business in Klambir Lima Village

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ABSTRACT

This study aims to determine whether People, Process and Physical Evidence simultaneously influence the decision to choose SMEs products. This research used descriptive data analysis method, multiple regression analysis with t-test (partial test), F test (simultaneous test) and coefficient of determination test (R²). This research test tool uses a multiple linear regression model. The conclusions that can be drawn from the test results are that simultaneously and partially People, Process and Physical Evidence influence the decision to choose SMEs products. The implications of this research result show that the marketing process through people, process and physical evidence is very important to attract consumers to buy food and beverage products produced by SMEs in Klambir Lima.

Keywords : People, Process, Physical Evidence, Buyyng Dicission and SMEs

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INTRODUCTION

In an effort to build a people's economy, the President of the Republic of Indonesia has given directions to carry out the development of Class Up SMEs and Modernization of Cooperatives. The role of SMEs is very large for Indonesia's economic growth, with their number reaching 99% of all business units. The contribution of SMEs to GDP also reaches 60.5%, and to employment is 96.9% of the total national employment absorption. This research will be conducted on Cellular SMEs () which are engaged in SME products.

The products studied are food and beverages produced by SMEs and a series of activities aimed at increasing the number of customers from year to year. By increasing the number of customers, it will be able to increase business sales and ultimately increase business profits. SMEs will be successful in obtaining a large number of customers if they are judged to be able to design an effective marketing mix. In terms of achieving the company's goals, the company should be able to attract consumers in making a decision to choose it.

Digital marketing is a marketing activity or promotion of a brand or product using digital media or the internet with the aim of attracting consumers or potential customers quickly. Digital marketing involves some of the same principles as conventional marketing and is often seen as a new way for companies to approach consumers and understand their behavior. To get maximum results, companies often combine conventional and digital marketing techniques in their strategy through people, process and physical evidence.

People are people who are directly or indirectly involved in communicating with customers regarding sales activities. Included in the People category are people who are at the seller's outlet, who serves customers in terms of complaints (complaints). Process is the flow of activities in carrying out marketing processes related to standards and workflow. The process carried out by business actors and employees is to make Market Share and Sales Share Surveys according to the data or reports of the outlets concerned. This process is carried out so that when the customer decides to use a product, especially food and beverages, the customer feels satisfied with his decision.

Physical Evidence is a physical form or situation where employees and customers carry out a series of activities. Physical Evidence includes physical facilities, layout, landscaping and includes uniforms. Physical facilities include outlets that are equipped with beautiful decorations, room comfort and neatness. The layout between one building and another is quite strategic which is easy for customers to find.

The conditions of People, Process and Physical Evidence mentioned above are actually able to attract customers to continue to decide on product choices. This is strengthened by competition between SME companies which are aggressively implementing the People, Process and Physical Evidence marketing mix strategy. Seeing the current conditions and situations faced by companies, especially the problem of competition for SME products. The author is interested in conducting research on the problems faced by the company.

LITERATURE REVIEW

2.1. People

People are one of the marketing mix variables consisting of leaders and employees who have certain educational qualifications and expertise to provide service products in marketing for consumers. According to Nastiti and Soebari (2005: 268) say "personal

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(people) are people who are directly involved in carrying out all company activities and are factors that play an important role for all organizations".

Hurriyati (2003) quoted from Samboro et al (2011) argues that: "All attitudes and actions of employees, even the way employees dress and employee appearance have an influence on consumer perceptions or the success of product delivery."

Meanwhile, according to Yazid (2003:19) participants or people are "all actors who play part of the presentation of the product and therefore influence the perception of buyers". Included in this element are company personnel, consumers, and other consumers in the product environment. Participants are any and all people who play a role in the real time of the product (during the process and consumption of the product). So what is meant here is all employees and consumers.

Personal measurement has a long-term influence in providing service products, so that it is expected to influence buying decisions. The following is a personal indicator.

1. Education is the level of employees in going through the learning process
2. Expertise/skill is the ability of employees in marketing
3. Quality of service is a form of service provided by employees
4. Performance is the ability of employees to provide services to consumers.

2.2. Process

Process according to Payne in Tiningsih (2010: 81) is defined as the act of creating and delivering products to customers and is an important factor in the product marketing mix, because product customers will view the product delivery system as part of the product itself.

Process according to Zeithaml and Bitner in Putra (2012: 129) is "The actual procedures, mechanisms, and flow of activities by which the service is delivered the service delivery and operating system". This process element has the meaning of a company's efforts in carrying out and carrying out its activities to meet the needs and desires of its consumers. When viewed from how the product produces its function.

Meanwhile, according to Yazid (2003: 20), processes are all the actual procedures, mechanisms, and flow of activities by which the product is delivered which is the presentation system or product operation.

Process indicators can be written as follows:

1. The voting mechanism is the path in selecting
2. The bidding mechanism is a channel in offering products
3. The payment mechanism is a channel for making payments

2.3. Physical Evidence

Physical evidence according to Zaithaml and Bitner in Putra (2012: 129) says: "The environment in which the service is delivered and where the firm and customer interact and any tangible component that facilitates performance or communication of the service". This physical evidence is something that significantly influences consumer decisions to choose and use the products offered. The elements included in physical evidence include the physical environment, in this case the physical building, tools, equipment, logos, colors and other items that are attached to the services provided such as tickets, covers and labels, and so on.

Meanwhile, according to Yazid (2003: 20) physical evidence is where the product is delivered and where the company and its consumers interact, as well as every tangible component facilitating the appearance or communication of the product. Because the

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product is intangible so it is difficult to evaluate, physical evidence provides signs, for example product quality. Product physical evidence includes all tangible things related to a product such as brochures, business cards, report formats, and equipment. In some cases this evidence includes the physical facility where the product is offered, such as a bank's branch office facilities. In other cases, such as SMES products, physical facilities may not be relevant.

Tjiptono (2002: 70) says: "Physical Evidence/Tangibles (physical evidence), namely the ability of a company to demonstrate its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by the product provider.

Physical Evidence is one of the marketing mix variables in the form of the physical appearance of the company/cooperative that shows the place where the product is created and where the product provider and customer interact. Physical Evidence indicators:

1. the appearance of the building
2. employee appearance
3. brochure appearance
4. the interior of the building
5. building facilities
6. music as a background for transactions and others.

2.4. Buying Decision

Supranto (2011: 211) states “Deciding means choosing one of two or more alternatives. Although it often refers to the choice between objects (goods, prices, shops / places to shop), consumers actually choose between alternative behaviors with respect to these objects.

Kotler (2004: 128) states "Consumers' decision in choosing a product is an evaluation stage that makes consumers compile a ranking list of goods in the ranking of their choices, so that the evaluation stage will create a desire to choose, so that consumers will choose the item that is most liked. Where the desire to choose will create a consumer behavior.

Every decision to choose has a structure of seven components and these seven components greatly influence consumers in making a choice. According to Kotler (2003: 200) indicators of the decision to choose are as follows:

- 1) Selected products/products
- 2) Preferred brand
- 3) Determination when choosing

Table 1. Literature Review

No	Researcher	Title	Conclusion
1	Samboro dkk (2011)	the influence of people, process and physical evidence on loyalty through student decisions choosing Malang State Polytechnic	The results of his research prove that people, process and physical evidence influence student decisions.
2	Ratni Prima Lita (2010)	The effect of implementing the product marketing mix on the decision process of tourists visiting tourist objects in the city of Padang	From the results of his research it can be concluded that the product marketing mix includes product, price, promotion, place, physical evidence, process and personnel simultaneously and partially influence the decision process of tourists visiting

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3	Hafrizal Okta Ade Putera (2012)	Effect of product marketing mix on the decision to choose XL prepaid starter packs in Padang City	tourist attractions. The results of his research prove that distribution, employees and processes have a significant effect on the decision to choose an XL prepaid starter card in the city of Padang, while products, prices, promotions and physical evidence have no significant effect on the decision to choose an XL prepaid starter card.
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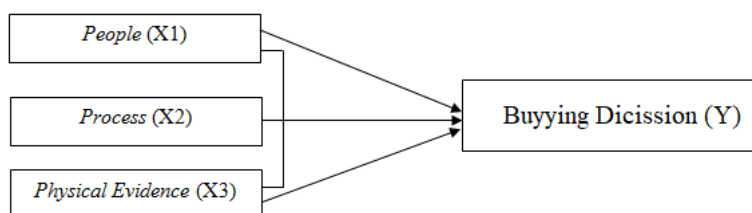


Fig.1. Conceptual Framework

- H1 : People partially influence the decision to choose SMES products.
H2 : The process partially influences the decision to choose SMES products.
H3 : Physical Evidence partially influences the decision to choose SMES products.
H4 : People, Process and Physical Evidence simultaneously influence the decision to choose SMES products

METHOD

This research was conducted at the Food and Beverage Business in Kelambir Lima Village, North Sumatra, Indonesia. This research was conducted from July 2022 to February 2023. The population in this study were consumers, especially those who came to SMES locations. Sampling was carried out using the slovin formula. Based on the results of the sample calculation, it was obtained that a sample of 80.54 was completed to 81 people who bought SMESs in Kelambir Lima. The data analysis technique used is multiple regression analysis after fulfilling the classical assumptions regarding normality, heteroscedasticity, autocorrelation and multicollinearity. Drawing conclusions on the hypothesis is done by means of the t test and F test at a significance level of 5%. Overall tabulation and data management using SPSS software version 22.

RESULT AND DISCUSSION

Validity and dan Reliability Test

Table 2. Variable Instrument Validity Test Results People (X₁)

No	Coefecient	r Table	Status
1.	0.560	0,217	Valid
2.	0.587	0,217	Valid
3.	0.462	0,217	Valid
4.	0.464	0,217	Valid
5.	0.459	0,217	Valid
6	0.386	0,217	Valid
7	0.387	0,217	Valid
8	0.334	0,217	Valid

Source: Research Results

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Based on the 8 questions for the people variable, it turns out that all questions have valid status because the correlation coefficient $> r$ table.

Table 3. Variable Instrument Validity Test Results Process (X₂)

No	Coefficient	r Table	Status
1.	.573	0,217	Valid
2.	.496	0,217	Valid
3.	.685	0,217	Valid
4.	.470	0,217	Valid
5.	.308	0,217	Valid
6.	.547	0,217	Valid

Source: Research Results 2023

Based on the 6 questions for the people variable, it turns out that all questions have valid status because the correlation coefficient $> r$ table.

Table 4. Variable Instrument Validity Test Results Physical (X₃)

No	Coefecient	r Table	Status
1.	.617	0,217	Valid
2.	.484	0,217	Valid
3.	.498	0,217	Valid
4.	.542	0,217	Valid
5.	.629	0,217	Valid
6.	.523	0,217	Valid
7.	.634	0,217	Valid
8.	.573	0,217	Valid
9.	.470	0,217	Valid
10.	.547	0,217	Valid
11.	.494	0,217	Valid
12.	.357	0,217	Valid

Source: Research Results 2023

Based on the 12 questions for the physical variable, it turns out that all questions have valid status because the correlation coefficient $> r$ table.

Table 5. Variable Instrument Validity Test Results Buying Decision (Y)

No	Correlation coefficient	r table	Status
1.	.556	0,217	Valid
2.	.511	0,217	Valid
3.	.571	0,217	Valid
4.	.445	0,217	Valid
5.	.448	0,217	Valid
6.	.359	0,217	Valid

Source: Research Results 2023

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Based on the 6 questions for the decision variable for choosing SMES products, it turns out that all questions have valid status. Furthermore, the valid instrument items above were tested for reliability using the cronburch alpha technique, namely comparing instrument values. If the Cronburch alpha value is getting closer to 1 or > 0.60 , then the research instrument is getting better and can be said to be reliable. In the following, the reliability values for the three variables (people, process and the decision to choose SMES products) are presented, namely:

Table 6. Reliability Test Results for Variables X1, X2, X3 and Y

Variable	Value	Status
People (X_1)	0,758	Reliabel
Process (X_2)	0,765	Reliabel
Physical (X_3)	0,850	Reliabel
Buying Dicission (Y)	0,745	Reliabel

Source: Research Results 2023

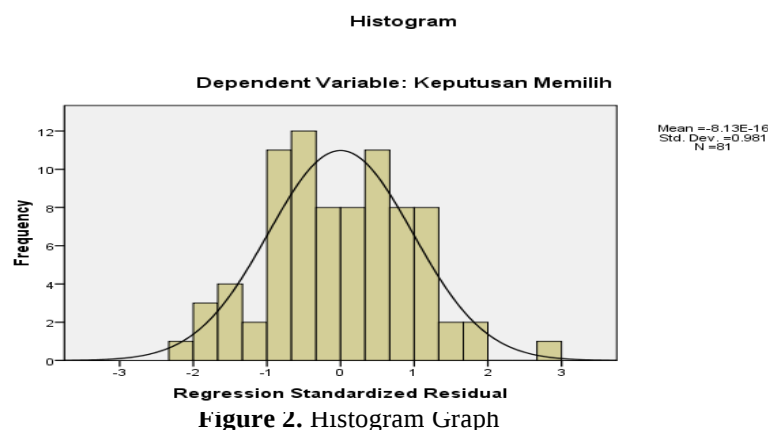
Based on the results of reliability testing, it can be seen that the Cronburch alpha value of the instrument above shows that the level of reliability of the research instrument is sufficient because it is close 1 ($> 0,60$).

Classical Assumptions Test

Before testing the hypothesis, classical assumption testing is first carried out which is intended to ensure that the multiple linear regression model can be used or not.

a. Normality Test

To test the normality of the data in this study it was detected through graphical analysis and statistics generated through regression calculations with SPSS. The results of the normality test can be seen in Figure 4.1 below:



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Normal P-P Plot of Regression Standardized Residual

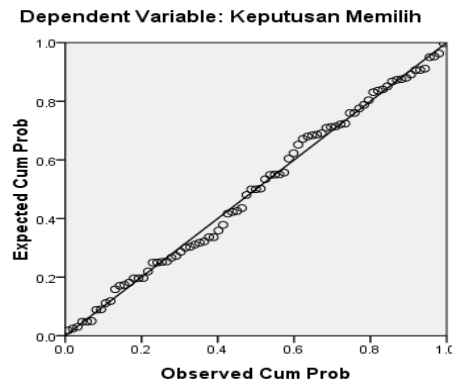


Figure. 3. PP-Plots Curve

Based on Figures 2 and 3 it can be concluded that the data used shows normal. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, the regression model meets the assumption of normality and vice versa if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality. Analysis of the graph shows that the dots spread around the diagonal line, and their distribution follows the direction of the diagonal line so that it can be concluded that the data is normal.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. If there is a correlation, then there is a multicollinearity problem. In a good regression model there is no correlation between the independent variables. The results of testing the multicollinearity of the data in this study used the SPSS tool, the results can be seen in Table 7 below:

Table 7. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
People	.599	1.671
Process	.724	1.381
Physical	.635	1.574

Source: Research Results 2023

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Based on Table 7 above, it can be seen that all independent variables namely people, process and physical evidence have a Variance Inflation Factor (VIF) number of less than 10, while the Tolerance value is close to 1, thus it can be concluded that in the regression model there is no multicollinearity problem.

Heteroskedastisity

Heteroscedasticity is used to test whether in the regression model, there is an unequal variance of the residuals from another observation. If the residual variation from one observation to another remains, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. The results of the data heteroscedasticity test in this study can be seen in Figure 4.

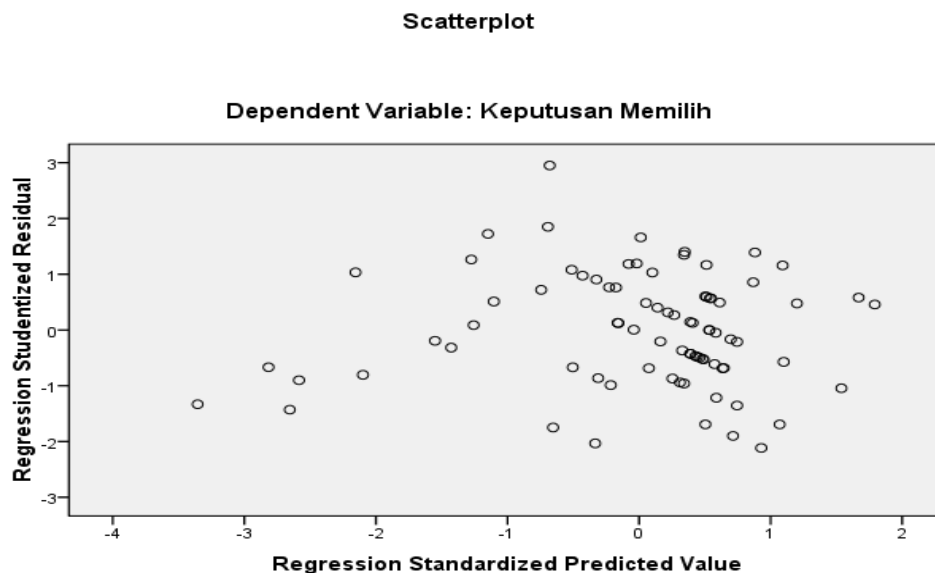


Figure 4. Heteroscedasticity Test

Based on Figure 4, it can be seen that the points spread randomly and spread above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use. Symptoms of heteroscedasticity can be seen in a way that is, if there is a certain pattern, such as dots that form a regular pattern (wavy, widened then narrowed), then heteroscedasticity has occurred and if there is no clear pattern, the dots spread over and below the number 0 on the Y axis, there is no heteroscedasticity. This means that there is no heteroscedasticity in the regression model, so that the regression model is feasible to use to predict Buying Decision based on input from the independent variables.

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Hypothesis Test

Parsial Test

Partial testing is carried out to see whether there is any influence from each independent variable on the dependent variable. Testing the effect of the independent variables (X) on the dependent variable (Y) can be seen in the following table:

Table 8. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.720	2.445		1.930	.057
People	.177	.085	.216	2.085	.040
Process	.285	.087	.310	3.293	.001
Physical	.162	.047	.346	3.446	.001

Source: Research Results 2023

Based on Table 8 the t test can be known values:

$$a = 4.720$$

$$\beta_1 = 0.177$$

$$\beta_2 = 0.285$$

$$\beta_3 = 0.162$$

So the multiple linear regression equation for the three predictors (people and process) is:

$$Y = 4.720 + 0.177X_1 + 0.285X_2 + 0.162X_3$$

From the regression equation above, it can be seen that the constant value is 4,720, which means that if there are no people and process variables, the Buying Decision for SMES products is 4,720. The people variable produces $\beta_1 = 0.177$, which means that for every increase in the people variable by 1, the Buying Decision of SMES products will increase by 0.177 assuming the other variables are constant. The process variable produces $\beta_2 = 0.285$, which means that for every increase in the process variable by 1, the Buying Decision of SMES products will increase by 0.285 assuming the other variables are constant. The process variable produces $\beta_3 = 0.162$, which means that for every increase in the physical variable by 1, the Buying Decision of SMES products will increase by 0.162 assuming the other variables are constant. The following is a discussion of the results of statistical testing of the t test:

1) The influence of people on the Buying Decision of SMES products

From table 8, the t-count value of 2,085 is greater than the t-table of 1.664 with a t probability that is sig 0.040, which is less than the significance limit of 0.05. This means that the people variable (X1) partially has a significant effect on the Buying Decision of SMES products (Y). Thus the people factor has a contribution to the Buying Decision of SMES products. The people in the marketing mix refer to anyone who is directly or indirectly involved in the company's business. Brands are not only customers, but include staff within the company such as the sales team, customer service team, and all those involved in the marketing and sales process.

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2) The influence of the process on the Buying Decision of SMES products

From table 8, the t-count value of 3,293 is greater than the t-table of 1.664 with a t probability that is sig 0.001, which is less than the significance limit of 0.05. This means that the process variable (X2) partially has a significant influence on the Buying Decision of SMES products (Y). Thus the process factor has a contribution to the Buying Decision of SMES products. The process includes a series of every stage of marketing from company to customer. This element also includes services and transaction processes between companies and customers.

3) Physical influence on the Buying Decision of SMES products

From table 8, the t-count value of 3,446 is greater than the t-table of 1.664 with a t probability that is sig 0.001, which is less than the significance limit of 0.05. This means that the process variable (X2) partially has a significant influence on the Buying Decision of SMES products (Y). Thus the process factor has a contribution to the Buying Decision of SMES products. The last element in the marketing mix is physical evidence, which means physical evidence of the company. In selling products or services, customers need physical evidence to establish a more tangible business relationship. Various kinds of physical forms can be done. Physical evidence is a form of physical evidence such as devices or equipment that support activities in a business. Elements of physical evidence, such as the existence of a place of business, products, logos, to the packaging and contents of the products being sold.

b. Simultan Test

From the simultaneous testing, it can be obtained that the hypothesis in this study is: the people variable (X1), the process variable (X2) and the physical variable (X3) jointly affect the Y variable (Buying Decision of SMES products). The conditions are, if the Sig value in the ANOVA table $< \alpha$ 0.05., then H_0 is rejected, but if the Sig value $> \alpha$ 0.05., then H_0 is accepted. The data needed to test the hypothesis above is as follows:

Table 9. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	247.850	3	82.617	26.414	.000 ^a
	Residual	240.841	77	3.128		
	Total	488.691	80			

a. Predictors: (Constant), Physical, Process, People

b. Dependent Variable: Buying Decision

Source: Research Results 2023

The Fcount value above is 26,414 greater than the Ftable of 2.72 with sig 0.000 $<$ 0.05, indicating that H_0 is rejected and H_4 is accepted, meaning the people variable (X1), process variable (X2) and physical variable (X3) simultaneously has a significant effect on Y (Buying Decision of SMES products).

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Coefficient of Determination

From the test results with SPSS version 18, the correlation coefficient values were obtained as shown in the following table :

Table 11. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 ^a	.162	.133	1.27451

Source: Processed Data 2023

Based on the results of SPSS calculations, $r_{xy} = 0.403$, meaning that the influence of people, processes and physical evidence on the Buying Decision of SMES products is around the interval of 0.40 – 0.599. The Adjusted R-Square value obtained is 0.133 indicating about 13.3% of the Y variable (Buying Decision of SMES products) can be explained by the people variable (X1), the process variable (X2) and the physical evidence variable (X3). Or practically it can be said that the contribution of people (X1), process (X2) and physical evidence (X3) to variable Y (Buying Decision of SMES products) is 13.3%. The rest ($100\% - 13.3\% = 86.7\%$) is influenced by other variables not examined in this study such as price, promotion, distribution channels, products and so on..

CONCLUSION

Based on the results of the t test for the leadership style variable, it can be concluded that people partially influence the decision to choose SMES products. The process partially influences the decision to choose SMES products. Physical Evidence partially influences the decision to choose SMES products. People, Process and Physical Evidence simultaneously influence the decision to choose SMES products

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