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Unraveling the Effect of Marketing Mix 7P on Consumer Purchasing Decisions: A Study of *Gerai Daging* Online Store at PT. XYZ

Syifa Salsabila
Faculty of Animal Science, Brawijaya University, Malang

Siti Azizah
Faculty of Animal Science, Brawijaya University, Malang

Dede Aprylasari
Faculty of Animal Science, Brawijaya University, Malang

Adrres: Jalan. Veteran, Malang 65145, Indonesia
*)E-mail Korespondensi Penulis: syifasas@student.ub.ac.id

Abstract. *Nowadays the internet presence allows the exchange of information and communication flows that are not limited by time and space. The increasing number of internet users in Indonesia has led to a new trend globally, which is the online shopping trend. PT XYZ (Persero) is one of Indonesia's state-owned enterprises engaged in the livestock sector. PT XYZ has a retail store that sells livestock products, both fresh dan processed. A marketing mix is a tool that can be used by companies to achieve marketing goals in target markets. The objective of this study is to determine the influence of marketing mix 7p (product, price, promotion, people, process, physical evidence, and place) on consumer purchase decisions at the Gerai Daging online store XYZ. This research used 55 respondents with a purposive sampling technique. The research was conducted by distributing questionnaires to respondents. Data were analyzed using SPSS Version 25 software with multiple regression analysis. The results show that marketing mix 7P which consists of 7 attributes, namely product, price, promotion, people, process, physical evidence, and place, didn't show any influence on purchasing decisions at Gerai Daging online store PT. XYZ either simultaneously or partially.*

Keywords: E-commerce, Online store, 7P

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*Corresponding author, syifasas@student.ub.ac.id

INTRODUCTION

The rapidly advancing information technology every year has played a significant role in the usage of the internet in human life. The emergence of the internet allows for the exchange of information and communication that is increasingly unrestricted by distance and time. Novianto (2011) argues that the internet plays a role as one of the information centers that can provide information obtained from various sources without being bound by space or time. The development of internet information technology networks, which are increasingly faster and more widespread, brings about many innovations beneficial to the progress of human life, especially in the business world. In this regard, e-commerce or marketplaces have their place for internet users because they provide services regarding the buying and selling information they need (Calvin and Rojuaniah, 2023).

E-commerce, especially in the field of commerce, plays a significant role and becomes one of the basic needs for business actors. The impact of e-commerce technology is not only felt by consumers but also provides a lot of assistance to business actors in inter-company business (Mumtahana et al., 2017). PT. XYZ (Persero) is a state-owned livestock company. They utilize the development of internet information technology in their business processes. PT. XYZ (Persero) introduces online-based retail product sales through the WhatsApp social media platform so that the company can sell its livestock products, both fresh food and processed food, more easily. The PT. XYZ meat counter is the official store of PT XYZ, which started its online sales business in November 2020 with the hope of making it easier for consumers to buy products from the PT. XYZ meat counter.

Marketing strategies are needed to increase the volume of purchases and sales for the company, including in online businesses. To support promotional activities and influence purchasing decisions and consumer satisfaction, tools such as the 7P marketing mix (product, place, people, promotion, price, process, and physical evidence) are required (Rachmawati, 2011). The use of marketing mix 7P by PT. XYZ is expected to influence online consumer purchasing decisions. Silaningsih and Utami (2018) state that marketing mix can be used as an appropriate marketing weapon to increase the efficiency and effectiveness of marketing in a company by creating its advantages compared to other competitor companies, thereby increasing consumer demand.

MATERIAL AND METHOD

Research Site and Period

The research was conducted at PT. XYZ (Persero), located at Central Jakarta, DKI Jakarta. The research was conducted from January to June 2022.

Research Method and Population

This research adopts a quantitative approach where each variable is measured using numerical symbols representing information from each variable. This approach allows the use of mathematical calculation techniques to draw conclusions that can be applied generally to a parameter (Sumanto, 2020). The population in this study consists of online consumers of PT. XYZ meat counter. In this research, sampling was conducted using a non-probability sampling technique with a purposive sampling method. Purposive sampling is a sampling determination method that considers specific criteria or considerations to be part of the sample. The criteria used in purposive sampling can vary according to the research needs. Considerations in determining the sample for this research include consumers who make online purchases at the PT. XYZ meat counter. The number of respondents involved is 55, selected based on data provided by the company.

Research Variables

Variables that can be measured in the context of this study:

a) *Independent variable*
   1. *Product* (X_1)
   2. *Price* (X_2)
   3. *Promotion* (X_3)
   4. *Place* (X_4)
   5. *process* (X_5)
   6. *People* (X_6)
   7. *Physical evidence* (X_7)

b) *Dependent variable*

The dependent variable in this study is the purchasing decision (Y).

Validity Test

A validity test is used to determine the suitability of a questionnaire used as a data collection tool. Validity is expressed as the extent to which an instrument accurately and precisely performs its function. The validity test in this research is conducted using SPSS version 25. Question items

on the questionnaire can be considered valid if the calculated r-value > the tabled r-value.

Reliability Test

A reliability test is conducted to assess the extent to which a data collection tool or questionnaire can demonstrate the level of precision, accuracy, stability, or consistency when measurements are repeated. Reliability measurement can be conducted using SPSS and refers to Cronbach's Alpha coefficient, where the resulting value is considered acceptable or reliable if it is less than or equal to 0.6 (Dahruji, 2017). The reliability test is performed using SPSS software version 25.

Normality Test

A normality test is an evaluation aimed at determining whether data follows a normal distribution. Data is considered good if it has a normal distribution, which is indicated by a pattern following the diagonal scatter plot (Santoso, 2010). The normality test is applied using SPSS software version 25 by applying a cumulative probability observation test. Data is considered to be normally distributed if it follows or approximates the diagonal line pattern.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a significant correlation between independent variables in a regression model. The multicollinearity test is performed using SPSS version 25 by examining the VIF values. If the VIF values are in the range between 1 and less than 10, it can be concluded that there is no multicollinearity in the regression model (Wardana, 2020).

Heteroskedasticity Test

A heteroskedasticity test is conducted to evaluate whether there are differences in residual variance from one observation to another in a regression. (Sutopo et al., 2017) explain that statistically, the presence of heteroskedasticity in a case can disrupt regression model estimation. This study uses SPSS statistical software version 25 by applying the Glejsier test method. The Glejsier test is conducted by regressing independent variables against their residual values.

Multiple Regression Analysis

Sandi et al. (2020) state that the multiple regression method is a statistical tool used to determine the influence relationship between one or two variables on one dependent variable. The form of the multiple regression equation in this study is as follows:

$$Y=a+b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + e$$

Where:
Y: Purchasing decision
e: Residual variable
b: Regression coefficient
x1: Independent variable marketing mix product
x2: Independent variable marketing mix price
x3: Independent variable marketing mix promotion
x4: Independent variable marketing mix place
x5: Independent variable marketing mix process
x6: Independent variable marketing mix people
x7: Independent variable marketing mix physical evidence

Coefficient of Determination Test

The coefficient of determination is used to determine r, indicating how well the independent variables can explain their variations in the dependent variable. The range of coefficient of determination values varies from 0 (indicating no relationship) to 1 (indicating a perfect relationship).

F Test

The F test is conducted to assess whether the independent variables collectively have a significant impact on the dependent variable. The F test is implemented using SPSS statistical software version 25, with the following criteria:

1. "If the $F_{count} < F_{label}$, it means that the marketing mix 7P variables do not have a significant simultaneous effect on purchasing decisions."
2. "If the $F_{count} > F_{label}$, it means that the marketing mix 7P variables have a significant simultaneous effect on purchasing decisions."

T Test

The t-statistic test is conducted to determine whether the independent variables have a partial or individual effect on the dependent variable. The T-test is conducted with SPSS version 25, using the following criteria:

1. "If the $t_{hing} < t_{table}$, then H0 is accepted, meaning that each marketing mix 7P variable does not have a significant partial effect on purchasing decisions.
2. If the $t_{count} > t_{label}$, then H0 is rejected, meaning that each marketing mix 7P variable has a significant partial effect on purchasing decisions.

RESULTS AND DISCUSSION

Validity Test

The validity test in this research was conducted using SPSS version 25. The questionnaire items were considered valid if the calculated r-value exceeded the tabled r-value. The results of the validity test are presented in Table 1 below:

Table 1. Results of the Validity Test

Variable	Butir pertanyaan	r count	r table	kesimpulan
Marketing mix: 7P (X)	Butir pertanyaan 1	0,408	0,3445	Valid
	Butir pertanyaan 2	0,435	0,3445	Valid
	Butir pertanyaan 3	0,539	0,3445	Valid
	Butir pertanyaan 4	0,502	0,3445	Valid
	Butir pertanyaan 5	0,485	0,3445	Valid
	Butir pertanyaan 6	0,541	0,3445	Valid
	Butir pertanyaan 7	0,595	0,3445	Valid
	Butir pertanyaan 8	0,546	0,3445	Valid
	Butir pertanyaan 9	0,656	0,3445	Valid
	Butir pertanyaan 10	0,597	0,3445	Valid
	Butir pertanyaan 11	0,545	0,3445	Valid
	Butir pertanyaan 12	0,677	0,3445	Valid
	Butir pertanyaan 13	0,496	0,3445	Valid
	Butir pertanyaan 14	0,496	0,3445	Valid
Keputusan pembelian (Y)	Butir pertanyaan 1	0,832	0,3445	Valid
	Butir pertanyaan 2	0,832	0,3445	Valid
	Butir pertanyaan 3	0,808	0,3445	Valid

(Source of data: primary data processed in 2023)

The R table in this calculation is 0.3445, with degrees of freedom (df) of N-2 = 55-2 = 53 (df 53). From the table of calculation results above, it is found that the calculated r-value > the tabled r-value, thus it can be concluded that the questionnaire items involving the marketing mix 7P variables (X) and purchasing decision (Y) are valid.

Reliability Test

The reliability test was conducted using SPSS version 25 and Cronbach's alpha method. The results of the calculation are considered reliable if the result is > 0.6. The reliability test results are presented in Table 2 below:

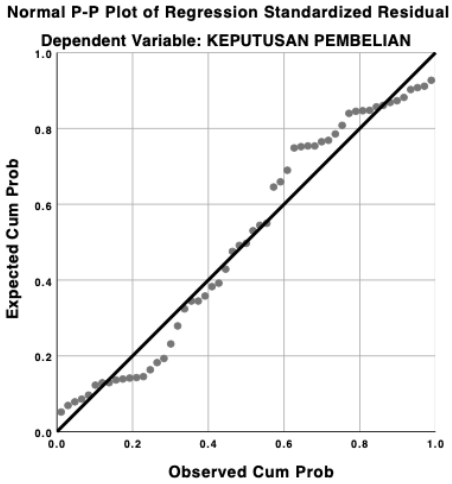
Table 2. Results of the Reliability Test

Variable	Hasil uji reliability	nilai *crohnbach alpha*	kesimpulan
Marketing mix: 7P (X)	0,807	0,6	reliable
Keputusan pembelian (Y)	0,764	0,6	reliable

(Source of data: primary data processed in 2023)

Normality Test

The normality test on this data was conducted using SPSS version 25 with the visual observation test of cumulative probability. Data is considered to follow a normal distribution if it spreads or approaches the area of the diagonal line. From the test results of the research data, it was found that the data spreads according to the pattern of the diagonal line, thus it can be concluded that the data in this study follows a normal distribution. The results of the normality test are presented in Figure 1 below:



Gambar 1. Results of the Normality Test

Uji Multicollinearity

The multicollinearity test was conducted using SPSS version 25 by examining the Variance Inflation Factor (VIF) values. In this study, the results of the multicollinearity test for the marketing mix 7P (X) variables showed VIF values of 1.685 for product, 1.721 for price, 1.942 for promotion, 1.675 for place, 2.183 for process, 1.556 for people, and 1.918 for physical evidence. Therefore, it can be concluded that there is no multicollinearity present in the data. The results of the multicollinearity test are presented in Table 3 below

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Table 3. Results of the Multicollinearity Test

Model	Sig.	Collinearity tolerance	Statistics VIF
(Constant)	.000		
Product	.138	.593	1.685
price	.730	.581	1.721
promotion	.856	.515	1.942
place	.176	.597	1.675
process	.971	.458	2.183
people	.797	.643	1.556
Physical evidence	.690	.522	1.918

α (Dependent variable): Purchasing Decision
(Source of data: primary data processed in 2023)

Heteroskedasticity Test

The Glejser test was conducted by regressing the independent variables against their residual values. An indication of heteroskedasticity in a model is that that that if the significance value > α = 0.05, then there is no heteroskedasticity, and if the significance value < α = 0.05, then there is heteroskedasticity. From the research, it can be concluded that there is no heteroskedasticity present in the data. The results of the test are presented in Table 4 below.

Table 4. Results of the Heteroskedasticity Test

Model	Sig.	Collinearity tolerance	Statistics VIF
(Constant)	.000		
Product	.138	.593	1.685
Price	.730	.581	1.721
Promotion	.856	.515	1.942
Place	.176	.597	1.675
Process	.971	.458	2.183
People	.797	.643	1.556
Physical evidence	.690	.522	1.918

α (Dependent variable): Purchasing Decision
(Source of data: primary data processed in 2023)

Multiple Regression Analysis

The results of the multiple regression analysis in this study are presented in Table 5 as follows:

Table 5. Results of multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.426	1.808		4.107	.000
Product	.229	.152	.266	1.508	.138
Price	-.050	.144	-.062	-.347	.730
Promotion	.044	.241	.035	.183	.856
Place	.393	.286	.241	1.373	.176
Process	-.008	.211	-.007	-.036	.971
People	-.102	.392	-.044	-.259	.797
Physical Evidence	-.100	.249	-.076	-.402	.690

(Source of data: primary data processed in 2023)

Based on the data in Table 5, the results of the multiple regression analysis coefficient calculations for the 7P marketing mix variables are as follows: 0.229 for Product, -0.50 for Price, 0.44 for Promotion, 0.4393 for Place, -0.08 for Process, -0.102 for People, and -0.100 for Physical Evidence. Positive and negative coefficients indicate the presence or absence of the variable's influence on the purchasing decisions of PT XYZ's online meat store. Based on Table 6, it can be concluded that the product variable is the most dominant in influencing the purchasing decisions of PT. XYZ's meat store consumers.

Coefficient of Determination Analysis

The coefficient of determination is used to measure how far the independent variables can explain the variation in the dependent variable. The results of the coefficient of determination analysis can be seen in Table 6 below:

Table 6. Results of the coefficient of determination

Model Summary				
model	R	R square	Adjusted R square	Std. The error of the estimate
1	.364[a]	.133	.003	1.24154

(Source of data: primary data processed in 2023)

Based on Table 6, it is found that the coefficient of determination value for this study is 0.133. This implies that 13.3% of the variation in the dependent variable, purchasing decisions,

can be explained by the 7P marketing mix variables, while the remaining 86.7% is explained by other factors not included in this study.

F Test

The F-test is a statistical test conducted to determine the simultaneous or joint effect of independent variables on the dependent variable. The results of the F-test are presented in Table 7, as follows:

Table 7. Results of the F-test

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.081	7	1.583	1.027	.425
Residual	72.447	47	1.541		
Total	83.527	54			

(Source of data: primary data processed in 2023)

Based on the data analysis presented in Table 7, the calculated F value is 1.027 with a significance level of 0.425. The critical F value at a 5% significance level is 2.05. Therefore, it can be concluded that the calculated F value of 1.027 < the critical F value of 2.05, indicates that the 7P marketing mix variables do not simultaneously have a significant effect on purchasing decisions.

T-test

The t-test is a parametric statistical test conducted to determine the partial or individual effect of independent variables on the dependent variable. In this study, the t-test is conducted to determine whether the 7P marketing mix has a partial effect on consumer purchasing decisions at XYZ meat store. The results of the t-test in this study are presented in Table 8 as follows:

Table 8. Results of the t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.426	1.808		4.107	.000
Product	.229	.152	.266	1.508	.138
Price	-.050	.144	-.062	-.347	.730
Promotion	.044	.241	.035	.183	.856
Place	.393	.286	.241	1.373	.176
Process	-.008	.211	-.007	-.036	.971
People	-.102	.392	-.044	-.259	.797
Physical Evidence	-.100	.249	-.076	-.402	.690

(Source of data: primary data processed in 2023)

Based on the data analysis presented in Table 8, it was found that the results of the t-test for each variable are as follows: For the "Product" variable, the calculated t-value is 1.508, which is less than the critical t-value of 2.015, with a significance level of 0.138. Therefore, it can be concluded that "Product" does not influence purchasing decisions. For the "Price" variable, the calculated t-value is -0.347, which is less than the critical t-value of 2.015, with a significance level of 0.730. Hence, it can be concluded that "Price" does not influence purchasing decisions. For the "Promotion" variable, the calculated t-value is 0.183, which is less than the critical t-value of 2.015, with a significance level of 0.856. Thus, it can be concluded that "Promotion" does not influence purchasing decisions. For the "Place" variable, the calculated t-value is 1.373, which is less than the critical t-value of 2.015, with a significance level of 0.176. Therefore, it can be concluded that "Place" does not influence purchasing decisions. For the "Process" variable, the calculated t-value is -0.36, which is less than the critical t-value of 2.015, with a significance level of 0.971. Hence, it can be concluded that "Process" does not influence purchasing decisions. For the "People" variable, the calculated t-value is -0.259, which is less than the critical t-value of 2.015, with a significance level of 0.797. Therefore, it can be concluded that "People" do not influence purchasing decisions. For the "Physical Evidence" variable, the calculated t-value is -0.402, which is less than 2.015 with a significance level of 0.690. Thus, it can be concluded that "Physical Evidence" does not influence purchasing decisions.

The influence of product on purchasing decisions at independent meat outlets

From the results of the hypothesis T-test, it was found that the product variable X1 showed a calculated t value < t table, namely 1.508 < T table 2.015, with a significance level of 0.138. This value is 0.138 > 0.05, and the regression coefficient is 0.229. Therefore, it can be concluded that the product variable X1 is not significant in customer purchasing decisions at physical stores at PT. XYZ meat outlets. This means that if products at the online meat outlet shop are added, or reduced, or there are changes to the products sold, it will not affect purchasing decisions at the online shop at the PT PT. XYZ meat outlet. This is from research by Dwindana and Nur (2020), which states that the product variable does not influence the purchasing decisions of Giant Express Makassar consumers, so if there is a change in the product, it will not affect the purchasing decision. This could be because the choice of products available at independent meat outlets is less diverse and still very limited, so consumers do not have a variety of choices, and this does not

influence purchasing decisions. For example, for beef, there is only a choice of frozen meat, there is no choice of fresh meat, and the same goes for chicken meat.

The influence of price on purchasing decisions at independent meat outlets

Based on the results of the T-test hypothesis carried out, it is known that the variable is 0.730 > 0.05 and the regression coefficient is -0.050, so it can be concluded that the X2 price variable does not have a significant positive influence on purchasing decisions for consumers at independent meat outlets. So if there is a price increase or decrease in the price of the product, it will not affect purchasing decisions for consumers at online meat shop online stores. This is to the research results of Khotimah and Jalari (2021), which state that the price variable does not have a significant influence on Shopee purchasing decisions in Sukoharjo. These results are also to the research results of Intania et al. (2021), which state that the price variable has no influence on the purchasing decisions of Starbucks consumers in the city of Jakarta. This can happen because the product prices provided by Independent Meat Shops are less diverse and tend to be less competitive, and discounts are not of frequent intensity, thereby reducing buyers' attention and not influencing purchasing decisions.

The influence of promotion on purchasing decisions at independent meat outlets

Based on the results of the T-test hypothesis carried out, it is known that the variable X3 promotion does not have a significant influence on purchasing decisions for consumers at independent meat outlets. This means that if promotional activities are added or reduced, purchasing decisions will not be affected. This finding is in line with the research results of Dwinanda and Nur (2020), who said that product variables do not influence Giant Express Makassar consumer purchasing decisions. The promotions carried out by the PT PT. XYZ meat outlet store include promotions via Instagram, the tokodagingPT. XYZ.co.id website, banners, and posters. According to (Hastuti and Anasrulloh, 2020), research states that promotion of a product is very necessary to introduce a product to the public so that people can know the advantages of each product, and this will influence purchasing decisions.

The influence of place on purchasing decisions for independent meat outlets

Based on the results of the hypothesis T test carried out, it is known that the variable place does not have a significant influence on purchasing decisions for independent meat outlet shop

consumers. These results are by (Khotimah and Jalari, 2021) in their research results, namely that the place variable has a positive effect because it has a positive coefficient value but is not significant on purchasing decisions. The place referred to in this research is the online media used by independent meat outlets to sell and market their products. WhatsApp is the media used by PT PT. XYZ to market and sell its products. Consumers can easily order via WhatsApp.

The influence of the process on purchasing decisions for independent meat outlets

Based on the results of the T-test hypothesis carried out, it is known that the variable It was concluded that the X5 process variable did not have a significant influence on purchasing decisions for independent meat outlet shop consumers. This shows that if the purchasing process flow is increased or decreased, it will not affect purchasing decisions for consumers at online meat outlets. These results are based on research by Hidayati and Yamini (2023), which states that the process flow does not influence purchasing decisions for Mie Gacoan Yogyakarta consumers. Sudarto and Rumita (2015), in their research, also stated that process variables do not have a significant influence on PT Pos Indonesia's consumer purchasing decisions. The process referred to in this research is the purchase and payment flow that consumers go through. In independent meat outlets, the payment methods used are still less varied, so buyers do not have many payment options, and payment confirmation times are not fast enough. This is to the theory of Komayaroh and Sari (2022), which states that in the marketing mix process flow, companies must be able to find a system that is as simple and efficient as possible to facilitate the purchasing flow according to the wishes of most buyers so that process variables can have a positive effect. Thus, the process variables at independent meat outlets do not influence purchasing decisions because consumers at independent meat outlets do not pay attention to the existing purchasing process flow and follow the purchasing flow according to the available procedures.

The influence of people on purchasing decisions at independent meat outlets

Based on the results of the T-test hypothesis carried out, it is known that the variable X6 people does not have a significant influence on purchasing decisions for independent meat outlet shop consumers. The people referred to in this research are the admin or customer service of the independent meat outlet online shop. This indicates that whether or not the meat outlet shop's customer service is fast in serving consumers will not influence consumers' purchasing decisions at the independent meat outlet online shop. Khotimah and Jalari (2021) stated that the results of

their research were that the people variable did not influence consumer purchasing decisions, which was in line with research by Dwinanda and Nur (2020), which stated that the people variable did not influence the purchasing decisions of Giant Express Makassar consumers.

The influence of physical evidence on purchasing decisions at independent meat outlets

Based on the results of the T-test hypothesis carried out, it is known that the variable X7 physical evidence does not have a positive and insignificant effect on purchasing decisions for consumers at independent meat outlets. The physical evidence in the marketing mix of the independent meat outlet online shop is the existence of an offline shop. So buyers can choose online ordering services and pick up at the promised time. This indicates that the presence or absence of an offline meat shop as physical evidence does not influence the purchasing decisions of PT. XYZ meat shop consumers. Apart from that, the location of the independent meat outlet shop is quite far from residential areas, namely in the Jakarta office area, so the target market for the population and community is limited, and this can cause the location to not influence the purchasing decisions of independent meat outlet consumers. The results of this study are by Rosita et al. (2020), which state that the physical evidence variable does not influence consumer purchasing decisions. Hidayati and Yamini (2023) also stated that the physical evidence variable in the marketing mix does not influence purchasing decisions for Yogyakarta Gacoan Noodles.

CONCLUSION

Based on the findings of the study, it can be concluded that the 7P marketing mix, consisting of 7 attributes: Product, Price, Promotion, Place, Process, People, and Physical Evidence, does not demonstrate any influence on the purchasing decisions of online consumers at PT. XYZ's meat store, both simultaneously and partially. This means that the elements of the 7P marketing mix implemented by PT. XYZ do not affect the purchasing decisions of consumers at PT. XYZ's online meat store.

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