

**COMPARATIVE ANALYSIS OF PUBLIC PERCEPTION OF INTENTION TO  
BUY IN ONLINE MARKETING AND OFFLINE MARKETING (STUDY AT NAQI  
COLLECTION AJAMU STORE)**



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**Abstract**

The purpose of this study was to find out how the marketing strategy was carried out by the Naqi Collection Ajamu Shoe Store and to compare consumer buying interest in online marketing and offline marketing. Researchers used a qualitative approach with data collection techniques in the form of questionnaires which were distributed to consumers who had shopped at the Ajamu Naqi Collection Store. Data analysis techniques in the form of data collection, data reduction, data presentation, and drawing conclusions. From the results of the study, it can be concluded that offline marketing is more effective than online marketing, consumers are more interested in shopping directly at stores than ordering online. Online marketing run by Naqi Collection Ajamu Shop is not enough to attract consumers, because it posts pictures without accompanying them with clear specifications, this certainly raises doubts for consumers to make purchases online. Whereas in offline marketing, Naqi Collection Ajamu Shop is quite good, in terms of service and quality of goods to achieve customer satisfaction in making offline purchases.

**Keywords:** Marketing Strategy, Offline, Online, Buying Interest

## INTRODUCTION

In this modern era, human needs are very diverse, ranging from basic needs to complementary needs. This is influenced by the rapid growth of the economy and technology. The rapid economic growth will affect the rapid growth of the business world, as evidenced by the increasing number of companies or business actors creating various kinds of products to meet increasingly diverse human needs. With the increase in the level of social welfare, this will affect the increase in people's purchasing power.

One of the strategies used by companies to offer their products and attract consumers' interest in these products is through advertising. As the economy grows, the role of advertising becomes very important because potential consumers will pay attention to advertisements for the products they buy. Therefore, companies must be able to capture consumer impressions of the products to be sold and continuously work on how these products sell well in the market. In order for a product to function to meet the needs and desires of consumers, the existence of the product must be communicated in order to introduce its existence to consumers.

Online marketing is generally known as a strategy or method for introducing consumers/public to a brand, product, or service of a company or business. Online marketing also known as internet marketing, some people call it digital marketing by utilizing online advertising (Harahap et al., 2022). In this case, the medium used is the Internet. The simplest thing to remember is how to continuously innovate products or services so that they can be found more easily on the internet. Online Marketing (E-Marketing) is a marketing strategy, system, and process by utilizing internet-based information and communication technology (Priansa, 2017).

A shoe business is a business with promising products. Shoes are a primary need for humans. Primary needs are absolute needs that must be met and cannot be replaced with another because if a need is not being met people will do one of two things looking for goods that will satisfy them or try to negate the need. Shoes are one of the primary needs that always go with the flow of the times.

Every organization, both business and non-business, is inseparable from marketing activities. Marketing is an activity that is usually carried out by everyone in their lives, producing goods or services to satisfy customer needs and wants, delivering products to

customers consumers are examples of marketing activities that are always carried out by organizations or institutions. Marketing is an important part of the market, because the existing market is a buyer's market where buying and selling transactions depend on the buyer's own decisions, so that the existing market is heavily influenced by the behavior of consumers and what is important is that companies as those offering goods can only follow the will of consumers. and how to overcome competition-competition from companies who creates similar goods. Simanjorang (Simanjorang, 2020) mentions that in a marketing strategy, every step that is prepared is always oriented towards efforts to introduce the best possible products and services to the minds of consumers so as to generate consumer interest in making purchases.

## **REVIEW OF LITERATURE**

### **Marketing Strategy**

Strategy is the steps that must be carried out by a company to achieve its goals. Sometimes the steps that must be faced are steep and winding, but there are also steps that are relatively easy. Besides that, many obstacles or trials are faced to achieve the goal. Therefore, every step must be carried out carefully and directed.

The marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidelines on the activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution (Stanton, 2012). In running the business industry, the business marketing strategy undertaken aims to organize, distribute, support and supplying goods or services to consumers and pleasing customers (Syafira et al., 2022). Marketing has become one of the foundations that can make a profitable business trip in the modern era. How not, consumers who were not familiar with a product, can be more familiar with the product in detail through marketing.

The company is run by four general functional aspects, namely marketing, human resources, product and finance. The four functional aspects are integrated into the strategy to realize the company's vision and mission. The marketing strategy will base its strategy formulation on the marketing function, coupled with an analysis of external factors or

competition. The production function will base the formulation of production strategies on decisions/policies in production management (Khair et al., 2016) .

The marketing function strategy has four components that are targeted by consumers, which include:

### **Product Strategy**

In the marketing mix strategy, the first step is the product strategy. This is important because what will be sold are products and consumers will get to know the company through the products offered. In the product strategy that needs to be remembered is related to the product as a whole, starting from the product name, form, content or packaging.

In a simple sense, the product is everything that can be offered to the market to meet the needs and desires of consumers. Meanwhile, the definition of product according to Philip Kotler is “anything that can be offered to a market for attention, purchase, use or consumption so as to satisfy a want or need”. Thus, product quality is something offered to consumers to meet consumer wants and needs so that consumers want to make purchases (Elina et al., 2022) .

### **Price Strategy**

After the product has been successfully created with all its attributes, the next step is to determine the price to determine the price of the product. The definition of price is the amount of value (in currency) that must be paid by consumers to buy or enjoy the goods or services offered. Pricing is an important aspect of marketing mix activities. Pricing is very important to note considering that price is one of the causes of the behavior of the products and services offered. Wrong in determining the price will be fatal to the product offered and result in the product not selling well in the market.

### **Marketing Channel Factors (Distribution)**

Selection of the right marketing channel will greatly determine the success of marketing because users will obtain the product based on the availability of the product in their area. Basu (Basu, 2010) states that the channel is a structure of organizational units within the company and outside the company consisting of agents, dealers, wholesalers and retailers, through which a commodity product or service is marketed. While the distribution channel according to (Tjiptono, 2012) is defined as follows that

a distribution channel is a series of organizational participation that performs all the functions needed to deliver a product or service from the seller to the final buyer.

### **Promotion Factors**

Promotion of goods is an effort to attract customers to the product. Must be transparent about product advantages, product costs, after-sales operations and facilities in marketing and must be in line with facts and in accordance with the organization's market plan (Khair et al., 2016). According to (Tjiptono, 2007) promotion is an element of the marketing mix that focuses on informing, persuading and reminding consumers of the company's brands and products. Meanwhile, according to Buchory and Saladin in Aris Jatmika (Diyatma, 2017) Promotion is one of the elements in the company's marketing mix that is utilized to notify, persuade, remind about the company's products. According to (Daryanto, 2011), promotion is a one-way flow of information or persuasion that can lead an organization or person to create transactions between buyers and sellers.

### **Online Marketing**

Online marketing is a way of promoting products by utilizing online platforms accessed via the internet. Some of the online platforms referred to in online marketing are like social media, websites or online advertisements (Simanjorang et al., 2019). Good marketing today is a network-based marketing system, or in other words online marketing. The benefits of this system can be felt by both parties, namely the seller and the buyer.

Basically, online marketing is a marketing communication activity using internet media. In accordance in its development, online marketing does not only use website media, but also e-mail and other applications that run on the internet protocol. For sellers, implementing a system like this meant cutting expenses that were normally incurred with the old system. Like if in the old system we have to open a new branch in order to expand our business, not with an online system. Because with this system sellers can introduce their products through a web. Where everyone (consumers) not only in one location can access to find information on the goods needed, without the need to open a new branch or marketing office.

For consumers, this system is very helpful, because consumers do not need to come directly to the office the location to buy the desired goods, considering that the city traffic

conditions are quite busy which causes too much time for us to waste on the road to get to the location. So, with this online system, consumers can get the desired goods from their seat.

Benefits of online sales system: a) There is no need to open many branch offices in terms of marketing; b) Reducing the level of expenditure for the producer; c) Facilitate consumers in purchasing an item.

### **Offline Marketing**

Offline marketing is a marketing process that is carried out directly and a situation when a seller offers/sells his products directly to both individual consumers and businesses. In depth the understanding of marketing is the process of fulfilling human needs in which there are goods or services to fulfill each other's lives. Offline marketing, namely the process of selling goods and services directly where producers and consumers meet and the process of buying and selling transactions occurs.

In terms of fulfilling consumer satisfaction, offline marketing can fulfill consumer satisfaction because the product can actually be seen, held, and observed so that it fulfills consumer satisfaction (Elina et al., 2022). As for offline marketing, it is quite expensive, because we have to increase the number of brochures, advertisements, as well as personnel. In broad marketing, it may be classified as difficult because it is local. If we have to open branches in various cities, we need to pay quite expensive fees. In accessing each product offline, it is quite difficult because if the producer distributes brochures to customers, then it is difficult for the customer to find the address of the store, so not many people come to the place of business.

Today there have been many advances in marketing. Here are the advantages and disadvantages of offline marketing: a) Offline marketing costs are quite expensive. Because we have to increase the number of brochures, advertisements as well as personnel; b) In broad marketing it may be quite difficult. Because it is local, if we have to open branches in various cities, we need to pay quite expensive fees; c) Accessing each product offline is quite difficult, because if the manufacturer distributes brochures to customers, it is difficult for the customer to find the address of the store, so not many people come to the store. that place of business.

## **Purchase Interest**

Intention is a consumer behavior in which consumers choose a product, based on experience in choosing, using and consuming or even wanting a product (Aga et al., 2017). Interest is a psychological aspect that has a considerable influence on behavior and interest is also a source of motivation that will direct someone to do what they do. Purchase intention is part of the behavioral component in consuming attitudes. Buying interest, according (Kotler & Philip, 2011), is something that arises after receiving stimulation from the product he sees, from there an interest arises to buy in order to have it. Purchase intention will arise by itself if the consumer feels interested or gives a positive response to what is offered by the producer. Purchase intention is also self-instruction for consumers to purchase a product, plan, take relevant actions such as proposing, recommending, selecting and finally making a decision to make a purchase.

There are several factors that influence buying interest according to (Kotler & Philip, 2011): a) The attitude of other people, the extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, namely, the intensity of other people's negative attitudes towards the consumer's preferred alternative and the consumer's motivation to comply with the wishes of others; b) Unanticipated situational factors, these factors will later be able to change consumer attitudes in making purchases.

## **RESEARCH METHOD**

This study uses a qualitative research approach. As for what is meant by qualitative research, namely research that intends to understand the phenomenon of what is experienced by research subjects holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods.

As for the type of descriptive approach. Descriptive research is research that seeks to describe current problem solving based on data. The research population will be generalized, so the sample used as a data source must be representative. This can be done by taking samples from the population randomly up to a certain number (Riduwan, 2014). Population according to (Sugiyono, 2010), is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were the people of Labuhanbatu Regency

who had made online and offline purchases at the Naqi Collection Ajamu Shoe Store. The number of members of the population is unknown.

According to (Sugiyono, 2010), sample is part of the number and characteristics possessed by the population. If the population is large and it is impossible for researchers to study everything in the population. This study used a non-probability sampling technique because the population size was unknown, and purposive sampling was used as the sample determination technique. Purposive sampling is a sample determination technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied. Purposive sampling is used because there are often many limitations that prevent researchers from taking random samples, so by using purposive sampling it is hoped that the criteria for the sample obtained are truly in accordance with the research to be carried out.

The criteria used in sampling were the people of Labuhanbatu who had purchased shoe products at the Naqi Collection Ajamu Store, either online or offline. Because the number of members of the population is not known with certainty, the sample size is calculated using the Cochran formula (Sugiyono, 2010):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5) (0,5)}{(,10)^2}$$

$$n = 96.04 = 97 \text{ people rounded up to } 100 \text{ people}$$

Information:

n = sample

z = price in the normal curve for a 5% deviation, with a value of 1.96

p = 50% chance of being correct = 0.5

q = 50% chance of being wrong = 0.5

e = 10% margin of error

From the results above 96.04 is a fraction and according to (Sugiyono, 2007) in calculations that produce fractions (with commas) should be rounded up. Thus, the number of samples in this study were 100 respondents.

## RESULTS AND DISCUSSION

### Consumer Perceptions of Purchase Interest in Online Purchases

According to (Juairiah et al., 2017), consumer perceptions of purchase intention in online purchases are influenced by several indicators, namely experience, expectations, product appearance and environmental situations. According to (Saparwati et al., 2013) experience is something that has been experienced, lived or felt, both long ago and recently. Society as a smart market can interpret its experience of making online purchases so as to form perceptions of it.

According to (Burns, 2010) states that hope has a target, namely the goal to be achieved and a goal that gives meaning to one's life. The hope of immediately being able to meet their needs causes consumers to take ways that they feel are more satisfying. (Kotler et al., 2017: 396 ) stated that product design is the totality of features that affect the product can be seen, felt and function for customers. Product design is the value contained in a product and in the form of a distinctive and attractive product appearance as well as being a differentiator from product competitors.

In addition, product appearance is also defined as the number of product variations displayed, which makes it easy for consumers to find the product they need. And the environmental situation is one of the drivers for consumers because technology is increasingly sophisticated, therefore the environmental situation has a big influence on encouraging consumers to make online purchases.

According to Ries and Trout in (Prasetijo, 2005 : 69 ) said that: "marketing battles are fought inside the mind. Inside your own mind and inside the mind of your prospects, everyday of the week. The mind is the battle ground. A terrain that is tricky and difficult to understand. The entire battle ground is just 6 inches wide".

It can be concluded that the results of consumer perceptions of buying interest in online purchases can be seen in the table below below:

**Table 1**  
**Consumer Perceptions of Online Purchases**  
 S = Agree      KS = Less Agree      TS = Disagree

No	Indicator	Statement Items	Answer			Total
			S	KS	TS	
1	Experience	a. Online purchasing is easy to do	96	2	2	100
		b. Easy and hassle-free online	93	1	6	100

		purchasing				
2	Hope	a. Purchase online according to the order	69	30	1	100
		b. Online purchases as desired	85	14	1	100
3	Product View	a. Online purchases are in accordance with current trends	93	5	2	100
		b. Online purchases advertise products on social media accurately and completely	81	18	1	100
4	Environment Situation	a. Online purchases are made because of the influence of the surrounding environment	71	20	9	100
		b. Online purchases are made because it saves time	92	6	2	100
<b>TOTAL</b>			<b>680</b>	<b>96</b>	<b>24</b>	<b>8 00</b>

**Table 2**  
**Classification of Consumer Perception Interpretations**

Score	Interpretation
0% - 32%	Not good
33% - 65%	Enough
66% - 98%	Good
≥99%	Very good

Based on Table 2 above, the results of the interpretation of each statement item are obtained as follows:

**Table 3**  
**Interpretation of Consumer Perceptions on Online Purchases**

No	Indicator	Statement Items	Per-item Index	Interpretation
1	Experience	a. Online purchasing is easy to do	98	Good
		b. Easy and hassle-free online purchasing	95.67	Good
2	Hope	a. Purchase online according to the order	89.3	Good
		b. Online purchases as desired	94.67	Good
3	Product View	a. Online purchases are in accordance with current trends	97	Good

		b. Online purchases advertise products on social media accurately and completely	93,3	Good
4	Environment Situation	a. Online purchases are made because of the influence of the surrounding environment	87,3	Good
		b. Online purchases are made because it saves time	96,67	Good

### Consumer Perceptions of Purchase Interest in Offline Purchases

According to (Juairiah et al., 2017) , consumer perceptions of buying interest in online purchases are influenced by various factors: experience, expectations, product appearance and environmental situations. According to (Saparwati et al., 2013), experience is something that has been experienced, lived or felt, both long ago and recently. Society as a smart market can interpret its experience of making online purchases so as to form perceptions of it.

According to (Burns, 2010) states that hope has a target, namely the goal to be achieved and a goal that gives meaning to one's life. The hope of immediately being able to meet their needs causes consumers to take ways that they feel are more satisfying. (Kotler et al., 2017 : 369) stated that product design is the totality of features that affect the product can be seen, felt and function for customers. Product design is the value contained in a product and in the form of a distinctive and attractive product appearance as well as being a differentiator from product competitors.

In addition, product appearance is also defined as the number of product variations displayed, which makes it easy for consumers to find the product they need. And the environmental situation is one of the drivers for consumers because technology is increasingly sophisticated, therefore the environmental situation has a big influence on encouraging consumers to make online purchases.

According to Ries and Trout (Prasetijo, 2005 : 69) says that: “marketing battles are fought inside the mind. Inside your own mind and inside the mind of your prospects, everyday of the week. The mind is the battle ground. A terrain that is tricky and difficult to understand. The entire battle ground is just 6 inches wide”. It can be concluded that the results of consumer perceptions of buying interest in offline purchases can be seen in the table below:

**Table 4**  
**Consumer Perceptions of Offline Purchases**

S = Agree      KS = Less Agree      TS = Disagree

No	Indicator	Statement Items	Answer			Total
			S	KS	TS	
1	Experience	a. Offline purchasing can bargain price	92	5	3	100
		b. Offline purchases can select goods directly	94	3	3	100
2	Hope	a. Offline purchases of goods are always appropriate	91	7	2	100
		b. Offline purchases of goods are always available/ready	81	18	1	100
3	Product View	a. Offline purchases can select goods directly	95	3	2	100
		b. Offline purchases of goods in accordance with current trends	86	13	1	100
4	Environment Situation	a. Offline purchases are made because of recommendations from friends	83	13	4	100
		b. Offline purchases are made because of the surrounding environment	79	18	3	100
<b>TOTAL</b>			<b>701</b>	<b>80</b>	<b>19</b>	<b>800</b>

**Table 5**  
**Consumer Perception Interpretation Classification**

Score	Interpretation
0% - 32%	Not good
33% - 65%	Enough
66% - 98%	Good
≥99%	Very good

Based on the classification in Table 5 above, the interpretation of each statement item is obtained as follows:

**Table 6**  
**Interpretation of Consumer Perceptions on Offline Purchases**

No	Indicator	Statement Items	Per Item Index	Interpretation
1	Experience	a. Offline purchasing can bargain price	96.3	Good

		b. Offline purchases can select goods directly	97	Good
2	Hope	a. Offline purchases of goods are always appropriate	96.3	Good
		b. Offline purchases of goods are always available/ready	93,3	Good
3	Product View	a. Offline purchases can select goods directly	97.67	Good
		b. Offline purchases of goods in accordance with current trends	95	Good
4	Environment Situation	a. Offline purchases are made because of recommendations from friends	93	Good
		b. Offline purchases are made because of the surrounding environment	92	Good

### Comparison of Perceptions of Purchase Interest in Online Purchases and Offline Purchases

Based on the research that the researchers have done, it was found that Toko Naqi uses an online and offline system marketing strategy. The online system used by Naqi store is through Instagram and Facebook social networks. Buying and selling activities are not carried out directly but through social media. While the Offline system, consumers must come directly to the store to carry out buying and selling activities.

The results of research on online purchases and offline purchases at the Naqi Collection Ajamu store show that there are differences or comparisons between online purchases and offline purchases. From the results of the study it can be concluded that offline marketing strategies are more effective than online marketing strategies, consumers are more interested in shopping directly at stores than ordering online. The online strategy implemented by the Naqi Collection Ajamu Store is not enough to attract consumers, because the Naqi Collection Ajamu Store posts pictures without clear specifications, this certainly raises doubts for consumers to make purchases online. Whereas the offline marketing strategy implemented by the Naqi Collection Ajamu Store is quite good, in terms

of service and quality of goods to achieve customer satisfaction in making purchases offline. Evidenced by the results in Tables 3 and 6. which shows that the value of buying interest offline is higher than buying interest online. The highest buying interest is found in offline purchases which can influence purchasing decisions. This means that purchases made offline are more influential in increasing consumer buying interest in purchases at the Naqi Collection Ajamu Store.

## CONCLUSION

Based on the results of research at the Naqi Collection Ajamu Store, it can be concluded that offline marketing strategies are more effective than online marketing strategies. Consumers are more interested in shopping directly (offline) at the Naqi Collection Ajamu store than ordering online. The online marketing strategy implemented by Naqi Collection Ajamu store is not enough to attract consumers, because Naqi store only posts pictures without clear specifications, this certainly raises doubts for consumers to make purchases online.

it is necessary to further educate the management of the Naqi Collection Ajamu Store in order to improve the quality of online marketing, such as periodic product updates, attractive product images and videos, writing information regarding products in more detail, as well as opening online communication services so that consumers are increasingly trusting and willing to make purchases online.

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