

Integrated Marketing Communication On Purchasing Decisions On Travel Selatour Bukittinggi City

1stLabibatul Ainiah Putri¹, 2ndDewi Manda Angraini²

^{1,2}Universitas Islam Negeri Sjech M. Djamil Djambek Bukittinggi, Indonesia

Corresponding Author:

Labibatul Ainiah Putri

Universitas Islam Negeri Sjech M. Djamil Djambek Bukittinggi, Indonesia (Jl. Gurun Aua, Kubang Putiah, Kec. Banuhampu, Kota Bukittinggi, Sumatera Barat 26181)

e-mail: ainiahputri04@gmail.com

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ARTICLE INFORMATION	ABSTRACT
Article History: Received, 25-08-2024 Accepted, 09-10-2024 Published, 07-12-2024	<i>This research aims to determine the extent to which the application of integrated marketing communications (IMC) can improve purchasing decisions for Umrah packages at Selatour Travel, Bukittinggi city. This research is relevant to carry out considering the increasingly tight competitive conditions in the Umrah travel industry, especially Selatour travel in the city of Bukittinggi, which is still facing obstacles in terms of marketing and human resources. This research uses a quantitative approach by combining primary and secondary data. The results of the analysis show that integrated marketing strategy (IMC) has a positive influence on consumer decisions in choosing Umrah packages at Selatour Travel, Bukittinggi city.</i>
Keywords: <i>Integrated Marketing Communication; Purchase Decision; Travel Umrah</i>	

INTRODUCTION

A travel agency is a commercial activity that organizes and provides services to individuals or groups with the main purpose of traveling and providing services during domestic and international travel. The travel industry is growing rapidly, attracting many businesses. This high competition requires effective marketing communications. To be successful, travel businesses need not only extraordinary products, competitive and attractive prices, and the best service, but also the ability to convey these strengths through strategic marketing efforts is still lacking in its application (Fransisca, 2015).

Each travel has its characteristics in marketing its products to attract consumers to buy products marketed by its company; most travel will use a marketing system through social media, websites, banners, brochures, and so on. However, marketing communication is also needed in marketing its packages. Communication and marketing are two important things in business, communication is the key to speeding up the marketing process and ensuring that there is no confusion in information regarding the products being marketed. Without effective communication, marketing activities will not be successful, and vice versa, without effective communication, marketing activities will not be carried out (R. Nuruliah, 2020). Therefore, integrated marketing communication is needed in attracting consumer interest in making decisions to purchase Umrah packages, but there are also travel that have not implemented integrated marketing communication (IMC) properly.

Integrated marketing communication is a comprehensive communication approach in marketing that offers diverse solutions and the ability to adapt to various situations (Febriyan, 2022). Integrated marketing communication (IMC) or what is usually called integrated marketing communication is a combination of various communication channels to convey messages clearly, consistently and have a strong influence on the public. Apart from that, integrated marketing communication (IMC) is a tactic, strategy and marketing activity that encourages companies to focus their various channels in order to convey a single, effective message through promotional tools. (Suhartini, 2020). Integrated promotional activities in IMC are a combination of various promotional elements, the combination of these promotional elements is called a promotional mix.

There are differences between integrated marketing communication and general marketing communication, which can be understood through the following table:

Table 1. Differences Between General Marketing Communication And IMC

Feature	General Marketing Communications	<i>Integrated Marketing Communication (IMC)</i>
Focus	Single element	Integrity of all elements
Message	Inconsistent	Consistent and integrated
Synergy	Low	High
Measurement	Separate	Comprehensive

The table above explains that: (1) marketing communication in general: each marketing element such as advertising, sales promotion, or public relations works independently without strong coordination, while IMC: all marketing elements are coordinated and integrated to convey one consistent and strong message. (2) marketing communication in general: each marketing element conveys different messages, even contradictory so that it confuses consumers, while IMC: each marketing element supports and strengthens the main message, thus creating a deeper impression on consumers. (3) marketing communication in general: there is no synergy between various marketing activities so its effectiveness is limited. In contrast, IMC: all marketing activities work together to achieve the same goal, namely building a strong brand and increasing sales. And (4) marketing communication in general: each marketing element is measured separately. In contrast, IMC: effectiveness is measured as a whole, thus allowing companies to see the impact of each marketing element on business goals.

The definition of IMC according to Shimp's view, IMC is the coordination of promotional mix elements (advertising, public relations, etc.) with each other and with other elements of the brand marketing mix (product, place, price) so that all elements speak with one voice (Anna, 2020).

By implementing cohesive IMC, a company can effectively increase consumer awareness of its products. This strategy can help build brand recognition and positive consumer perception, ultimately driving sales (R. Nuruliah, 2020).

The combination of these promotional elements is called the promotional mix. Referring to Philip Kotler's concept, the promotional mix consists of several main components (Roberto, 2023): (1) Advertising; Kotler and Armstrong define advertising as any form of non-personal delivery of promotional messages, whether in the form of ideas, products or services, the costs of which are borne by the party concerned. (Vinnia, 2013). (2) Sales Promotion, (3) Direct Marketing, (4) Personal Selling, (5) Public Relations; Kotler and Armstrong explain that

public relations aims to build a positive company reputation by establishing good relationships with various parties and managing issues that can damage the company's image (Vinnia, 2013).

There are several steps needed to achieve maximum results in implementing an integrated marketing communications (IMC): (1) Analysis of Promotional Program Situation; Analyzing advertising marketing situations, the way to do this is by analyzing strengths and weaknesses, utilizing factual data, understanding problem points and also finding solutions. (2) Analysis of Communication Process; One way to analyze the information provided is to understand the results of the analysis of each response from receiving information, the stages in sending information and also the information media used. (3) Budget Determination; Preparing a cost budget is done by finding out whether capital is available properly or by determining the market segment, target market location and nominal costs required in preparing an advertising strategy. (4) Develop IMC Program; Develop an integrated marketing communication program by developing the marketing communication program implemented. (5) Integrated And Implement IMC Strategies; Determine and integrate an integrated marketing communication strategy, the method is to carry out a marketing mix strategy, then produce advertisements, buy media time and space, and carry out designs that have been determined in accordance with the program being undertaken and do various things that have been determined according to the plans that have been prepared. (6) Monitor, Evaluate And Control IMC Program; Evaluate performance results whether they are effective or not. And see whether the tactics that have been taken are in accordance with the strategy taken or not.

Marketing communications plays a very important role for marketers. Without communication, consumers and the wider community will not be aware that a product is on the market. Marketing communications also involve a very large budget, so marketers must be careful and calculated in making communication plans that have a big impact on the success of their communications. Setting the right goals will ensure the communication process is carried out effectively and efficiently.

Islam provides rules of the game in communicating. These rules apply both when we talk to ourselves and when we talk to others. These rules are our guidelines so that our communication follows Islamic teachings (Sri, 2019).

The measure of success for a company in product marketing is the purchasing decision. Purchasing decisions are very important for companies that develop new formulations with a focus on developing valuable products that compete with other companies' product variations. The purchasing decision is a series of processes that begin with the consumer recognizing the problem, searching for information about a particular product or brand and evaluating the product as to how well each alternative can solve the problem and then this series of processes leads to the purchasing decision (Ferlita, 2020).

In Islam, this decision-making process has been explained in a verse of the Koran, which means it can be applied to all activities. This verse states that a person must be careful in obtaining information, as stated in Surah Al-Hujrat: 6 ;

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا بِجَهْلَةٍ فَتُصْحَبُوا عَلَىٰ مَا
فَعَلْتُمْ نَادِمِينَ ﴿٦﴾

"If someone who is wicked comes to you with a news, then verify its truth, so that you do not harm a community due to ignorance, which you will eventually regret" (Arbeka, 2022).

This verse provides very important guidance for every Muslim, especially in the era of information that spreads so quickly. This verse urges you to always be careful and not easily believe any information you receive, especially if it comes from an unreliable source.

Stoner defines a purchasing decision as an action based on rational thinking, where consumers choose one option from several existing alternatives after going through a careful evaluation process, with the aim of meeting certain needs or desires (Febrian, 2022).

According to Assael (2014:26) the purchasing decision making process involves evaluating several alternative options and selecting the one alternative that is considered the most profitable based on certain criteria (Alyssa, 2021). Consumer purchasing decisions involve combining the information they have to compare several options and finally choosing the one option that is considered the most profitable.

In simple terms, purchasing decisions are a selection process carried out by consumers to choose the product or service that best suits their needs and desires, after considering various alternatives on the market (Humam, 2021).

Purchasing decisions are activities that involve obtaining and using the goods offered, there are several indicators of purchasing decision variables, including; 1) products/services, and 2) partners/distributors, in making decisions consumers will consider various factors, especially product quality and promotion factors (Yenni, 2022).

A consumer's decision to make a purchase can be made through several stages (Deta, 2022): (1) Being aware of needs: Understanding that other people have different needs than us, as well as knowing what attitudes can make or break a relationship, is known as attitude. (2) Information search: The process by which people satisfy their information needs. The relative influence of these various information sources varies depending on the type of product and buyer. (3) Review of existing options: Freedom for individuals or parties to make decisions in accordance with their legal rights. (4) Deciding to buy: A good or service after considering various factors. In the evaluation stage, consumers rank the brands under consideration and form purchase intentions. (5) Post-purchase characteristics: The stage of the purchasing process where consumers decide whether to take additional action based on their happiness or dissatisfaction with their purchase.

Integrated Marketing Communication (IMC) is a marketing strategy that combines various communication channels to convey consistent and integrated messages to target audiences. On the other hand, IMC also has a close relationship with consumer purchasing decisions, such as: 1) Brand Awareness; IMC allows brands to convey brand messages consistently through various communication channels, such as social media, advertising, sales promotions, and personal selling. This helps increase brand awareness among the target audience (Desy, 2019), 2) Brand Image; IMC helps build a positive brand image by conveying brand values, advantages and personality that appeal to the target audience. This can be done through consistent and relevant communication strategies, 3) Consideration; IMC encourages consumers to consider the brand by conveying relevant information about the product or service, such as benefits, features, and price. This helps increase the likelihood that consumers will consider the brand, 4) Purchase Decision; IMC influences consumers' purchasing decisions by encouraging them to take action, such as visiting a store, making an online purchase, or contacting a company. This is done by using a clear and compelling call-to-action, 5) Increase Customer Loyalty Continuous Communication; Effective IMC increases customer loyalty by maintaining continuous communication with them. This can be done by providing information about new products, special offers, and loyalty programs

Various problems occur in Umrah tourism travel in terms of marketing which is still an obstacle, ineffective marketing communication, and even a lack of Human Resources (HR). However, each travel also has its advantages, such as Selatour Travel whose interactive marketing moves with the Surau TV network. Besides, this travel also moves according to the sunnah of Islamic teachings that female pilgrims are not allowed to go alone but must be with their mahram.

Selatour Travel in Bukittinggi City has sent its congregation from January 2023 to April 2024.

Table 2. Data on the Number of Umrah Pilgrims Travel Selatour in Bukittinggi City 2023-2024

Year	Month	Number of Pilgrims
2023	January	3
	March	3
	Mey	16
	August	7
	September	5
	October	2
	November	5
	December	4
2024	January	9
	March	7
	April	5
Sum		66

Source: Travel Selatour Bukittinggi city

The data in Table 1.2 shows a trend of increasing the number of pilgrims using Travel Selatour Bukittinggi services throughout 2023 and 2024. Interestingly, this increase occurred even though 2024 has not yet ended. This can be attributed to Travel Selatour's success in implementing a comprehensive marketing communications strategy, including collaboration with Surau TV and the use of digital/interactive marketing (online) platforms. However, considering the increasingly fierce competition in the Umrah travel sector, Selatour Travel needs to continue to innovate and increase the effectiveness of its marketing strategy to maintain and increase market share.

Determining integrated marketing communications is more than just combining several programs into one unit, but also pays attention to what consumers want and expect during the process. Therefore, it is very important for travel to maintain integrated marketing communications well to ensure consumers are satisfied with the purchasing decisions they have chosen.

METHOD

Based on current research, running with quantitative methods to describe the real conditions in Selatour travel in Bukittinggi city. The data used comes from internal company records (secondary data) and direct survey results to 66 Umrah pilgrims (primary data). The purpose of this study is to measure the influence of IMC on consumer behavior when making purchasing decisions. Research data were obtained through observation methods, filling out questionnaires by respondents, and documentation studies. The main purpose of this data

analysis is to test the truth of the hypothesis that has been proposed. To achieve this goal, we will carry out several main stages, namely reliability testing, simple linear regression analysis, and validity testing.

1. Reliability Test

To ensure that a measuring instrument provides reliable results, we need to conduct a reliability test. This test aims to measure how consistent the measurement results obtained from the measuring instrument are when used repeatedly under the same or similar conditions. The reliability coefficient resulting from this test will indicate the level of reliability of the measuring instrument. The higher the reliability coefficient value, the greater our confidence that the measuring instrument can provide stable and reliable measurement results.

2. Simple Linear Regression

Simple linear regression is a statistical method used to determine the effect of an independent variable on a dependent variable. The relationship between the two variables is assumed to be linear and can be expressed in the form of a straight-line equation.

X = Independent Variable

Y = Dependent Variable

a. Simultaneous Test (f-Test)

The f test is used to determine the influence of independent variables together (simultaneously) on the dependent variable. The simultaneous F test aims to see whether or not the influence of the independent variables together (simultaneously) is significant on the dependent variable. This test is carried out by comparing the calculated F value with the F table. The F test criteria are:

- 1) If $F_{\text{count}} < F_{\text{table}}$ or the significant value of the F test is > 0.05 then H_0 is accepted.
- 2) If $\text{calculated } F > F_{\text{table}}$ or the significant value of the F test < 0.05 then H_1 is accepted.

b. Partial Test (t-Test)

In this research, the t test is used to prove whether the independent variables individually influence the dependent variable. The t test is used to test how far the influence of the independent variables used in this research individually is in partially explaining the dependent variable. The basis for decision making in the t test is:

- 1) If the probability is significant (smaller) > 0.05 then the hypothesis is rejected. The hypothesis is rejected which means that the independent variable does not have a significant effect on the dependent variable.
- 2) If the probability is significant (greater) < 0.05 then the hypothesis is accepted. The hypothesis cannot be rejected, meaning that the independent variable has a significant effect on the dependent variable.

$$t\text{-tabel} = \alpha / 2 ; n-k-1$$

c. Determination coefficient test (R^2)

The determination coefficient (R-squared) shows how well the independent variables can explain changes in the dependent variable. We can see this number in the Model Summary table in the SPSS output. The greater the R-squared value, the more changes in the dependent variable can be explained by the independent variables.

The determination test (R^2) is a number that states or is used to determine the contribution or contributions made by one or more variables x (independent) to variable y (dependent), with the formula:

$$Kd = R^2 \times 100\%.$$

3. Validity Test

The validity test is used to ensure whether the questions or problems we use measure what we want to measure. We can know the results of this validity test by comparing two values, namely *r* count and *r* table (Riamande Jelita, et al., 2020) To verify the validity of this question, a test was carried out by comparing the *r*count value with *r*table at a significance level of 0.05 (based on the output from SPSS version 26). The decision making criteria in validity testing states that a question is considered valid if the calculated *r* value is greater than the *r* table value. Conversely, if the *r*count value is smaller than the *r*table value, then the question is considered invalid.

RESULTS AND DISCUSSION

Integrated marketing communication (IMC) is a very important marketing approach, especially for products such as Umrah travel that involve significant purchasing decisions. With IMC, companies can convey clear, consistent, and attractive messages to potential customers, thereby increasing the chances of achieving marketing goals. This study aims to test the hypothesis that the implementation of IMC can increase purchasing decisions for Umrah packages in Selatour, Bukittinggi City. Simple linear regression analysis is used to test the relationship between IMC variables and purchasing decision variables based on data obtained from 66 respondents and then processed using SPSS 26.

Table 3. Simple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	B	t	
1. (Constant)	2.925	3.600		.812	.420
IMC	.809	.109	.679	7.391	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 data processing (2024)

Table 2.1 indicates a positive and significant relationship between the integrated marketing communication variable and the Umrah package purchase decision variable. This is reviewed from the value produced by the *t*-test, where the integrated marketing communication variable has a *t*-count value of 7.391 > *t*-table 1.997 with a significance value of 0.000 < 0.05. This finding confirms that improving the quality of marketing communication will have a positive impact on purchasing decisions by Umrah pilgrims.

Table 4. Test f ANOVA^a

Model	Sum of squares	df	Mean Square	F	Sig.
1. Regression	490.739	1	490.739	54.620	.000 ^b
Residual	575.018	64	8.985		
Total	1065.758	65			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), IMC

Source: SPSS 26 (2024) data processing

Based on Table 2.2, it can be seen that *f* count > *f* table with a value of 54.620 > 3.14. This proves that the independent variable produces a positive relationship to the dependent variable and a significance value of 0.000 < 0.05. The review of the results of the analysis can

conclude that the implementation of integrated marketing communications (IMC) has effectively contributed to increasing the decision to purchase Umrah packages at Selatour, Bukittinggi City. This shows that integrated communication is an important factor in influencing consumer choices.

Table 5. Coefficient of Determination Model Summary

R	R Square	Adjusted R Square	Std. Error Of The Estimate
.679	.460	.452	2.997
a. Predictors: (Constant), IMC			

Source: SPSS 26 (2024) Data Output

The analysis results in table 2.3 show that the Integrated Marketing Communication (IMC) variable has a significant contribution to the decision to purchase Umrah packages at Travel Selatour Bukittinggi. The R-squared value of 0.460 indicates that around 46% of the variation in purchasing decisions can be explained by the effectiveness of IMC strategies, indicating that integrated marketing communications is a key factor in influencing consumer choices.

The results of this research provide strong evidence regarding the positive and significant influence of integrated marketing strategies (IMC) on purchasing decisions for Umrah packages at Travel Selatour Bukittinggi. A significance value of less than 0.05 indicates that this relationship is not coincidental, but rather the result of planned efforts to integrate various elements of marketing communications. These findings are in line with previous research and have important implications for other Umrah travel business players. By implementing IMC effectively, companies can build a strong brand image, increase consumer awareness, and ultimately increase sales.

CONCLUSION

Integrated Marketing Communication (IMC) is a marketing strategy that integrates various elements of marketing communication to create a consistent message to the target audience. Common communication channels used in IMC include advertising, sales promotion, public relations, social media, and direct marketing. (Irene, et al., 2021)

Based on the results of the analysis in the processing of research data "integrated marketing communication on the decision to purchase umrah packages at the Selatour travel in Bukittinggi city" with a sample of 66 people. The author can conclude that the IMC variable does have a good/positive influence on the decision to purchase Umrah packages at the Selatour travel in Bukittinggi city. This result is reinforced by the t-test, the value of the t-count of the integrated marketing communication variable is $7.391 > t\text{-table } 1.997$ and the significance is $0.000 < 0.05$, which means that H_0 is rejected and H_1 is accepted.

Meanwhile, integrated marketing communication has a positive effect on the decision to purchase an Umrah package at the Selatour travel agency in Bukittinggi. This result comes from the f-test, the f-count value is $54.620 > f\text{-table } 3.14$ and the result of the significance is $0.000 < 0.05$ which means that H_0 is rejected and H_1 is accepted.

The R^2 (R-squared) of 0.460 indicates that the integrated marketing communication (IMC) variable can explain 46% of the variance in the decision to purchase an Umrah package.

The results of this research are in accordance with research conducted by M. Humam Nasyirudin, where the results show that the IMC variable has a significant effect on purchasing

decisions. Thus, increasing integrated marketing communications will increase the decision to purchase Umrah packages marketed by Umrah travel services. If integrated marketing communications is used properly in accordance with existing provisions, the target decision to purchase Umrah packages will be achieved with a known significance value of <0.05 or $X 0.000 < 0.05$, so it can be concluded that there is an influence of integrated marketing communication (IMC) on purchasing decisions.

Based on the research results, Selatour Bukittinggi travel has succeeded in implementing integrated marketing communications that are effective and in accordance with sharia principles. This is proven by the increasing confidence of prospective Hajj pilgrims in choosing the Umrah packages offered and it is recommended that Selatour Travel continue to increase its marketing communication efforts. That way, prospective Hajj pilgrims will be increasingly interested in purchasing the Umrah packages offered. Both through direct promotions and maintaining good relationships with customers, this effort is expected to increase public interest in carrying out the Umrah pilgrimage.

Due to the limited population, variables and other aspects in this research, it is recommended for future researchers to conduct a more comprehensive study of Integrated Marketing Communication variables and purchasing decisions. The use of additional data collection methods, such as observation and interviews, can produce more varied data and provide a better understanding of the relationship between the two variables.

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