

NEW JOURNAL BUILDING CONSUMER PURCHASING DECISION (1).docx

by turnitin.com

Submission date: 06-Feb-2023 12:11AM (UTC-0800)

Submission ID: 2007501399

File name: NEW_JOURNAL_BUILDING_CONSUMER_PURCHASING_DECISION_1.docx (715.19K)

Word count: 3903

Character count: 25506



BUILDING CONSUMER PURCHASING DECISIONS AT FAST-FOOD RESTAURANTS AND CAFES IN TEGAL

Sari Wiyanti¹, Gunistyo²

Faculty Economics And Business, Pancasila University, Halmahera Street Km.1 Tegal City, Indonesia

ARTICLE INFO

Keywords:

Purchasing Decision,
Perceived-Quality, Brand-Awareness, Brand-Loyalty

ABSTRACT

This research in Indonesian, especially in Tegal because investment growth in Tegal is very high, this can be seen by the number of foreign companies, hotels, malls, fast food restaurants and cafes in Tegal. The rise of fast food restaurants and cafes in Tegal is due to the high level of public consumption. In 2021, it was recorded at <https://jateng.bps.go.id> as many as 135 fast food restaurants and cafes in Tegal. The products served are varied, ranging from authentic Indonesian culinary dishes to foreign dishes.

This study analyzes the factors that are able to build consumer purchasing decisions in consuming food at fast food restaurants and cafes in Tegal, namely the impression of quality, brand awareness, and brand loyalty. The sampling technique in this study uses purposive sampling. The data used in this study is primary data, which was obtained by conducting surveys and distributing questionnaires to 100 respondents, namely visitors to fast food restaurants and cafes in Tegal. The data obtained will be analyzed using multiple linear regression analysis. The analytical tool used to process the data is SPSS 22.

The results of the simultaneous test (Test F) from this study is the value of $\text{sig } 0.00 < 0.05$ which means the hypothesis is "proven or accepted", this proves that Perceived Quality, Brand Awareness, and Brand Loyalty have an effect on building Consumer Purchasing Decisions in Fast Food Restaurants and cafes in Tegal.

E-mail:

saridysa0604@gmail.com /
sariwiyanti@upstegal.ac.id
gunistyosumaryo@gmail.com

Copyright © 2020 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

The city of Tegal is located in Central Java, Indonesia with a fairly high economic growth. As a business city, the level of investment entering the region is very high, as evidenced by the number of companies that are established in Tegal (covering Tegal City and Tegal Regency). The people of Tegal are hard workers so that their consumptive lifestyle has become a business opportunity for fast food restaurants and cafes in Tegal. Currently there are 135 restaurants and cafes that compete in Tegal, listed at <https://jateng.bps.go.id>. Restaurants and cafes compete competitively with varied food menus, ranging from culinary cuisine menus, modern cuisine menus to foreign cuisine menus. People in Tegal visit restaurants and cafes not only to eat but also to just hang out with friends or just for refreshing. The atmosphere of the city of Tegal, which has a very beautiful aesthetic feel to the coastal area, is an opportunity for restaurants and cafes to provide a place for people who like to gather at night. And Tegal Regency, with its hilly areas, is very cool to enjoy all the time. This is a profitable investment opportunity for business people.

Purchasing Decision, the definition of a purchase decision refers to the meaning of the conclusion that consumers are biased towards making a purchase (Sumarwan 2011). Everyone's purchasing decision making process is basically the same, only that not all of the processes are carried out by consumers. Based on the purpose of purchase, consumers can be classified into two groups, namely final or individual consumers and organizational consumers or industrial consumers.

Perceived Quality building consumer purchasing decisions begins with the Perceived quality when consumers enjoy their cooking product. A delicious and varied product of dishes will make consumers loyal to these restaurants and cafes. The Perceived quality felt by visitors, both the quality of the product served but also the quality of service will affect purchasing decisions. A brand will be associated with quality specifications without the need to base detailed knowledge of specifications (Aaker 2017). The perceived quality can be the basis for brand extension. The relatively inexpensive price is a strategy to maintain existing customers, especially if those consumers are satisfied or even like the brand.

Brand Awareness Impact The first perceived Quality felt by consumers when eating the product of dishes served, will stick in the minds of consumers of the names of the restaurants and cafes. The Perceived good or bad quality has an impact on long-term and short-term purchasing decisions. The brand name of a fast food restaurant and cafe that sticks in the minds of consumers will make it easier for consumers to mention and find the name of the restaurant and cafe. It is not only the brand that is attached, but also the quality of the products in the form of product served by these restaurants and cafes. The assumption that a well-known brand is reliable, stable in business and reliable quality. Audiences tend to buy familiar brands because they feel safe with something they know. A well-known brand has the possibility of reliability, stability in business and quality that can be accounted for (Aaker 2017).

Brand Loyalty, (Aaker 2017) Brand loyalty, is a measure of a customer's relationship with a brand. Getting new customers is expensive for companies. Brand loyalty from customers represents a strategic asset, if managed and exploited properly has the potential to provide value. When brand loyalty increases, the vulnerability of customer groups from competitive attacks can be reduced. Likes for a brand increase brand loyalty, this has a positive effect that can create obstacles for competitors, because competing against liking is compared to competing with a product with a specific character.

Previous research, namely, "Cultural Uncertainty on Brand Trust of Fast Food Industry in Malaysia" (Mohamed and Norzaidi 2012) suggests that the culture of a region or a country will affect consumer confidence in consuming fast food restaurant food. , the number of fast food franchises operating in Malaysia where the phenomenon of cultural uncertainty such as religion greatly affects the company and its products, the sensitivity is to boycotts of western products and issues of trust in halal products^a). The next research is on Marrybrown restaurants in Malaysia (Oh, et al. 2021) entitled, "Factors Influencing the Customer Dining Experience and Retention at Marrybrown in Malaysia". The phenomenon of this research is how Marrybrown fast food restaurants grow and survive through different and special products and services, as well as providing an unforgettable dining experience for customers. Marrybrown always innovates menus and improves service quality^b). Research on "The Effects of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement" (Hanzaee and Taghipourian 2012) reveals that the restaurant and cafe business requires consumer involvement in its products, such as the role of brand credibility and prestige in purchase intention to be the main concern of consumers^c). Research, "Brand Knowledge and non-financial Performance in the Green Restaurants: Mediating Effect of Brand Attitude" (Liu, Hu, et al. 2020) the phenomenon discussed in this study is that the number of

restaurants makes the design of the green restaurant more natural, which brings positive attitudes from customers, green restaurant customers who have brand knowledge so as to influence customer brand attitude^d).

Research in cafes is supported by previous research, namely "The Influence Brand Equity On Consumers Purchase" (D, et al. 2021) describing the phenomenon of changing people's lifestyles, the number of cafe businesses making competition more competitive. Starbucks is still leading in the coffee business^e). The business phenomenon that exists is that Starbucks is the largest coffee company in the world, which serves high quality coffee, high quality of service to customers and always expands the global retail market. The results of this study indicate that a high level of brand equity results in a high level of customer decision. Starbucks always strives to increase customer loyalty and satisfaction creating a strong customer base. The study entitled, "An Empirical Study on Customer Satisfaction, Perception, and Brand Image in Starbucks Coffee in India, Asia" (Pandey, et al. 2021) found that individual perception and satisfaction were directly related to the Starbucks brand. Starbucks Brand Image can affect customer satisfaction. Starbucks builds strong relationships with profitable customers. Starbucks also does a lot of promotion and expands its operations in strategic areas^f).

2. RESEARCH METHOD

This research uses independent variables, namely Perceived Quality (X1), Brand Awareness (X2), and Brand Loyalty (X3), and the dependent variable is Purchase Decision (Y). This sampling was done by random sampling and the samples used were visitors to fast food restaurants and cafes in Tegal. The primary data used in this study was obtained from a survey by distributing questionnaires to 100 respondents. From the answers to the collected questionnaires, they will be tested with Multiple Linear Regression analysis which is processed with SPSS 22 analysis tool (Suliyanto 2011).

From previous research namely and theoretical basis so the independent variables, is Perceived Quality (X1), Brand Awareness (X2), and Brand Loyalty (X3), and the dependent variable is Purchase Decision (Y), the hypothesis proposed in this study is as follows:

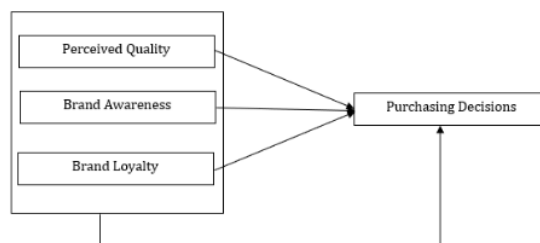
H1: The Perceived quality is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal

H2: Brand Awareness is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal

H3 : Brand Loyalty is very influential in building consumer purchasing decisions for fast food restaurants and cafes in Tegal

H4 : Perceived Quality, Brand Awareness and Brand Loyalty Together have an effect on building consumer purchasing decisions for fast food restaurants and cafes in Tegal

Based on the hypothesis above, the framework of this research can be explained in Figure 1 below:



Title of manuscript is short and clear, implies research results (First Author)

Figure 1. framework of this research

3. RESULTS AND DISCUSSIONS

RESULTS

a. Multiple Linear Regression

The purpose of multiple linear regression analysis is to analyze the effect of two or more independent variables on the related variables. The variables in this study are Brand Loyalty, Brand Awareness, Quality Impression, and Purchase Decision which can be seen in the following table:

Table 1. The results of the analysis of Multiple Linear Regression X1, X2, X3 and Y

Model		Coefficients ^a				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	5,851	2,668			2,193	,031
	Perceived_Quality (X1)	,495	,092	,452		5,378	,000
	Brand_Awarenes (X2)	,482	,125	,325		3,842	,000
	Brand_Loyalty (X3)	,810	,086	,694		9,389	,000

a. Dependent Variable: Purchasing_Decisions (Y)

Source: SPSS 22 . Data Processing

From table 1 above, the multiple linear regression equation can be explained below:

$$Y' = a + b1X1 + B2X2 + b3X3 \quad (1)$$

$$Y' = 5.851 + 0.495 X1 + 0.482 X2 + 0.810 X3 \quad (2)$$

So it can be explained that the multiple linear regression equation is

- 1) The magnitude of the constant is 5.851, which means that if the Perceived Quality (X1), Brand Awareness (X2) and Brand Loyalty (X3) are zero, then the Purchasing Decision (Y) is 5.851.
- 2) The Regression Coefficient Value of Perceived Quality (X1) has a positive value of 0.495, which means that if the Perceived Quality increases by 1, there will be an increase in consumer purchasing decisions of 0.495. This proves that there is a positive relationship between the Perceived quality on consumer purchasing decisions of fast food restaurants and cafes in Tegal.
- 3) The Regression Coefficient Value of the Brand Awareness regression coefficient (X2) has a positive value of 0.482 meaning that if Brand Awareness has increased by 1, there will be an increase in consumer purchasing decisions of 0.482. This proves that there is a positive relationship between Brand Awareness and Consumer Purchasing Decisions for fast food restaurants and cafes in Tegal.
- 4) The Regression Coefficient Value of Brand Loyalty Regression coefficient (X3) has a positive value of 0.810, meaning that if Brand Loyalty has increased by 1, there will be an increase in consumer purchasing decisions of 0.810. This proves that

there is a positive relationship between Brand Loyalty and Consumer Purchase Decisions for fast food restaurants and cafes in Tegal

b. T Test (Partial Test)

T test results (Partial test) in this study can be seen in table 2 as follows:

Table 2.
T-Test Results (Partial Test)

Model		Coefficients ^a		t	Sig.	
		Unstandardized Coefficients				Standardized Coefficients
		B	Std. Error			Beta
1	(Constant)	5,851	2,668			
	Perceived_Quality (X1)	,495	,092	,452	5,378	
	Brand_Awarenes (X2)	,482	,125	,325	3,842	
	Brand_Loyalty (X3)	,810	,086	,694	9,389	

a. Dependent Variable: Purchasing_Decisions (Y)

Source: SPSS 22 . Data Processing

Based on the results of the T test concluded as follows:

- 1) The results of the T test Perceived Quality obtained the value of $T_{count}=5.378 > T_{table}=1.984$ and value of $sig = 0.031 < \alpha = 0.05$, meaning that the Perceived quality has a significant effect on build Consumer Purchasing Decisions, which means the third hypothesis (H1) "There is an effect of Perceived Quality on consumer purchasing decisions of fast food restaurants and cafes in Tegal."
- 2) The results of the T test Brand Awareness obtained the value of $T_{count}=3.842 > T_{table}=1.984$ and value of $sig = 0.000 < \alpha = 0.05$, meaning that Brand Awareness has a significant effect on Consumer Purchasing Decisions. So the second hypothesis (H2) "There is an influence of Brand Awareness on Consumer Purchasing Decisions for fast food restaurants and cafes in Tegal"
- 3) The results of the T test Brand Loyalty obtained the value of $T_{count}=9.389 > T_{table}=1.984$ and of $sig = 0.00 < \alpha = 0.05$, meaning that Brand Loyalty has a significant effect on purchasing decisions. So the first hypothesis (H3) "There is an influence of Brand Loyalty on Consumer Purchase Decisions for fast food restaurants and cafes in Tegal".

c. Test F (Simultaneous Test)

The F test is used to test the variables of Perceived Quality, Brand Awareness, and Brand Loyalty which together have a significant influence on the purchasing decisions of consumers of fast food restaurants and cafes in Tegal. The significant level of probability is 5% or 0.05. The results of the F test can be seen in the following table:

Table 3.
Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369,247	3	123,082	25,773	,000 ^b

Title of manuscript is short and clear, implies research results (First Author)

	Residual	458,463	96	4,776		
	Total	827,710	99			
a. Dependent Variable: Purchasing_Decisions (Y)						
b. Predictors: (Constant), Perceived_Quality (X3), Brand_Awarenes (X2), Brand_Loyalty (X1)						

Source: SPSS 22 . Data Processing

The table 3. of the results of the F test above, obtained the value of $F_{count}=25.773 > F_{table} = 2.70$ and value sig is 0.00 so that the value smaller than 0.05 or $0.00 < \alpha = 0.05$, which means H_0 is rejected. This means that the hypothesis obtained is that the influence of Perceived Quality, Brand Awareness, and Brand Loyalty Consumer for buid Consumer Purchasing Decisions at fast food restaurants and cafes in Tegal is "proven or accepted".

d. Determinant Coefficient Analysis

The determinant coefficient (R²) serves to determine the magnitude of the presentation of the influence of the independent variable on the dependent variable. The formula used is $KP = R^2 \times 100\%$, KP is the value of the coefficient of determination and r represents the value of the correlation coefficient. A summary of the value of R square can be seen as follows:

Table 4. Results of the Analysis of the Coefficient of Determinants

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668 ^a	,446	,429	2,185

a. Predictors: (Constant), Perceived_Quality (X3), Brand_Awarenes (X2), Brand_Loyalty (X1)

b. Dependent Variable: Purchasing Decisions (Y)

Source: SPSS 22 . Data Processing

Based on the table above, it can be concluded that the correlation value in the resulting R Square column is 0.446. The degree of determination coefficient equation formed is :

$$KP = R^2 \times 100\% \quad (3)$$

$$KP = 0.446^2 \times 100\% = 44,6\% \quad (4)$$

From these results, it can be concluded that the variables of Quality Perceived, Brand Awareness, and Brand Loyalty together provide a contribution percentage of 44.6% to Purchase Decisions and the remaining 55.4% is influenced by other factors studied in this study.

DISCUSSIONS

Research on factors influencing consumer purchasing decisions at fast food restaurants and cafes in Tegal can be concluded simultaneously that there is an influence of brand

loyalty, brand awareness and impression of quality on consumer purchasing decisions at fast food restaurants and cafes in Tegal. So it can be explained that:

- The first factor that influences consumer purchasing decisions is that consumers will be loyal to a brand because they have bought repeatedly at the fast food restaurant and cafe. Loyal consumers will recommend a brand to other people/friends/relatives and family.
- The second factor that influences purchasing decisions, because consumers are aware of a name/brand, will entrust their products to a restaurant and cafe so that it is not easy to switch or look for alternatives to other restaurants and cafes.
- The third factor that influences consumer purchasing decisions is the quality of the menu, the taste and the variety of menus served by restaurants and cafes in Tegal, giving a good impression to consumers.

The results of the F test sig value is 0.000 so that the sig value < 0.05 or $0.000 < 0.05$ means that if the three variables Brand Loyalty, Brand Awareness, and Quality Impression are tested together, the stronger the influence on consumer purchasing decisions at fast food restaurants and cafes in Tegal

Another very strong factor in building consumer purchasing decisions is a factor not examined in this study as evidenced by the determinant test results obtained by 55.4%. The number of restaurants and cafes in Tegal makes people often confused when they want to eat at a restaurant or cafe, so they randomly choose restaurants and cafes without paying attention to their names. They buy without planning so they don't consider and take issue with the menu that is served. If the menu is presented in accordance with the quality and price, it can build a consumer's decision to repurchase at that place, but on the other hand, if the consumer is disappointed, it will be blocked from that place.

CONCLUSION AND SUGGESTION

Conclusion

The conclusion from the results of the Constanta research is 7.769 meaning that if Brand Loyalty (X1), Brand Awareness (X2) and Perceived Quality (X3) are zero, then Purchase Decision (Y) is 7.769 meaning that restaurants and cafes in Tegal are strongly influenced by consumer loyalty, consumer awareness of the names of restaurants and cafes to be visited and the impression of the quality of the menus served by these restaurants and cafes.

The three variables of brand loyalty, brand awareness and perceived value seen from the simultaneous test, the value of sig is 0.000 so that the value of sig < 0.05 or $0.000 < 0.05$, which means this is very closely related in influencing consumer decisions in visiting restaurants and cafes in Tegal.

The results of the determinant test of 48.4% and the remaining 51.6% are influenced by other factors that influence purchasing decisions at restaurants and cafes in Tegal including the price of the product or served, word of mouth, unplanned purchases, facilities provided provided, lifestyle, location and promotions carried out by restaurants and cafes.

Suggestion

The advice given to further research is to continue this research by adding unplanned purchases, word of mouth, lifestyle, facilities, location and promotion variables. This research can also be applied to objects other than restaurants and cafes.

References

- Aaker, David A. 2017. *Manajemen Ekuitas Merek*. Jakarta: Penerbit Mitra Utama.
- aghipourian, Mohammad Javad, and Kambiz Heidarzadeh Hanzae. 2012. "The Effect Of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement." *Journal of Basic and Applied* 1281-1291.
- Alma, Buchari. 2016. *MANAJEMEN PEMASARAN DAN PEMASARAN JASA*. 12. BANDUNG: ALFABETA.
- Alon, Ilan, Indri Dwi Aprilianti, and Massiel Carolina Henriquez Parodi. 2021. "A Systematic review of international franchising." *Multinational Business Review* 29 No. 1: 43-69. doi:DOI 10.1108/MBR-01-2020-0019.
2020. "Customer Loyalty in Coffe Shop : Literature Review and Condition for the future." *International Journal of Industrial Engineering and Engineering Management (IJIEEM)* 2 No. 2. <http://ojs.uajy.ac.id/index.php/IJIEEM>.
- Dant, Rajiv P., Hyo Jin (Jean) Jeon, Nada Mumdziev, and josef Windsperger. 2016. "A Cross-National Comparison of Brand Perceptions of Global Franchise Chains In The BRICS." *Journal of Marketing Channels* 23 (Routledge). doi:DOI: 10.1080/1046669X.2016.1224304.
- Dhewanto, Wawan, Hendrati Dwi Mulyaningsih, Anggraeni Permatasari, Grisna Anggadwita, and Indriyana Ameka. 2014. "MANAJEMEN INOVASI Peluang Sukses Menghadapi Perubahan." Yogyakarta: Penerbit ANDI.
- Gart, Pedro Lon, Eugenia Wickens, and Ali Bakir. 2016. "Consumer Decision Process In Restaurant Selection : An Application Of The Stylized EKB Model." (ReseachGate) 28 No. 2: 173-190. doi:DOI: 10.22598/mt/2016.28.2.17328.
- Hanzae, Kambiz Heidarzadeh, and Mohammad Javad Taghipourian. 2012. "The Effects of Brand Credibility and Prestige on Consumers Purchase intention in Low and High Product Involvement." *Journal of Basic and Applied Scientific Research* P 1281-1291.
- Izquierdo-Yusta, Alicia, Carmen M. Gomez-Canto, Jorge Pelegrin Borondo, and Maria Pilar Martinez-Ruiz. 2018. "Consumers' behavior in fast food restaurants : a food value perspective from Spain." *British Food Journal*. doi:DOI 10.1108/BFJ-01-2018-0059.
- Kotler, Philip, and Gary Armstrong. 2018. *Prinsip Prinsip Pemasaran*. 12 Jilid 2. Penerbit Erlangga.
- Lee, Sang-Hyeop, Pong Chee Weng, and Jong Ho Lee. 2016. "Evaluating the Effects of Product Quality and Branding on Perceived Price and Purchase Intention in International Cafes, Selangor, Malaysia." *Culinary Science & Hospitality Research*. 22 No. 1: 61-69. <https://cshr.jams.or.kr/>.
- Liu, Kuo-Ning, Clark Hu, Meng Chen Lin, Tung I Tsai, and Qu Xiao. 2020. "Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude." *International Journal of Hospitality Management* P 1-10. <https://doi.org/10.1016/j.ijhm.2020.102566>.
- Maziriri, Eugene Tafadzwa, Tarisai Fritz Rukuni, and Tinashe Chuhu. 2021. "Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers." *Cogent Business & Management*. doi:DOI: 10.1080/23311975.2021.1968731.
- Miklosik, Andrej. 2015. "Changes In Purchasing Decision Making Process Of Consumers In The Digital Era." *European Journal of Science and Theology*, 11 No. 6: 167-178.
- Mohamed, Rozita Naina, and Norzaidi Mohd. 2012. "Cultural Uncertainty on Brand Trust of Fast Food Industry in Malaysia." *SciVerse ScienceDirect/Procedia - Social and Behavioral Sciences* P 399-412.
- Nettle, Daniel, Mona Joly, Eleanor Broadbent, Chice Smith, Ellie Title, and Mellisa. n.d. "Opportunistic food consumption in relation to childhood and adult food insecurity : An exploratory correlational study." (ReseachGate) 1-20. <https://www.researchgate.net/publication/326648606>.
- Oh, Zi Jian, Anak Agung Gde Satia Utama, Wen Huey Ong, Daisy Mui Hung, Gandhar Mane, Varsha Ganatra, Jinzun Oh, Li Zhen Ong, and Prabawaty. 2021. "Factors Influencing The Customer Dining Experience Retention at Marrybrown in Malaysia." *International Journal of Applied Business and International Management (IJABIM)* 6 No. 3: 86-101.
- Pandey, Rudsesh, Varsha Ganatra, Sonali Jamnik, Pragya Goel, Priyanshi Goyal, Chian Lee Xuan, Daisy Mui Hung Kee, Hee Hui Mein, Lim Xiao En, and Lee Jen Zen. 2021. "An Empirical Study on Customer Satisfaction, Perception, and Brand Image In Starbucks Coffee in India, Asia." *International Journal of Tourism Hospitality in Asia Pasific* (ResearchGate) 53-63. <https://www.researchgate.net/publication/353313788>.

- Phan, The Anh, and Phuong Hoang Mai. 2016. "Determinants Impacting Consumers' Purchase Intention : The Case of Fast Food in Vietnam." *International Journal of Marketing Studies* 8 No. 5. doi:doi:10.5539/ijms.v8n5p56 .
- Ramzan, Iram, and Naveed Ahmad. 2018. "Factors of Restauran Brand Equity and Their Impacton Brand Reputation." *Journal of Marketing and Consumer Research* (www.iiste.org) 46: 33-41.
- Suliyanto. 2011. *EKONOMETRIKA TERAPAN-Teori dan Aplikasi Dengan SPSS*. Yogyakarta: Penerbit ANDI OFFSET.
- Sumarwan, Ujang. 2011. "PERILAKU KONSUMEN." Penerbit Ghalia Indonesia. Accessed Kedua.
- Vries, Lisette de, Sonja Gensler, and Peter S.H Leeftang. 2012. "Popularity Of Brand Poosts On Brand Fan Pages : An Investigation of The Effects Of Social Media Marketing." *Journal Of Interactive Marketing* (www.sciencedirect.com) 83-91.
- Zuhdi, Saefudin, Anshar Daud, Rifki Hanif, Phong Thanh Nguyen, and K Shankar. 2019. "Role Of Social Media Market In The Successfull Implementation Of Business Management." *International Journal of Recent Technology and Engineering (IJRTE)* (Blue Eyes Intelligence Engineering) Volume-8 (2S11). doi:DOI: 10.35940/ijrte.B1507.0982S1119.

NEW JOURNAL BUILDING CONSUMER PURCHASING DECISION (1).docx

ORIGINALITY REPORT

15%

SIMILARITY INDEX

14%

INTERNET SOURCES

0%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1	enrichment.iocspublisher.org Internet Source	11%
2	Submitted to European University of Lefke Student Paper	1%
3	Submitted to Universitas Brawijaya Student Paper	1%
4	www.enrichment.iocspublisher.org Internet Source	1%
5	Submitted to Morgan Park High School Student Paper	<1%

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off