

The Influence of Product Display, Product Assortment, Price, Store Atmosphere, and Promotion on Consumer Purchase Decisions at LaRisso Department Store Ambulu

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ABSTRACT

This study aims to determine the effect of Product Display, Product Completeness, Price, Store Atmosphere, and Promotion on consumer purchasing decisions at LaRisso Department Store Ambulu. The research data were obtained from distributing questionnaires to research objects with a sampling technique using purposive sampling. This type of research uses a quantitative method. The sample used was consumers who shopped at LaRisso Department Store Ambulu as many as 60 respondents. Data analysis used Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis Test, Determination Coefficient, t-test and F-test version 20. The results of the study indicate that Product Display partially does not affect consumer purchasing decisions, Product Completeness partially does not affect consumer purchasing decisions, Price partially affects consumer purchasing decisions, Store Atmosphere partially does not affect consumer purchasing decisions, Promotion partially affects consumer purchasing decisions, While the calculation of simultaneous test statistics, it is concluded that Product Display, Product Completeness, Price, Store Atmosphere, and Promotion have a positive and significant effect on consumer Purchasing Decisions.

Keywords: Product Display, Product Completeness, Price and Store Atmosphere, Promotion, Consumer Purchasing Decision

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1. INTRODUCTION

In today's rapidly evolving economic landscape, business growth—both in industrial and trade sectors—plays a pivotal role in shaping national economic development. Indonesia, as an emerging economy, has witnessed a substantial shift toward market-oriented mechanisms. These changes have created greater opportunities for marketers to compete by developing strategies that capture consumer interest and increase market share. Marketing is no longer merely a tool for selling; it has become a strategic function that places consumer needs and satisfaction at the core of business planning. This dynamic market situation, driven by shifting consumer preferences and increasing demand, has compelled businesses to continuously innovate to maintain relevance and competitiveness.

One of the most dynamic sectors in this evolving business environment is retail. Retail refers to the activities involved in selling goods or services directly to the final consumer for personal use. According to Utami (2017), modern retail formats such as supermarkets, hypermarkets, and department stores are growing rapidly in Indonesia, providing consumers with convenience, variety, and competitive pricing. These retail formats are not

only reshaping consumer behavior but also pushing traditional retailers to adapt and transform.

In Jember Regency, LaRisso Department Store Ambulu has emerged as a prominent modern retail establishment. Strategically located on Jalan Watu Ulo, close to the bustling center of Ambulu, LaRisso serves a broad range of consumers from neighboring areas such as Puger, Wuluhan, Lojejer, and Kesilir. The department store is divided into three units: one for daily necessities including groceries and household items, another for fashion and cosmetics, and a third unit featuring a game station and café. Its strategic location and broad product selection have made LaRisso a preferred shopping destination in southern Jember.

Despite the emergence of several competitors such as Dira Swalayan, Swalayan Barokah, and Swalayan Sumber Rejeki, LaRisso consistently maintains higher foot traffic. According to primary data collected over five consecutive days in February 2025, customer visits steadily increased from 89 to 187 visitors per hour, indicating a strong and growing consumer preference. This rising number of visitors suggests that LaRisso has been successful in offering value to its customers. However, in an industry as competitive as retail, customer loyalty is never guaranteed. Constant innovation and customer-focused strategies are essential to maintaining this lead.

Several factors have been identified as crucial determinants of consumer behavior in the retail context. Among them are product display, product completeness, pricing, store atmosphere, and promotion. These variables are believed to play significant roles in shaping consumer perceptions and ultimately influencing their purchase decisions.

Product display refers to how merchandise is visually presented in the store. An effective product display can attract attention, enhance perceived value, and encourage impulse buying. LaRisso has made significant investments in redesigning its store layout and display aesthetics to make the shopping experience more appealing. These changes aim to not only improve navigation but also stimulate emotional responses that may lead to purchasing behavior.

Another important factor is product completeness, which relates to the diversity and availability of goods in the store. Customers tend to prefer stores that offer a wide selection of products, as this reduces the time and effort spent in shopping. LaRisso has responded to this need by expanding its product categories and ensuring that popular items are always in stock. This commitment to product completeness enhances consumer satisfaction and increases the likelihood of repeat visits.

Price, unsurprisingly, remains a decisive factor in purchasing decisions. According to Kotler and Keller (2012), price must reflect the value perceived by the consumer. If consumers feel that the product's benefits justify its cost, they are more likely to proceed with the purchase. LaRisso maintains competitive pricing and even offers wholesale rates for resellers, which has led to the growth of a loyal customer base comprising both end-users and small-scale retailers.

Store atmosphere, or the overall sensory and emotional experience of shopping, also plays a critical role. This includes lighting, layout, music, cleanliness, and even scent. A comfortable and pleasant store environment encourages customers to stay longer and browse more, increasing the probability of unplanned purchases. LaRisso has recently redesigned its store atmosphere to resemble that of high-end malls, with modern lighting, attractive layouts, and engaging interior designs. These efforts are intended to enhance customer satisfaction and make shopping a more enjoyable activity.

The last key factor is promotion. In the digital era, promotion is no longer limited to flyers and in-store discounts. Effective use of social media platforms such as Instagram and TikTok can significantly expand a brand's reach and visibility. LaRisso has adopted digital marketing strategies, including engaging content creation and collaboration with influencers, to attract a broader audience and stay connected with existing customers.

Promotions such as seasonal discounts, loyalty programs, and special events are also used to stimulate purchasing behavior.

Given the importance of these variables, this study aims to analyze the extent to which product display, product completeness, price, store atmosphere, and promotion influence consumer purchasing decisions at LaRisso Department Store Ambulu. The research is expected to provide valuable insights for retail managers and marketers seeking to optimize their strategies and increase customer satisfaction.

In summary, the present study is motivated by the dynamic and competitive nature of the retail industry, particularly in regional markets like Ambulu. By understanding the factors that influence consumer decisions in this context, businesses like LaRisso can make informed improvements to remain competitive and customer-focused. This research is also expected to contribute to academic discussions in marketing, particularly within the areas of consumer behavior and retail management.

The significance of this research lies in its contribution to better understanding the behavioral aspects of consumers in a modern retail setting. By analyzing the relationships between these variables and purchasing decisions, businesses can make data-driven decisions to enhance customer satisfaction and drive sales. The findings can also provide a benchmark for other similar retail stores seeking to improve their strategies in product presentation, pricing, and customer engagement.

2. METHODS

This study adopts a quantitative research approach designed to examine the relationship between multiple independent variables and a dependent variable. Quantitative research is characterized by its structured, systematic, and objective nature, using numerical data and statistical tools to analyze relationships. The research is associative, aiming to investigate the cause-and-effect relationship between variables. According to Sugiyono (2014), associative research helps determine the influence or correlation between two or more variables. The variables used in this study include five independent variables – Product Display (X1), Product Assortment (X2), Price (X3), Store Atmosphere (X4), and Promotion (X5) – and one dependent variable, namely Consumer Purchase Decision (Y). The data used are both primary and secondary. Primary data were collected through online questionnaires using Google Forms distributed to respondents, while secondary data were obtained through literature review and documentation relevant to the research topic.

The population in this research consists of all customers who have shopped at LaRisso Department Store Ambulu. A purposive sampling technique was employed to select 60 respondents who met the following criteria: (1) respondents must be at least 17 years old and (2) must have made purchases at LaRisso at least twice. These criteria ensure that the respondents have experience relevant to the study and can provide informed, objective responses. The number of samples was determined based on Roscoe's rule of thumb, which suggests a minimum of 10 times the number of variables – thus $6 \text{ variables} \times 10 = 60$ respondents. The data collected were analyzed using SPSS version 20, involving several statistical tests including validity and reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing using t-tests and F-tests. These methods ensure that the findings are statistically valid and capable of supporting conclusions regarding the effects of the independent variables on consumer purchase decisions.

3. RESULTS AND DISCUSSION

Results

According to Ghazali (2017:56) the partial test (t test) is a t-statistic test that shows how far the influence of one independent variable is on the dependent variable assuming that the

other independent variable is constant, to find out whether the hypothesis is accepted or rejected, then this test will be carried out statistic t-test with a significant level of 0.05.

Table 1. t-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,736	1,220		1,423	,160
Product Display (X ₁)	,210	,144	,170	1,459	,150
Product Completeness (X ₂)	,104	,163	,087	,637	,527
Price (X ₃)	,342	,106	,375	3,230	,002
Store Atmosphere (X ₄)	,101	,093	,106	1,086	,282
Promotion (X ₅)	,306	,117	,271	2,605	,012

a. Dependent Variable: Purchase Decision

Based on the coefficients table, the regression analysis evaluates the effect of five independent variables—Product Display, Product Completeness, Price, Store Atmosphere, and Promotion—on the dependent variable, Purchase Decision. The results show that Price has the most significant influence with a t-value of 3.230 and a significance level of 0.002, indicating a strong and statistically significant positive effect. Similarly, Promotion also shows a significant impact with a t-value of 2.605 and p-value of 0.012, suggesting that promotional strategies play a crucial role in influencing consumer decisions. In contrast, the other three variables—Product Display (p = 0.150), Product Completeness (p = 0.527), and Store Atmosphere (p = 0.282)—have p-values greater than 0.05, meaning they do not significantly affect purchase decisions on their own. While these factors may still contribute, their effects are not strong enough statistically to stand out in this analysis. Therefore, price and promotion are key drivers of consumer behavior at LaRisso Department Store..

Table 2. F-Test Results

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	364,865	5	72,973	56,521	,000 ^b
Residual	69,718	54	1,291		
Total	434,583	59			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotions, Product Completeness, Store Atmosphere, Price, Product Display

The ANOVA table above presents the results of the simultaneous F-test used to determine whether the independent variables—Product Display, Product Completeness, Price, Store Atmosphere, and Promotion—jointly influence the dependent variable, Purchase Decision. The calculated F-value is 56.521 with a significance value (Sig.) of 0.000, which is well below the 0.05 threshold. This indicates that the regression model is statistically significant and that at least one of the independent variables has a significant effect on consumer purchase decisions.

Furthermore, the table shows that the Sum of Squares for Regression is 364.865, while the Residual is 69.718, and the Total is 434.583, with degrees of freedom (df) of 5 for the regression and 54 for the residual. This means that a substantial portion of the variation in purchase decision can be explained by the model. Therefore, the results confirm that the

combination of the five predictors meaningfully contributes to explaining variations in consumers' purchasing behavior at LaRisso Department Store.

Discussion

a. The Influence of Product Display (X1) on Purchase Decision (Y)

The research findings on the influence of product display on consumer purchasing decisions at LaRisso Department Store Ambulu indicate that product display does not have a significant positive effect. This conclusion is supported by the statistical result, where the significance value (Sig.) is 0.150, which is greater than the threshold of 0.05. The t-count value is 1.459, while the t-table value is 2.005, which means $t\text{-count} < t\text{-table}$. Therefore, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_1) is rejected. This indicates that the product display variable (X1) does not have a partial influence on the purchase decision (Y).

These results differ from previous studies conducted by Punu & Purwanto (2023), Auliya & Aliyanti (2023), and Khayatun (2022), which showed a partial influence of product display on purchasing decisions. Several factors may explain the differences, such as the relatively small sample size in this study (only 60 respondents), compared to previous studies with larger samples. Additionally, the respondent characteristics in this study were dominated by young people and students, which may have influenced their perception of in-store product displays.

Although product display is commonly considered a factor that influences consumer decisions—such as layout, neatness, and alignment with consumer expectations—the actual behavior of respondents in this study suggests otherwise. Many consumers reported neutral or indifferent reactions to the store's product arrangement. This could be attributed to the actual condition in which consumers tend to ask store staff directly rather than relying on visual cues, thus reducing the importance of display effectiveness. Consequently, it can be concluded that product display does not significantly influence consumer purchasing decisions at LaRisso Department Store Ambulu.

b. The Influence of Product Assortment (X2) on Purchase Decision (Y)

The results of the study regarding the influence of product assortment on purchase decisions at LaRisso Department Store Ambulu show that product assortment does not have a significant positive effect on consumer purchasing behavior. This conclusion is supported by the significance value (Sig.) of 0.527, which is greater than 0.05, and a t-count of 0.637, which is less than the t-table value of 2.005. Therefore, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected, indicating that product assortment (X2) does not significantly influence purchase decisions (Y) on a partial basis.

This finding contradicts previous studies by Ramadhan, Hardilawati, and Ramadhan (2024), Punu & Purwanto (2023), and Nanda (2022), which demonstrated a significant partial relationship between product assortment and purchasing decisions. Possible reasons for this discrepancy include differences in sample size—this study used only 60 respondents, while previous research generally used larger samples—and the demographic profile of respondents, which was dominated by students and younger individuals. Although product assortment is typically seen as a factor affecting consumer decisions—through brand variety, product quality, and range of sizes—the results in this study show otherwise. According to the questionnaire responses, most consumers at LaRisso are female and make purchases because the available product categories match their needs. However, this match was not statistically significant enough to influence their overall purchasing decision in a measurable way.

c. The Influence of Price (X3) on Purchase Decision (Y)

The results of the study reveal that price (X3) has a positive and significant effect on consumer purchase decisions at LaRisso Department Store Ambulu. This conclusion is supported by the significance value of 0.002, which is less than the standard threshold of 0.05, and a t-value of 3.230, which is greater than the t-table value of 2.005. These findings lead to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1). Hence, it can be concluded that the price variable has a significant partial influence on the purchase decision variable (Y).

These results are consistent with previous research conducted by Masthuroh (2024), Punu & Purwanto (2023), Situmorang & Dewi (2023), and Senjani (2020), which found a significant relationship between pricing and purchasing behavior. Questionnaire data from the current study further supports this, showing that the majority of respondents selected “strongly agree” or “agree” with the price-related statements. This indicates that consumers perceive the prices offered by LaRisso as fair and proportional to the value and benefits of the products. In a competitive retail environment, price becomes a crucial factor that directly influences buying decisions. Therefore, it is recommended that LaRisso maintains its pricing strategy to continue appealing to its price-sensitive consumer base.

d. The Influence of Store Atmosphere (X4) on Purchase Decision (Y)

The results of the study show that store atmosphere does not have a positive and significant influence on purchase decisions at LaRisso Department Store Ambulu. This conclusion is supported by the statistical output where the significance value (Sig.) is 0.282, which is greater than the 0.05 threshold, and the t-count is 1.086, which is less than the t-table value of 2.005. These results indicate that the null hypothesis (H_0) is accepted, while the alternative hypothesis (H_1) is rejected. Therefore, it can be concluded that the store atmosphere variable (X4) does not significantly and partially influence purchase decision (Y).

This finding contrasts with previous studies conducted by Ramadhan, Hardilawati, and Ramadhan (2024), Putri (2022), and Nanda (2022), which reported a partial influence of store atmosphere on purchasing decisions. Several factors may explain the different outcomes, including the relatively small sample size of 60 respondents in this study and the demographic composition dominated by students and younger consumers. Although some respondents agreed with the positive aspects of LaRisso’s store environment – such as clear signage, bright and clean lighting, appropriate color schemes, music, and scent – the data suggest these elements were not major factors in their purchasing decisions. It is possible that the store atmosphere was already sufficiently well-managed, leading respondents to overlook it when evaluating their shopping experience ..

e. The Influence of Promotion (X5) on Purchase Decision (Y)

The findings of the study show that promotion has a positive and significant influence on purchase decisions at LaRisso Department Store Ambulu. This is evidenced by the results of the t-test analysis, where the t-value is 2.605 and the significance level (Sig.) is 0.012, which is less than the 0.05 threshold. Since t-count > t-table and the Sig. value is < 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Therefore, the promotion variable (X5) is found to have a significant partial effect on the purchase decision (Y). These findings align with previous research by Masthuroh (2024) and Febriani, Sucipto & Setiadi (2023), which demonstrated that promotion significantly affects consumer behavior.

The results of the questionnaires further reveal that most respondents agreed or strongly agreed with the statements about promotional efforts by LaRisso. Promotions – whether in the form of visual advertisements, discounts, or engaging campaigns – were found to be influential factors in consumer purchasing behavior. The more intense, targeted, and effective the promotions are, particularly through photo or video ads, the

more likely consumers are to make a purchase. Thus, it can be concluded that promotion is a key driver that enhances consumer purchasing decisions at LaRisso Department Store.

f. The Influence of Product Display (X1), Product Completeness (X2), Price (X3), Store Atmosphere (X4), and Promotion (X5) on Consumer Purchase Decisions (Y)

Basically, this test shows the result of the F-test for the sixth hypothesis, which states that the variables of product display, product completeness, price, store atmosphere, and promotion simultaneously influence purchase decisions. This occurs because consumers make purchases when products are arranged appropriately, making it easy for consumers to find them; the products offer completeness and variety with different sizes; prices are relatively affordable; the store's lighting atmosphere is very good and the walking area is spacious; and the promotions are attractive and well-targeted. Based on the research results, it can be concluded that product display (X1), product completeness (X2), price (X3), store atmosphere (X4), and promotion (X5) simultaneously influence purchase decisions at LaRisso Department Store Ambulu.

4. CONCLUSION

Based on the research findings regarding the influence of product display, product completeness, price, store atmosphere, and promotion on purchase decisions at LaRisso Department Store Ambulu, several conclusions can be drawn. Product display (X1) and product completeness (X2) do not have a significant partial effect on consumers' purchase decisions, indicating that factors like product arrangement and variety are not major considerations for buyers. Similarly, store atmosphere (X4) does not significantly affect decisions, as respondents focus more on the products themselves rather than the store's lighting, layout, scent, or music. However, price (X3) partially influences purchase decisions, with respondents considering affordable and acceptable prices when buying products.

Promotion (X5) also has a significant partial effect, meaning promotional activities, whether through social media or direct offers, as well as timing and relevance, play an important role in encouraging purchases. When considered together, product display, product completeness, price, store atmosphere, and promotion simultaneously impact purchase decisions. Consumers tend to buy when the product arrangement is appropriate, the product variety is sufficient, prices are relatively low, the store environment is pleasant, and promotions are informative and appealing.

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