

# Promotion, Product Quality, and Price on Purchase Decisions on Duldimum Outlet

Della Maldini, Febran Mohamad Perkasa, Muhammad Irfansyah, Pujianti, Keni Kaniawati\*

Widyatama University, Bandung, West Java, Indonesia

\*keni.kaniawati@widyatama.ac.id

## ABSTRACT

In the preliminary research, it is revealed that there is a gap between promotion, product quality, and price that affects consumer purchasing decisions at the Duldimum Outlet. This preliminary research states that sales at Duldimum are more carried out offline than online, even during the Covid-19 pandemic. Therefore, this study aims to reveal the effect of promotional variables, product quality, and price on purchasing decisions on online dim sum purchases at the Duldimum Outlet. The factors tested in this study were the promotion variable, product quality, and price as independent variables; while purchasing decisions as the dependent variable. The research method used is descriptive and verification research methods. Data collection techniques used were observation techniques and questionnaire distribution. The population in this study were consumers of Duldimum Outlet who bought products offline or directly with a research sample of 100 respondents. The sampling technique used by this study was purposive sampling technique. The data analysis used is multiple linear regression analysis. Data measurement obtained through questionnaires for independent variables is in a form of ordinal data. The research paradigm used in this study is partially and simultaneously. Partially, promotion variables and product quality influence purchasing decisions. Meanwhile, the price variable partially has no effect on purchasing decisions. Furthermore, the promotion variables, product quality, and price simultaneously influence purchasing decisions. In the end, the results of this study have shown that the three independent variables, namely promotion, product quality and price, have an effect on the determination of the dependent variable, namely offline and online consumer purchasing decisions at the Duldimum Outlet.

## Keywords

Promotion, product quality, price, and purchase decision

## Introduction

At the beginning of 2020, the whole world was hit by the Covid-19 outbreak which severely impacted various human lives. According to Fadli from the halodoc team argues that Coronavirus or coronavirus is a large family of types of viruses that cause mild to moderate upper respiratory tract infections, such as flu, and is a recently discovered infectious disease.

Due to the Covid-19 virus outbreak, the economic sector is severely affected, especially on MSMEs. According to Amri (2020), the decrease in MSME turnover due to Covid-19 is very significant since its appearance at the end of 2019. Indonesian MSMEs affected are Duldimum outlets because government policy encourages people to do activities from home so that people are encouraged to buy a product online to prevent the transmission of Covid-19 cases. With this, Duldimum outlets have been providing online purchasing services through grab-food and go-food apps before the outbreak of Covid-19. But, with the government's recommendations that have been established, consumer purchasing decisions

in buying dim sum at Duldimum Outlets are still more done offline than deciding on online purchases. This is proven in the table below:

**Table 1.** Duldimum outlet sales data

Period 2020	Offline Sales (Portions)	Online Sales (Portion)
January	729	318
February	683	329
March	479	297
April	292	101
May	317	92
June	323	111
July	348	126
August	334	109
September	451	173
October	463	201
November	457	197
December	390	135
1 January - 12 January 2021	124	46
Total	5.390 portion	2.235 portion

In the table above, it can be concluded that offline purchases are always more than online. While in

the online media Duldimum has done online promotions such as discounts and postage even up to free postage and quality management of products that are processed and packaged hygienically to maintain the cleanliness of product quality to minimize sterile risks from sources of viruses and bacteria. The price offered by Duldimum can be said to be affordable even more if purchased online because Duldimum has promotions such as discounts and postage so that it can be more affordable when compared offline.

However, consumer awareness of the promotion, product quality, and price offered by Duldimum online still cannot increase consumer purchasing decisions to buy products online through grab-food and go-food apps. The low rate of online consumer purchasing decisions that researchers want to observe. Based on the background of the problems in this study that have been described above, the main issues that can be formulated in this study are:

1. How online promotion affects consumer purchasing decisions at Duldimum Outlet.
2. How does product quality affect consumer purchasing decisions online at Duldimum Outlet.
3. How the price affects consumer purchasing decisions online at Duldimum Outlet.
4. How the promotion, product quality, and price influence consumer purchasing decisions online at Duldimum Outlet.
5. How much influence promotion, product quality, and price on consumer purchasing decisions online at Outlet Duldimum.

Based on the background and formulation of the problem, this study has the following objectives:

1. Obtain the results of research on the influence of Promotions on consumer Purchasing Decisions online at Duldimum Outlets.
2. Obtain the results of research on the influence of Product Quality on consumer Purchasing Decisions online at Duldimum Outlet.
3. Obtain the results of research on the effect of Price on Consumer Purchasing Decisions online at Duldimum Outlet.
4. Obtain the results of the analysis on the influence of Promotion, Product Quality, and Price on Consumer Purchasing Decisions online at Duldimum Outlet.

5. Obtain the results of research on how much influence promotion, product quality, and price on consumer purchasing decisions online at Outlet Duldimum.

## Literature Review

### Promotion

The promotion has a definition as an activity carried out by individuals and organizations, bodies, and companies to introduce and market a product of goods and services offered so that consumers are interested in using the product. Sales promotion is defined by Kennedy and Soemanagara (in Widyastuti, 2018) as a promotional program, which can directly lead to a shift in value to products or services at the strength of sales and distribution, with the main purpose of direct sales. Promotional activities not only serve as a means of communication between companies and consumers but also as a tool to influence consumers in purchasing a product. The definition of Montaner and Pina promotion (in Widyastuti, 2018) also explains that sales promotion is a communication device that is increasingly used by the company, because of its ability to generate high sales. Promotion is an activity that becomes a bridge that connects producers and consumers. Meanwhile, according to Buchory and Saladin (2017) promotion is one element in the company's marketing mix that is used to inform, persuade, and remind about products".

### Product Quality

Product quality is a specification about the advantages and disadvantages owned by a product of goods or services. Product quality becomes one of the important parts in determining the consumer's decision to buy a product of goods or services or not. Kotler and Amstrong (2018) stated "Product quality is one of the marketer's major positioning tools. Quality affects product or service performance; thus, it is closely linked to customer value and satisfaction." The Definition of the American Society contained in Kotler and Amstrong (2018) also adds "product quality as the characteristics of a product or service that bear on its ability to satisfy or implied customer needs."

Whereas, according to Kotler and Keller (2016), product quality is the ability of an item to deliver appropriate results or performance even more than what the customer wants.

### **Price**

According to Kotler and Keller (2016) defines the price is the amount of money charged for a product or service or the amount of value that a customer exchanges for the benefit of owning or using a product or service. Kotler and Armstrong (2016) defines that price as the amount of money charged for a product or service, or the amount of value exchanged for benefits or using a product or service. Meanwhile, Nurhadi (2016) explained that: "The price is the rupiah exchange rate of goods and services expressed in the form of money, or the balance price agreed by the seller and buyer". From some of these theories, it can be concluded that the price is a certain amount of money or goods determined by a company to be exchanged for products or services.

### **Purchase Decision**

The purchasing decision is an option and action taken by the consumer to buy a product or not. According to Tjiptono in Narulita (2016), consumer purchasing decisions are the actions of individuals who are directly or indirectly involved in the business of acquiring and using a product or service as needed. According to Kotler and Keller (2014) said purchasing decisions are rising consumer behavior in response to objects that indicate a customer's desire to make a purchase. Whereas, Kotler and Armstrong (2016) defines purchasing decisions as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants."

### **Relationship Between Promotion, Product Quality, and Price in Consumer Purchasing Decisions**

Research conducted by Immanuel Gerin Johansyah and Keni Kaniawati (2020) stated that the price and quality of products have an impact on purchasing decisions. Based on this research, it

turns out that the price and quality of the product can also have an impact on purchasing decisions. During the Covid-19 pandemic, consumers are expected to buy more dim sum online, in fact, more are coming directly to Duldumsum outlets. This is proven by Duldumsum sales data in the period 2020-2021 which states that offline sales are always more than online. In the sales data, offline sales have been mentioned as many as 5,390 portions while online sales are recorded as many as 2,235 servings.

Kotler and Keller (2016) explain the promotion indicators include advertising, promotion, events and experiences, public relations and publicity, online and social media marketing, market or market movements, marketing and direct databases. Researchers take 3 dimensions of online promotion namely advertising, sales promotion, online marketing and social media.

According to Garvin contained in Suryati (2015) found 8 dimensions of product quality consisting of a performance, additional privileges, reliability, conformity, durability, service capability, aesthetics, and perceived quality. Researchers take 3 dimensions namely perceived quality, additional privileges, and serviceability.

In Tjiptono's opinion (2015), the price dimension is price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits. Researchers take 3 dimensions of price affordability, price conformity with product quality, and price competitiveness online with offline.

Kotler and Keller (2016) describe five stages in the purchasing decision-making process, including problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Researchers take 3 dimensions of purchasing decisions, namely the problem recognition stage, the information search stage, and the purchase decision stage.

The relationship between promotional variables, product quality, and price can be seen from previous research results that proven price results and product quality can influence purchasing decisions. That the promotion process, product

quality, and price of the product that has been able to impact the consumer's purchasing decision to buy the product at the duldimsum outlet. It can be seen from this problem it is concluded that this research will explore the promotion, quality of products, and prices impacting the decision to purchase Duldinsum outlet products.

According to Sugiyono (2018), "The research paradigm is defined as a mindset that shows the

relationship between variables to be studied that simultaneously reflects the type and number of problem formulations that need to be answered through research, theories used to formulate hypotheses, types, and several hypotheses, and statistical analysis techniques to be used". The following is an image of a research paradigm consisting of three independent variables and one dependent variable as follows:

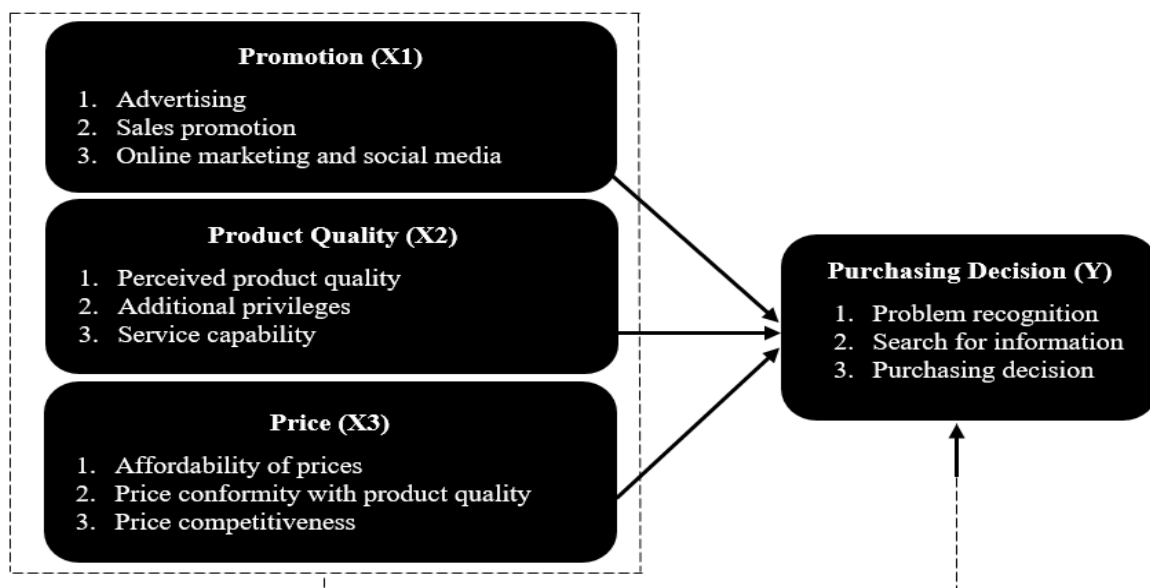


Figure 1. Research paradigm

Description:

—————> = Partially  
 - - - - -> = Simultaneously

### Hypothesis

Based on problem formulation and frame of mind, the hypotheses for this research are:

H1: Promotion has a significant effect on purchasing decisions.

H2: Product Quality has a significant effect on Purchasing Decisions.

H3: Price has a significant effect on purchasing decisions.

H4: Promotion, product quality, and price have a significant effect on simultaneous purchasing decisions

### Methodology

According to Sugiyono (2017), the research method is a scientific way to obtain data with certain purposes and uses. This research was conducted on Duldinsum consumers who buy

offline. Because based on sales data in Table 1. the majority of Duldinsum consumers buy offline compared to buying online. The survey was conducted by distributing a questionnaire of 100 data and successfully collected 100 data suitable for analysis. The pilot study was conducted on 30 first responders and the results showed that a reliable questionnaire based on Alpha Cronbach's score of more than 0.5 meant the questionnaire could be understood and targeted at the right respondents. For data collection, sampling is done randomly. All Duldinsum consumers who bought offline had the same opportunity to discuss in this study. Analysis of promotion, product quality, and price of consumer purchasing decisions at Duldinsum Outlet is done quantitatively and qualitatively by analyzing data using statistical tools and the results are explained. The program used in SPSS version 20. In terms of research

time, researchers limited the research time from December 2020 to January 2021.

### Results and Discussion

In this study, the sampling technique used was purposive sampling as many as 100 respondents, the researchers used the Likert scale in the questionnaire and obtained 100 data with a 100% response rate. Here is a table explaining the characteristics of respondents:

**Table 1.** Respondent characteristics by gender  
 Source: Processed data, 2021

No.	Gender	Frequency	%
1	Male	31	31%
2	Female	69	69%
	Total	100	100%

Based on the table above can be known total male respondents as much as 31% and women 69% so it can be concluded that female respondents buy Duldumsum products more often than male respondents. Here is a table that explains the characteristics of respondents by age:

**Table 2.** Characteristics of respondents by age  
 Source: Processed data, 2021

No.	Age	Frequency	%
1	15-20 Years	29	29%
2	21-25 Years	38	38%
3	26-30 Years	24	24%
4	>30 Years	9	9%
	Total	100	100%

The age of respondents in this study was more majority in the range of 21 years to 25 years with the number of respondents as many as 38 people. While the least respondents were in the age range of more than 30 years.

### Validity Test

The results of the study are said to be valid if there are similarities between the data collected and the actual data on the objects studied. The statement can be declared valid if the value of the r-calculated coefficient is obtained  $> r$ -table.

**Table 3.** Recapitulation of promotion variable validity test results (X1)

Source: Processed data, 2021				
Variable	No.	r-count	r-table	Conclusion
Promotion (X1)	P1	0.561	0.1654	Valid
	P2	0.508	0.1654	Valid
	P3	0.723	0.1654	Valid
	P4	0.322	0.1654	Valid
	P5	0.415	0.1654	Valid
	P6	0.695	0.1654	Valid
	P7	0.763	0.1654	Valid
	P8	0.654	0.1654	Valid
	P9	0.744	0.1654	Valid

**Table 4.** Recapitulation of product quality variable validity test results (X2)  
 Source: Processed data, 2021

Source: Processed data, 2021				
Variable	No.	r-count	r-table	Conclusion
Product Quality (X2)	K1	0.392	0.1654	Valid
	K2	0.359	0.1654	Valid
	K3	0.435	0.1654	Valid
	K4	0.411	0.1654	Valid
	K5	0.368	0.1654	Valid
	K6	0.395	0.1654	Valid
	K7	0.408	0.1654	Valid
	K8	0.462	0.1654	Valid
	K9	0.428	0.1654	Valid

**Table 5.** Recapitulation of price variable validity test results (X3)  
 Source: Processed data, 2021

Source: Processed data, 2021				
Variable	No.	r-count	r-table	Conclusion
Price (X3)	H1	0.635	0.1654	Valid
	H2	0.445	0.1654	Valid
	H3	0.419	0.1654	Valid
	H4	0.340	0.1654	Valid
	H5	0.261	0.1654	Valid
	H6	0.354	0.1654	Valid
	H7	0.621	0.1654	Valid
	H8	0.632	0.1654	Valid
	H9	0.722	0.1654	Valid

**Table 6.** Recapitulation of purchase decision variable validity test result (Y)  
 Source: Processed data, 2021

Source: Processed data, 2021				
Variable	No.	r-count	r-table	Conclusion
Purchase Decision (Y)	KP1	0.382	0.1654	Valid
	KP2	0.359	0.1654	Valid
	KP3	0.540	0.1654	Valid
	KP4	0.335	0.1654	Valid
	KP5	0.504	0.1654	Valid
	KP6	0.354	0.1654	Valid
	KP7	0.651	0.1654	Valid

KP8	0.501	0.1654	Valid
KP9	0.385	0.1654	Valid

### Reliability Test

Based on Table 3-6. it can be concluded that all statements that make up the entire variable have an r-calculate value greater than the r-table value, so all of those statements are declared valid.

Valid instruments must also be reliable. Reliability test data is used to show the consistency of measurement results when performed two or more of the same symptoms.

**Table 7.** Reliability test recapitulation results  
 Source: Processed data, 2021

No.	Variable Name	Cronbach's Alpha	R <sub>critical</sub>	Conclusion
1	Promotion (X1)	.863	0.60	Reliable
2	Product Quality (X2)	.729	0.60	Reliable
3	Price (X3)	.828	0.60	Reliable
4	Purchase Decision (Y)	.751	0.60	Reliable

Table 7 indicates Cronbach's Alpha value of 0.863 > 0.600. This means that the Promotion questionnaire in this study is reliable. Table 7 also indicates Cronbach's Alpha value of 0.729 > 0.600. This means that the Product Quality questionnaire in this study is reliable. Table 7 also represents Cronbach's Alpha value of 0.828 > 0.600. That is, that the Price questionnaire in this

study is reliable. And Table 7 indicates Cronbach's Alpha value of 0.751 > 0.600. That is, that the Purchasing Decision questionnaire in this study is reliable. So that the questionnaire can be used in the collection of data of this research.

### Multiple Linear Regression Test

**Table 8.** Hypothetical test results  
 Source: Processed data, 2021

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.737	5.628		1.730	.087
1 PROMOTION (X1)	.216	.088	.260	2.444	.016
PRODUCT QUALITY (X2)	.450	.128	.325	3.526	.001
PRICE (X3)	.0350	.101	.037	.351	.726

a. Dependent Variable: PURCHASE DECISION (Y)

Based on Table 8. hypothetical test results are obtained:

1. Testing the First Hypothesis (H1) is known Sig value. for the effect of the promotion on the purchase decision is 0.016 < 0.05 and the value t calculates 2.444 > t table 1985, so it can be concluded that H1 received which means the promotion has a significant effect on the purchase decision.
2. Second Hypothesis Testing (H2) is known Sig value. for the effect of product quality on purchasing decisions is 0.001 < 0.05 and t value calculates 3.526 > t table 1985, so it can be concluded that H2 is received which means

product quality has a significant effect on purchasing decisions.

3. Third Hypothesis Testing (H3) is known Sig value. for the effect of price on product quality is 0.726 > 0.05 and t value calculates 0.351 < t table 1985, so it can be concluded that H3 is rejected which means the price has no significant influence and is influenced by other variables.

Then can be obtained regression equation as follows:

$$Y = a + bx_1 + bx_2 + bx_3$$

$$Y = 9737 + 0.216X + 0.450X + 0.350$$

Eq. (1) regression equation

**Correlation Test**

**Table 9.** Spearman rank correlation test results

Source: Processed data, 2021

		<b>Correlations</b>			
		<b>Promotion</b>	<b>Product Quality</b>	<b>Price</b>	<b>Purchase Decision</b>
Spearman's rho	Correlation Coefficient	1.000	-.022	.490**	.390**
	X1 Sig. (1-tailed)	.	.413	.000	.000
	N	100	100	100	100
	Correlation Coefficient	-.022	1.000	-.007	.249**
	X2 Sig. (1-tailed)	.413	.	.472	.006
	N	100	100	100	100
	Correlation Coefficient	.490**	-.007	1.000	.256**
	X3 Sig. (1-tailed)	.000	.472	.	.005
	N	100	100	100	100
	Correlation Coefficient	.390**	.249**	.256**	1.000
	Y Sig. (1-tailed)	.000	.006	.005	.
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (1-tailed).

Based on Table 9. the results of the correlation coefficient above can be concluded as follows:

- Promotion Variables and Purchase Decisions have a low relationship
- Product Quality Variables and Purchasing Decisions have a low relationship
- Variable Prices and Purchasing Decisions have a low relationship

**3.5. Coefficient of Determination Test**

This coefficient test aims to find out how much influence promotional variables, product quality, and price influence purchase decisions. With the formula below to calculate the influence between variables:

1. Effect of Promotion on Purchase Decisions:

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= (0.390)^2 \times 100\% \\
 &= 0.1521 = 15.21\%
 \end{aligned}$$

From the results of the calculation, it was seen that the promotional variable influenced the purchase decision by 15.21% while the remaining 84.79% was influenced by other variables that were not studied in this study.

2. Effect of Product Quality on Purchase Decisions:

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= (0.249)^2 \times 100\% \\
 &= 0.0620 = 6.20\%
 \end{aligned}$$

From the results of the calculation, it was seen that product quality variables influenced purchasing decisions by 6.20% while the remaining 93.80% were influenced by other variables not studied in this study.

3. Price Effect on Purchasing Decision:

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= (0.256)^2 \times 100\% \\
 &= 0.0655 = 6.55\%
 \end{aligned}$$

From the results of the calculation, it appears that price variables affect purchasing decisions by 6.55% while the remaining 93.45% are influenced by other variables not studied in this study.

**Conclusion**

**Conclusion**

Based on the research that has been studied using statistical data analysis from questionnaires distributed to respondents, it can be concluded as follows:

1. Based on questionnaires that have been distributed to 100 respondents and tested shows that promotional variables influence 15.21% while the remaining 84.79% are influenced by other variables not studied in this study.
2. Based on questionnaires that have been distributed to 100 respondents and tested showed that product quality variables influenced purchasing decisions by 6.20% while the remaining 93.80% were influenced by other variables not studied in this study.
3. Based on questionnaires that have been distributed to 100 respondents and tested showed that price variables influenced purchasing decisions by 6.55% while the remaining 93.45% were influenced by other variables not studied in this study.

### Suggestions

Based on the observations that have been done, the researchers tried to submit some suggestions to be used as input for Duldimum outlets as follows:

1. In the promotion variables the researchers got the results of responses from respondents who stated that many respondents do not know and do not often see promotions carried out by Duldimum outlets online either through Grab-food, Go-food, Whatsapp, Instagram, and so on. Whereas after the respondents saw and found out about the promotion of discounts with the terms and conditions made by duldimum outlets the respondents gave a pretty good response by giving an interesting enough value on the questionnaire on the question "how attractive are the discounts that Duldimum outlets have informed on the Grab-food or Go-food app?". This means that many consumers do not know about promotions carried out by Duldimum outlets online even though the promotions made about discounts are quite interesting. Therefore, Duldimum outlets should do promotions and inform promotions continuously more vigorously so that

consumers know the promotions carried out online. Duldimum outlets also need to provide more attractive, varied, and innovative promotions so that consumers are more interested in buying Duldimum products online than offline.

2. In product quality variables the researchers got the results of responses from respondents who stated that the respondents assessed the quality of products presented by Duldimum outlets have a delicious taste plus jumbo-sized dim sum so that makes it different from others. Respondents also assessed that the packaging of Duldimum products online has been done well after consumers saw the packaging for online purchases. Besides, the respondents also assessed the quality of service provided by Duldimum outlets was good because the employees served the customers kindly. The researchers advised Duldimum outlets to continue to maintain and improve the quality of products that are already fairly good and advised Duldimum outlets to further innovate the number of online dim sum menu variants so that online sales can increase and more than offline sales.
3. In variable pricing the researchers got the results of responses from respondents who stated that the respondents assessed there was a price difference between online and offline. Respondents rated the price online more expensive coupled with the price of postage to be paid so that consumers feel the price online is not affordable. Respondents rated online prices as more affordable so that consumers made more purchases offline than online. Therefore, the researchers advised Duldimum outlets to provide discounts and discounts on postage with easier terms and conditions so that it is more attractive for consumers to purchase Duldimum products online.

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