



## Examining the Impact of Product Quality, Social Media Advertisement, and Product Differentiation on Customer Purchasing Decision at Miramar Restaurant, Pematang Siantar

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### ABSTRACT

The study titled "Examining the Impact of Product Quality, Social Media Advertisement, and Product Differentiation on Customer Purchasing Decision at Miramar Restaurant, Pematang Siantar" investigates the factors influencing customer purchasing decisions in the context of a restaurant setting. The research focuses on three key variables: product quality, social media advertisement, and product differentiation. The abstract outlines the primary objectives and scope of the study, highlighting its relevance for the restaurant industry. It likely includes a brief description of the research methodology, such as data collection techniques and analytical methods used. The expected outcomes or contributions to the field of marketing and consumer behavior may also be summarized. Since I don't have access to the specific content of the paper, the information provided above is a general representation of what an abstract for such a study might include. If you need more detailed information or specific content from the abstract, please provide additional context or details, and I'd be happy to assist further

## **INTRODUCTION**

According to Marsum (2005) the definition of a restaurant is a place or commercially organized buildings, which provide services to all guests, both in the form of eating and drinking activities. Another definition according to Marsum (2005), a restaurant is a place or commercially organized buildings, which provide services well to all consumers both in the form of food and drink. Nowadays, you can find the food and beverage industry almost anywhere and at any time, including restaurants. In general, a restaurant is a place that people go to looking for a variety of food and drink. Restaurants usually too presents its own uniqueness as its charm, both through the cooking menu, entertainment and the physical appearance of the building. A lot of people also prefer to eat outside with their friends and families. Restaurants can be a great place to enjoy your meal while taking in the ambiance of the restaurant.

The product quality is important for the restaurant because by having a high food quality, it will increase the restaurant reputation which it makes the other customers curious and will come immediately. Product quality refers to the characteristics of the product contains or the results that make the product or the results to be in line with the objectives for which the product were intended. Product quality, undoubtedly, plays a pivotal role in shaping consumer preferences. The taste, freshness, and presentation of food and beverages significantly influence customers' satisfaction and overall perception of the restaurant.

Product quality at the restaurant is perceived by consumers and understand its direct impact on their purchasing decisions. Consistency is crucial for maintaining product quality. Customers expect the restaurant to deliver consistent taste, flavour, and overall experience across multiple visits. Consistency ensures that customers can rely on the restaurant to consistently meet their expectations and enjoy the same level of quality with each visit. This requires meticulous attention to detail and standardized processes in food and beverage preparation.

In recent years, the advent of social media has revolutionized the way businesses advertise and engage with their target audience. The study recognizes the growing influence of social media in shaping consumer behavior and decision-making. By examining the restaurant's social media presence, including its online reviews, captivating visuals, and engaging content. Social media advertisement also allows restaurants to engage directly with their customers. Through comments, direct messages, and interactive features like polls or contests, restaurants can create a dialogue with their audience, answer inquiries, and gather feedback. This real-time engagement helps build a sense of community and fosters a stronger connection between the restaurant and its customers.

Social media advertisement provides restaurants with a powerful platform to promote their brand, showcase their offerings, and engage with customers. It offers the ability to reach a wide audience, customize advertisements, encourage user-generated content, and measure the impact of marketing efforts. When used strategically and creatively, social media advertisement can significantly

influence customer purchasing decisions and contribute to the overall success of a restaurant's marketing initiatives.

Product differentiation is a crucial strategy employed by restaurants to distinguish themselves in a saturated market. The study recognizes the importance of unique offerings that set a restaurant apart from its competitors. It aims to investigate the extent to which product differentiation at the restaurant influences customer purchasing decisions. By identifying the key elements that make the restaurant stand out, such as specialty drinks, creative menu items, or distinctive decor, the research will provide valuable insights into how these differentiators impact customer choices and preferences.

Product differentiation can be achieved through exceptional customer service. Providing personalized and attentive service, going the extra mile to make customers feel welcomed and valued, and creating a warm and friendly environment can differentiate a restaurant from its competitors. Building strong relationships with customers through exceptional service can foster customer loyalty and positive word-of-mouth recommendations. Product differentiation in a restaurant refers to the unique and distinct features, offerings, and attributes that set it apart from competitors. It can include menu innovation, ambiance and decor, exceptional customer service, technology integration, and collaborations. By differentiating their products effectively, restaurants can attract and retain customers, build brand loyalty, and stand out in a crowded market.

## **LITERATURE REVIEW**

### **Theoretical Background**

To ensure important terms in this paper are understood by readers, there are few important terms and theories we would further explain in this chapter.

### **Hospitality Management**

Hospitality management entails supervising various facets of the hospitality sector. It includes event planning, tourism, and related businesses, as well as the management of lodging facilities, eateries, and resorts. Professionals in hospitality management are in charge of making sure that hospitality businesses run smoothly and effectively while delivering outstanding customer service and guest satisfaction. They manage a variety of responsibilities, such as personnel management, budgeting, marketing, sales, and strategic decision-making.

According to American Hotel & Lodging Association (AH&LA), hospitality management is defined as "the integration of management concepts and the specific needs of industries related to lodging, food services, tourism, and travel." This definition emphasizes the industry-specific nature of hospitality management and how it relates to industries that offer services for lodging, dining, and tourism.

### **Product Quality**

#### **Definition of Product Quality**

Product quality refers to a food's suitability, safety, nutrient content, and overall excellence are all determined by its characteristics, attributes, and properties. It includes a variety of elements that influence whether food products are desirable and acceptable for consumption. Aspects like taste, appearance,

texture, aroma, nutritional value, safety, and compliance with regulatory standards are taken into account when evaluating a products quality.

According to Kotler and Armstrong (2014), Product quality is the ability of a product to carry out its functions, this includes overall durability, reliability, accuracy, ease of operation and product repair, as well as other product attributes. In this study, the object of research is restaurants that have food products, so what will be examined is the quality of food products.

### **Indicators of Product Quality**

In serving food, a business must pay attention to several indicators of product quality. The indicators of product quality according to Auliya and Aprilia (2017), Amalia (2020), and Sofiah and Ekowati, (2021), is as follows:

1. Color
2. Appearance
3. Shape
4. Temperature
5. Fragrance
6. Taste

### **Social Media Advertisement**

#### **Definition of Social Media Advertisement**

The practice of promoting goods, services, or brands on various social media platforms is known as social media advertising. It entails utilizing the targeting options and advertising features offered by social media networks in order to target a particular audience and meet marketing goals. Businesses can deliver customized messages, interact with users, and encourage desired actions using social media advertising, such as raising brand awareness, generating leads, generating more traffic to their websites, or boosting sales.

Social media advertising have relatively cheap advertising rates that include corporate logos, banners, pop-up messages, and text-based links to official websites. As a result, advertisers are turning to social networks to claim their share of available advertising space. Social media advertising is the practice involving the use of paid adverts on social networking sites (SNS) like Facebook, Twitter, YouTube, blogs and other content (The Social Media Advertising Industry Report, 2013). Social networking sites are web-based applications and interactive platforms that facilitate the creation, discussion, modification and exchange of user-generated content (Kaplan & Haenlein 2010)

#### **Indicators of Social Media Advertisement**

There are several indicators of social media advertising

1. Reach and Impression
2. Audience Insight
3. Return on Ad Spend (ROAS) Product Differentiation

#### **Definition of Product Differentiation**

According to Kotler and Keller (2016), product differentiation is the process of differentiating a restaurant's goods or services from those of its rivals in an effort to attract clients and forge a distinctive identity in the market. It entails providing unique features, qualities, or characteristics that distinguish the restaurant and make it stand out in the minds of customers. The target market, location, and level of competition all play a role in how differentiating products should be done. Each restaurant should thoroughly examine its target market, market

trends, and rivals to determine the most practical product differentiation strategies for its particular situation.

The restaurant can set itself apart by providing a cozy, trendy, or themed atmosphere that appeals to a particular target market. There are more opportunities for businesses to survive the threat of competitors the less similar the products or services that are being offered are. It is clear that strategy differentiation works by creating a perception among customers that the company's goods and services are exceptional, superior, and significant. This perception enables the business to increase prices without significantly reducing operating costs in order to compete for profit.

### **Indicators of Product Differentiation**

There are several indicators of product differentiation according to Kotler (2012) such as:

#### 1. Features

Many features, such as those that fulfill the product's fundamental purpose, can be found on the majority of products.

#### 2. Performance Quality

For the majority of products, there are typically 4 performance levels listed: low, average, high, and super.

#### 3. Reliability

Most consumers are prepared to pay more for a product's increased reliability.

#### 4. Conformance Quality

Customers are looking for and expecting a high level of conformance from the product, which the goods are expected to meet in accordance with high standards or specifications.

### **Customer Purchasing Decision**

#### **Definition of Customer Purchasing Decision**

According to Kotler and Keller (2016), customer purchasing decision refers to the process by which a consumer weighs various options before deciding to purchase a good or service. It involves a number of steps, such as problem identification, information gathering, alternative evaluation, purchase decision, and post-purchase assessment. Customers identify their needs, gather information, assess alternative products, and then choose the one that best meets their needs and preferences through the customer purchasing decision process. There are several steps in this process, including problem identification, information gathering, alternative evaluation, purchase decision, and post-purchase analysis. To sway consumers, marketers strive to comprehend this decision-making process.

#### Indicators of Customer Purchasing Decision

According to Kotler and Keller (2016), There are several indicators to determine customer purchasing decision such as:

#### 1. Feedback and Reviews

#### 2. Repeat Purchases

#### 3. Comparison and Evaluation

## **METHODOLOGY**

The writer of the research uses descriptive and causal reasoning to explain the impact of brand image, social media advertising, and word of mouth. The goal of descriptive research is to characterize a current phenomenon, occurrence, or event. According to Creswell (1994), the descriptive research approach is used to collect data regarding the state of the environment. The descriptive method's goal is to uncover a thorough explanation and description of the research object in a systematic manner. Sugiyono (2017) defines causal research as a method for describing the link between two variables, namely cause and effect, in which the variables influence and are affected.

## **RESULT AND DISCUSSION**

### **General View of Miramar Restaurant Brief Overview**

Miramar restaurant is a place to eat in Pematang Siantar. This restaurant serves a variety of menus. Miramar Restaurant mostly sell Padang dishes that is quite famous in Pematang Siantar since ancient times. This restaurant has been operating since 1972 until now. Because it's so legendary, the restaurant was once visited by Sandiaga Uno which is former Deputy Governor of DKI Jakarta.

The name of the owner is Ayung, which is already the second generation. Miramar Restaurant is located at Jl. Sutomo No.48, Proklamasi, Kec. Siantar Barat, City of Pematang Siantar, North Sumatra 21145, Indonesia.

Miramar Restaurant also has a branch in Medan which is located at Jl. Youth No. 11 ABC, A U R, Kec. Medan Maimun, Medan City, North Sumatra 20212. The name of the owner is Tamin and Juliet. The President of Indonesia, Jokowi, also visited the Miramar restaurant in this Medan branch.

### **Vision and Mission**

The Vision of Miramar Restaurant is being a restaurant that is famous for the quality of its menu and service. Being a traditional restaurant that is always remembered by tourists thanks to the serving of traditional Indonesian dishes The mission of Miramar Restaurant is providing the best service to all consumers, presenting the best menus typical of each region throughout the archipelago, maintaining the taste of each dish in each branch of the restaurant, promote regional cuisine with the best marketing techniques.

### **Organizational Structure**

The organizational structure of Miramar Restaurant, Pematang Siantar can be seen below:

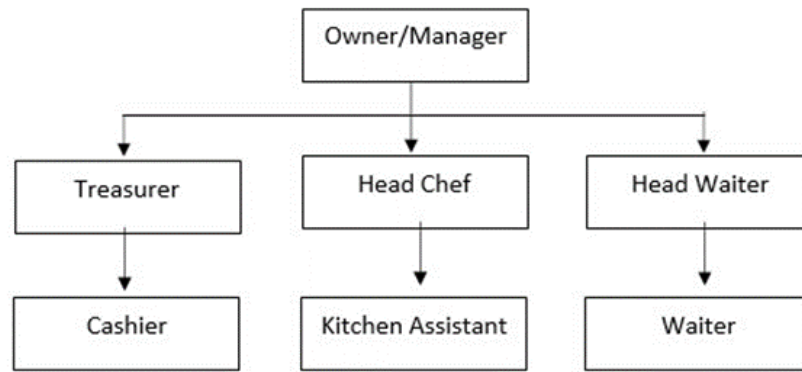


Figure 1. Organizational Structure of Miramar Restaurant, Pematang Siantar  
Source: Miramar Restaurant

### Job Description

Each position's responsibilities and duties within the mentioned organizational structure are listed in the section of the job description. Each position has already been charged with seeing to it that the day-to-day running of the company is properly maintained. The duties of each position are listed in the job descriptions below:

a. Owner/Manager

Owner or Manager have a responsibility to create and carry out a thorough business plan, Set the restaurant's objectives and goals. Assist in decision- making and overall strategic direction while ensuring legal and regulatory compliance.

b. Treasurer

Treasurer have a responsibility to control financial activities, such as cash flow, banking, and transactional activities, keep track of finances and create financial reports, tracking and regulating spending, budgets, and control employee compensation and payroll.

c. Cashier

Cashier have a responsibility to precise handling of customer orders and payments Maintain the cash register, balance the cash drawers, handle refunds and exchanges, and manage cash, credit card, and other forms of payment.

d. Head Chef

Head Chef have a responsibility to create and develop menus that are in line with the concept of the restaurant and its target audience, Plan and supervise the cooking, preparing, and serving of food, Ensure the food's quality and consistency, and Manage the hiring, resourcing, and scheduling of the kitchen staff.

e. Kitchen Assistant

Kitchen assistant have a responsibility to help the kitchen staff by helping them prepare and cook food. Depending on the ingredients, wash, peel, and chop them. Maintain cleanliness and order in the kitchen area by cleaning and sanitizing the appliances, dishes, and utensils.

f. Head waiter

Head Waiter have a responsibility to organize and manage the waitstaff, Assign waitstaff and waitresses to specific tables and areas, Make sure that the service is quick and easy, and Educate and guide new waitstaff employees.

g. Waiters

Owner or Manager have a responsibility to welcome and seat customers, display menus, take orders, Give advice and respond to inquiries from customers, Make sure that food and drinks are delivered on time and accurately, and that the tables are set up neatly.

**Research Result**

**Test of Research Instrument**

In this Research, the pre-test carried out by giving out a questionnaire to 30 customer of Miramar Restaurant from 30 June – 2 July 2019. The purpose of the writer is to check if the questionnaires as a research instrument could be utilized for further analysis.

**Validity Test**

According to Creswell (2012), questionnaire is a form used in a survey design that participants in a study complete and return to the researcher. According to Sugiyono (2016) as cited in Dewi (2019), The indicator from the questionnaire can be considered as valid if it fulfils the following requirements such as:

- a. If the result of the  $r \text{ count} > r \text{ table}$  then it can be considered as valid
- b. The item of the question can be considered as valid if the value of validity from each response that can be got by handing out several lists of question is larger than 0.3
- c. If the result of the  $r \text{ count} < r \text{ table}$  then it can be considered as invalid

When assessing the test of validity, a two-tailed significance level of 5% (0.05) is frequently used. The  $r \text{ table}$  value can be obtained by using table  $r$  with degree of freedom equal to  $n-2$ , which yields 28 degrees of freedom and  $r \text{ table} = 0.361$  when using as many as 30 respondents. The validity test results for each questionnaire statement are displayed in the tables below.

Table 1. Validity Test Result of Variable X1 and X2 (Product Quality and Social Media Advertisement)

Statement	r count	r table	Conclusion
1	0,612	0,361	Valid
2	0,408	0,361	Valid
3	1	0,361	Valid

Source: Prepared by the Writer (SPSS V.25, 2019)

The independentvariable X2(SocialMediaAdvertisement)has3indicators that divided into 3 statement. The result of the validity test show that all of the  $r \text{ count}$  are higher than 0.361. So all the statements are valid.

Table 2. Validity Test Result of Variable X3 (Product Differentiation)

Statement	r count	r table	Conclusion
1	0,506	0,361	Valid
2	0,533	0,361	Valid
3	0,522	0,361	Valid
4	1	0,361	Valid

Source: Prepared by the Writer (SPSS V.25, 2019)

The Independent variable X3 (Product Differentiation) has 4 indicators that divided into 4 statement. The result of the validity test shows that all of the r count are higher than 0,361. So, all the statements are valid.

Table 3. Validity Test Result of Variable Y (Purchasing Decision)

Statemnt	r count	r table	Conclusion
1	0,465	0,361	Valid
2	0,403	0,361	Valid
3	1	0,361	Valid

Source: Prepared by the Writer (SPSS V.25, 2019)

The dependent variable Y (Purchasing Decision) has 3 Indicators that divided into 3 statement. The result of the validity test shows that all of the r count are higher than 0,361. So, all the statements are valid.

### Reability Test

According to Drost (2011), reliability is extent to which measurements are repeatablewhendifferentpeopleperformthemeasurementondifferentoccasions, under different conditions, supposedly with alternative instruments which measure the construct or skill. It can also be described as the consistency or dependability of a construct's measure.

Table 4. Reability Test Result

Variable	Cronbach's Alpha	N of item	Result
X1 (product quality)	0.904	6	Reliable
X2 (social media advertisement)	0.917	3	Reliable
X3 (product differentiation)	0.886	4	Reliable
Y1 (purchasing decision)	0.812	3	Reliable

Source: Prepared by the Writer (SPSS, 2019)

### Reliable Reliable

According to the reliability test results, every variable has a Cronbach's Alpha value greater than 0.6. Therefore, it can be concluded that the accuracy of all of the above statements.

### Descriptive Statistics

#### Characteristic of Respondent

Below is the result based on the respondent's gender who filled out the questionnaires:

Table 5. Characteristic of Respondent Based on Gender

Gender	Total	Percentage
Female	97	64,7
Male	53	35,3%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, can be seen that the respondent mostly filled by female with the total of 97 or 64,7%. Male respondent's total is 53 or 35,3%.

Below is the result based on the respondent's age who filled out the questionnaires:

Table 6. Characteristic of Respondent Based on Age

Age	Total	Percentage
Under 18	12	8%
18-24	62	41,3%
25-34	44	29,3%
35-44	32	21,3%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, can be seen that the respondent mostly filled between the age of 18-24 with the total 62 or 41,3%. The total number of respondent between the age under 18 has a total of 12 or 8%. The total number of respondent between the age 25-34 has a total of 44 or 29,3%. The total number of respondent between the age 35-44 has a total of 32 or 21,3%.

Below is the result based on the respondent's occupation who filled out the questionnaires:

Table 7. Characteristic of Respondent Based on Occupation

Occupation	Total	Percentage
Students	66	44%
Business Owner	15	10%
Employee	57	38%
House Wife	12	8%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, can be seen that the respondent mostly filled by students with the total 66 or 44%. The total number of respondent who work as business owner has a total of 15 or 10%. The total number of respondent who work as employee has a total of 57 or 38%. The total number of respondent who work as house wife has a total of 12 or 8%.

#### **Explanation of Respondent's Answer on Research Variables**

The writer used a questionnaire based on indicators of each variable to collect responses from the respondent by using Linear scale that consist of 1 (strongly

disagree) to 5 (strongly agree) that have a purpose to measure respondent's opinions.

a. Variable X1 (Product quality)

The responses of questionnaire to explain X1 are listed below: Question 1: On a scale of 1 to 5, rate the overall product quality at Miramar Restaurant, Pematang Siantar.

Table 8. Variable X1:Q1

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	3	2%
Neutral	28	18,7%
Agree	69	46%
Strongly Agree	50	33,3%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 20)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 3 respondent or 2% who answered disagree, 28 respondent or 18,7% who answered neutral, 69 respondent or 46% who answered agree, 50 respondent or 33,3% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree for the overall product quality is good at Miramar Restaurant.

Question 2: On a scale of 1 to 5, how satisfied are you with the taste and quality of the food served at Miramar Restaurant.

Table 9. Variable X1:Q2

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	5	3,3%
Neutral	24	16%
Agree	54	36%
Strongly Agree	67	44,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2023)

the table above, there is 0 respondent or 0% who answered strongly disagree, 5 respondent or 3,3% who answered disagree, 24 respondent or 16% who answered neutral, 54 respondent or 36% who answered agree, 67 respondent or 44,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is strongly agree satisfied with the taste and quality of the food served at Miramar Restaurant.

Question 3: What is your level of satisfaction with the variety of menus offered at Miramar Restaurant?

Table 10. Variable X1:Q3

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	6	4%
Neutral	27	18%
Agree	63	42%
Strongly Agree	54	36%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 6 respondent or 4% who answered disagree, 27 respondent or 18% who answered neutral, 63 respondent or 42% who answered agree, 54 respondent or 36% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree about satisfaction with the variety of menus offered at Miramar Restaurant.

Question 4: Do you feel that the food at Miramar Restaurant uses high quality ingredients?

Table 11. Variable X1:Q4

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	4	2,7%
Neutral	23	15,3%
Agree	66	44%
Strongly Agree	57	38%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 4 respondent or 2,7% who answered disagree, 23 respondent or 15,3% who answered neutral, 66 respondent or 44% who answered agree, 57 respondent or 38% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar Restaurant uses high quality ingredients.

Question 5: How good do you think the food presentation is at Miramar Restaurant?

Table 12. Variable X1:Q5

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	8	5,32%
Neutral	29	19,3%
Agree	71	47,3%
Strongly Agree	42	28%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 8 respondent or 5,3% who answered disagree, 29 respondent or 19,3% who answered neutral, 71 respondent or 47,3% who answered agree, 42 respondent or 28% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree the food presentation in Miramar Restaurant is good.

Question 6: Do you feel that the food portion at Miramar Restaurant is satisfactory?

Table 13. Variable X1:Q6

Answer	Total	Percentage
Strongly Disagree	2	1,3%
Disagree	13	8,7%
Neutral	18	12%
Agree	71	47,3%
Strongly Agree	46	30,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 8 respondent or 5,3% who answered disagree, 29 respondent or 19,3% who answered neutral, 71 respondent or 47,3% who answered agree, 46 respondent or 30,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree and satisfied with the food portion at Miramar Restaurant.

b. Variable X2 (Social Media Advertisement)

The responses of questionnaire to explain X2 are listed below:

Question 1: Miramar Restaurant Ads on social media really catch your attention.

Table 14. Variable X2:Q1

Answer	Total	Percentage
Strongly Disagree	15	10%
Disagree	25	16,7%
Neutral	34	22,7%
Agree	44	29,3%
Strongly Agree	32	21,3%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 15 respondent or 10% who answered strongly disagree, 25 respondent or 16,7% who answered disagree, 34 respondent or 22,7% who answered neutral, 44 respondent or 29,3% who answered agree, 32 respondent or 21,3% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar Restaurant Ads on social media really catch their attention.

Question 2: Miramar Restaurant Ads are very informative on social media.

Table 15. Variable X2:Q2

Answer	Total	Percentage
Strongly Disagree	20	13,3%
Disagree	20	13,3%
Neutral	38	25,3%
Agree	44	29,3%
Strongly Agree	28	18,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 20 respondent or 13,3% who answered strongly disagree, 20 respondent or 13,3% who answered disagree, 38 respondent or 25,3% who answered neutral, 44 respondent or 29,3% who answered agree, 28 respondent or 18,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar Restaurant Ads are very informative on social media.

Question 3: Photos of Miramar Restaurant food uploaded on social media, exactly the same as the original.

Table 16. Variable X2:Q3

Answer	Total	Percentage
Strongly Disagree	2	1,3%
Disagree	17	11,3%
Neutral	31	20,7%
Agree	63	42%
Strongly Agree	37	24,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 2 respondent or 1,3% who answered strongly disagree, 17 respondent or 11,3% who answered disagree, 31 respondent or 20,7% who answered neutral, 63 respondent or 42% who answered agree, 37 respondent or 24,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that photos of Miramar Restaurant food uploaded on social media, exactly the same as the original.

c. Variable X3 (Product Differentiation)

The responses of questionnaire to explain X3 are listed below:

Question 1: Miramar restaurant has a unique and distinctive characteristic in its food products compared to other restaurants.

Table 17. Variable X3:Q1

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	8	5,3%
Neutral	23	15,3%
Agree	73	48,7%
Strongly Agree	46	46%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 8 respondent or 5,3% who answered disagree, 23 respondent or 15,3% who answered neutral, 73 respondent or 48,7% who answered agree, 46 respondent or 46% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar restaurant has a unique and distinctive characteristic in its food products compared to other restaurants.  
 Question2: The food products offered by Miramar Restaurant are more innovative compared to its competitors

Table 18. Variable X3:Q2

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	9	6%
Neutral	31	20,7%
Agree	58	38,7%
Strongly Agree	52	34,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 9 respondent or 6% who answered disagree, 31 respondent or 20,7% who answered neutral, 58 respondent or 38,7% who answered agree, 52 respondent or 34,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that the food products offered by Miramar Restaurant are more innovative compared to its competitors.  
 Question 3: Miramar restaurant presents a new menu or dish that catches your attention.

Table 19. Variable X3:Q3

Answer	Total	Percentage
Strongly Disagree	1	0,7%
Disagree	8	5,3%
Neutral	30	20%
Agree	57	38%
Strongly Agree	54	36%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 1 respondent or 0,7% who answered strongly disagree, 9 respondent or 5,3% who answered disagree, 30 respondent or 20% who answered neutral, 57 respondent or 38% who answered agree, 54 respondent or 36% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar restaurant presents a new menu or dish that catches customer attention.

Question 4: Miramar restaurant always maintains the quality and consistency of their food products.

Table 20. Variable X3:Q4

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	2	1,3%
Neutral	20	13,3%
Agree	67	44,7%
Strongly Agree	61	40,7%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 2 respondent or 1,3% who answered disagree, 20 respondent or 13,3% who answered neutral, 67 respondent or 44,7% who answered agree, 61 respondent or 40,7% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that Miramar restaurant always maintains the quality and consistency of their food products.

d. Variable Y (Product Differentiation)

The responses of questionnaire to explain Y are listed below:

Question 1: I will order again from this restaurant because of my good experience there.

Table 21. Variable Y:Q1

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	0	0%
Agree	97	65%
Strongly Agree	53	35%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 0 respondent or 0% who answered disagree, 0 respondent or 0% who answered neutral, 97 respondent or 65% who answered agree, 53 respondent or 35% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that they will order again from this restaurant because of good experience there.

Question 2: I want to buy from Miramar Restaurant because of the food they offer.

Table 22. Variable Y:Q2

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	1	1%
Agree	101	67%
Strongly Agree	48	32%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 0 respondent or 0% who answered disagree, 1 respondent or 1% who answered neutral, 101 respondent or 67% who answered agree, 48 respondent or 32% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that they want to buy from Miramar Restaurant because of the food they offer.

Question 3: I will definitely recommend Miramar Restaurant to my relatives and family.

Table 23. Variable Y:Q3

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	0	0%
Agree	84	56%
Strongly Agree	66	44%
Total	150	100%

Source: Prepared by the Writer (Questionnaires, 2019)

From the table above, there is 0 respondent or 0% who answered strongly disagree, 0 respondent or 0% who answered disagree, 0 respondent or 0% who answered neutral, 84 respondent or 56% who answered agree, 66 respondent or 44% who answered strongly agree. So it can be conclude that most of the respondent's answer is agree that the they will definitely recommend Miramar Restaurant to their relatives and family.

Mean, Median, Mode, Variance, and Standard Deviation  
 The following is the formula to calculate the interval class on the likert scale:

$$i = \frac{R}{k}$$

Description:

R = range

K = Number of Class

It can be seen that the result of the calculation will be 0.8 using a Likert scale with a range of 1 to 5 and a class size of 5.

$$i = \frac{(5-1)}{5}$$

$$i = 0.8$$

Table 24. Interval Table for Likert Scale Interval Interpretation

Interval	Interpretation
1 - 1.8	Strongly Disagree
1.81 - 2.6	Disagree
2.61 - 3.4	Neutral
3.41 - 4.2	Agree
4.21 - 5	Strongly Agree

Source: Prepared by the Writer (2019)

In addition to choosing the interval class for the Likert scale, the writer also chooses the interval classes for the variables X1, X2, X3, and Y. The results of the interval for variables X1, X2, X3, and Y can be seen below:

The interval class for variable X1 (Product Quality)

$$i = \frac{6(5-1)}{5}$$

$$i = 4.8$$

Table 25. Interval Table for Variable X1 (Product Quality)

Interval	Interpretation
6 - 10.8	Strongly Disagree
10.81- 15.6	Disagree
15.61 - 20.4	Neutral
20.41 - 25.2	Agree
25.21 - 30	Strongly Agree

Source: Prepared by the Writer (2019)

The interval class for variable X2 (Social Media Advertisement)

$$i = \frac{3(5-1)}{5}$$

$$i = 2.4$$

Table 26. Interval Table for Variable X2 (Social Media Advertisement)

Interval	Interpretation
3 - 5.4	Strongly Disagree
5.41 - 7.8	Disagree
7.81 - 10.2	Neutral
10.21 - 12.6	Agree
12.61 - 15	Strongly Agree

Source: Prepared by the Writer (2019)

The interval class for variable X3 (Product Differentiation)

$$i = \frac{4(5-1)}{5}$$

$$i = 3.2$$

Table 27. Interval Table for Variable X3 (Product Differentiation)

Interval	Interpretation
4 - 7.2	Strongly Disagree
7.21 - 10.4	Disagree
10.41 - 13.6	Neutral
13.61 - 16.8	Agree
16.81 - 20	Strongly Agree

Source: Prepared by the Writer (2019)

a. Variable X1 (Product Quality)

Below is the outcome of descriptive statistics from the customer's responses for X1 (Product Quality):

Table 29. Descriptive Statistics per Statement - X1

		Statistics					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		4.1067	4.2200	4.1000	4.1733	3.9800	3.9733
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	5.00	4.00	4.00	4.00	4.00
Std. Deviation		.76979	.83441	.83345	.78361	.83119	.94795
Variance		.593	.696	.695	.614	.691	.899

From the table 29, can be seen that all of the mean value in the statements are in the range of 3.41 - 4.2, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, most of the respondent answered 4 which means that the respondent value is agree regarding the product quality.

Table 30. Descriptive Statistic per Variable - X1

Statistics		
X1		
N	Valid	150
	Missing	0
Mean		24.5533
Median		25.0000
Mode		24.00
Std. Deviation		4.11665
Variance		16.947

From the table 30, the mean value is in the range of 20.41 - 25.2 which means that the average of the respondents is agree for the overall product quality questions. The median value is 25 which means that the middle point of the respondents answered agree. The mode value is 24 which means that majority of the respondents is agree regarding the product quality in the questionnaire.

b. Variable X2 (Social Media Advertisement)

Below is the outcome of descriptive statistics from the customer’s responses for X2 (Social Media Advertisement):

Table 31. Descriptive Statistic per Statement – X2  
**Statistics**

		X2.1	X2.2	X2.3
N	Valid	150	150	150
	Missing	0	0	0
Mean		3.3533	3.2667	3.7733
Median		4.0000	3.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		1.26457	1.28317	.99088
Variance		1.599	1.647	.982

From the table 31, can be seen that all of the mean value in the statements are in the range of 2.61 – 3.4, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, all of the respondent answered 4 which means that the respondent value is agree regarding the social media advertisement.

Table 32. Descriptive Statistic per Variable – X2  
**Statistics**

X2		
N	Valid	150
	Missing	0
Mean		10.3933
Median		11.0000
Mode		12.00
Std. Deviation		3.29713
Variance		10.871

From the table 32, the mean value is in the range of 10.21–12.6 which means that the average of the respondents is agree for the overall social media advertisement questions. The median value is 11 which means that the middle point of the respondents answered agree. The mode value is 12 which means that majority of the respondents is agree regarding the social media advertisement in the questionnaire.

c. Variable X3 (Product Differentiation)

Below is the outcome of descriptive statistics from the customer’s responses for X2 (Social Media Advertisement):

Table 33. Descriptive Statistic per Statement – X3  
**Statistics**

		X3.1	X3.2	X3.3	X3.4
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		4.0467	4.0200	4.0333	4.2467
Median		4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00
Std. Deviation		.82199	.89345	.91532	.73216
Variance		.676	.798	.838	.536

From the table 33, can be seen that all of the mean value in the statements are in the range of 2.61 – 3.4, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, all of the respondent answered 4 which means that the respondent value is agree regarding the product differentiation.

Table 34. Descriptive Statistic per Variable – X2  
**Statistics**

X3		
N	Valid	150
	Missing	0
Mean		16.3467
Median		16.0000
Mode		16.00
Std. Deviation		2.91487
Variance		8.496

From the table 34, the mean value is in the range of 13.61–16.8 which means that the average of the respondents is agree for the overall product differentiation questions. The median value is 16 which means that the middle point of the respondents answered agree. The mode value is 16 which means that majority of the respondents is agree regarding the product differentiation in the questionnaire. d. Variable Y (Purchasing Decision)

Below is the outcome of descriptive statistics from the customer's responses for X2 (Social Media Advertisement):

Table 35. Descriptive Statistic per Statement – Y  
**Statistics**

		Y.1	Y.2	Y.3
N	Valid	150	150	150
	Missing	0	0	0
Mean		4.4933	4.6200	4.6933
Median		5.0000	5.0000	5.0000
Mode		5.00	5.00	5.00
Std. Deviation		.68293	.51384	.49081
Variance		.466	.264	.241

Table 36. Descriptive Statistic per Variable – Y  
**Statistics**

Y		
N	Valid	150
	Missing	0
Mean		13.8067
Median		14.0000
Mode		14.00
Std. Deviation		1.03429
Variance		1.070

From the table 36, the mean value is in the range of 12.61 – 15 which means that the average of the respondents is strongly agree for the overall purchasing decision questions. The median value is 14 which means that the middle point of the respondents answered strongly agree. The mode value is 14 which means that majority of the respondents is strongly agree regarding the purchasing decision in the questionnaire.

**Result of Data Quality testing Classical Assumption test**

**a. Normality Test**

According to Sujianto (2009) normality distribution test is a test to measure whether our data has a normal distribution or not. The outcome of the normality test is shown below:

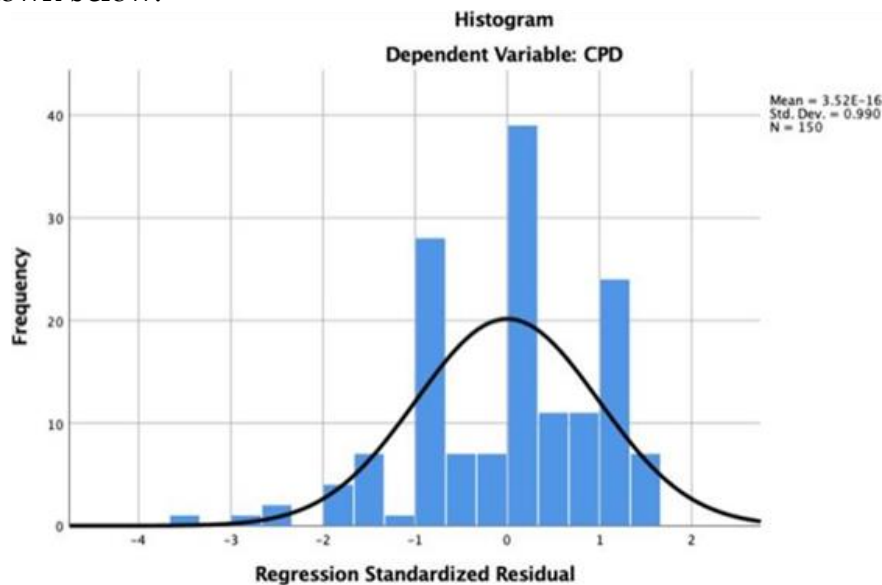


Figure 2. Histogram

Source: Prepared by the Writer (SPSS V.25,2019)

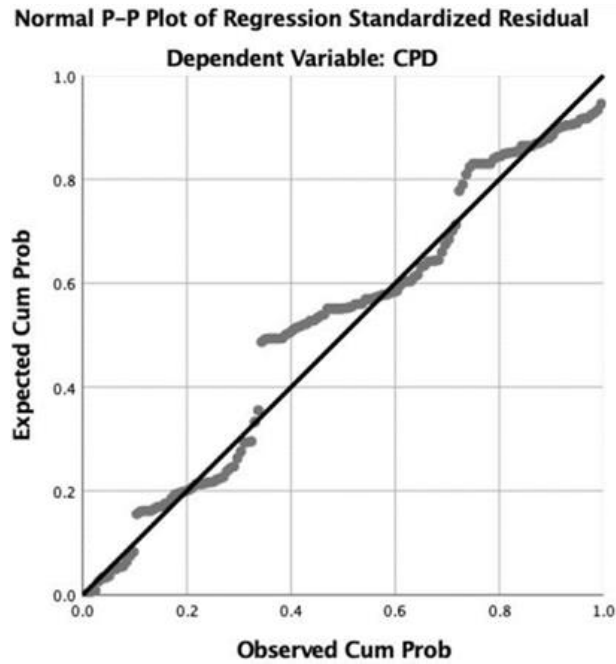


Figure 3. Normal P-plot Progression Source: Prepared by the Writer (SPSS V.25,2019)

Table 37. One Sample Kolmogorov-Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.01889667
Most Extreme Differences	Absolute	.147
	Positive	.058
	Negative	-.147
Test Statistic		.147
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Prepared by the Writer (SPSS V.25, 2019)

The histogram has a bell curve which indicates the data is normally distributed. It can be concluded that the normal P-plot progression distributes around the diagonal line and in the line with the diagonal line, supporting the normality assumption.

b. Multicollinearity Test

According to Gujarati and Porter (2003), A statistical test known as the multicollinearity test is used to determine whether or not predictor variables in a regression model exhibit multicollinearity. When two or more predictor variables in a regression model are highly correlated, multicollinearity occurs, making it challenging to isolate their individual effects on the dependent variable. The Variance Inflation Factor (VIF) and the tolerance value serve as the basis for the

multicollinearity test. Multicollinearity does not exist when the VIF value is 10. The data is multicollinear if the VIF value is greater than 10. The outcome of the variance influence factor (VIF) and tolerance is as follows:

Table 38. Variance Influence Factor and Tolerance Test Result

Variable	VIF (critical value: <10)	Tolerance (critical value: >0.1)
Product Quality	2.381	0.420
Social Media Advertisement	2.034	0.492
Product Differentiation	2.696	0.371

Source: Prepared by the Writer (SPSS V.25, 2019)

The tolerance value above indicates that product quality, social media advertisement, and product differentiation are all greater than 0.1, and the variance influence factor (VIF) value is less than 10. Therefore, it can be said that the data does not exhibit multicollinearity.

#### c. Heteroscedasticity Test

According to Ghozali (2018), The goal of the heteroscedasticity test is to determine whether the residuals of two observations in a regression model have unequal variances. By evaluating the value of the Spearman Rank correlation coefficient between each independent variable and the confounding variable, it is possible to ascertain whether the heteroscedasticity test appears to be present.

Table 39. Glejser Test Result

Variable	Critical value	Significant Value
Product Quality	>0.05	0.199
Social Media Advertisement	>0.05	0.994
Product Differentiation	<0.05	0.007

Source: Prepared by the Writer (SPSS V.25, 2019)

From the table above, the result of heteroscedasticity test using Glejser Test indicates that the significant value of product quality and social media advertisement is above 0.05 which it indicates that there is no heteroscedasticity but for the product differentiation it shows that the significant value is below 0.05 which means that there is heteroscedasticity.

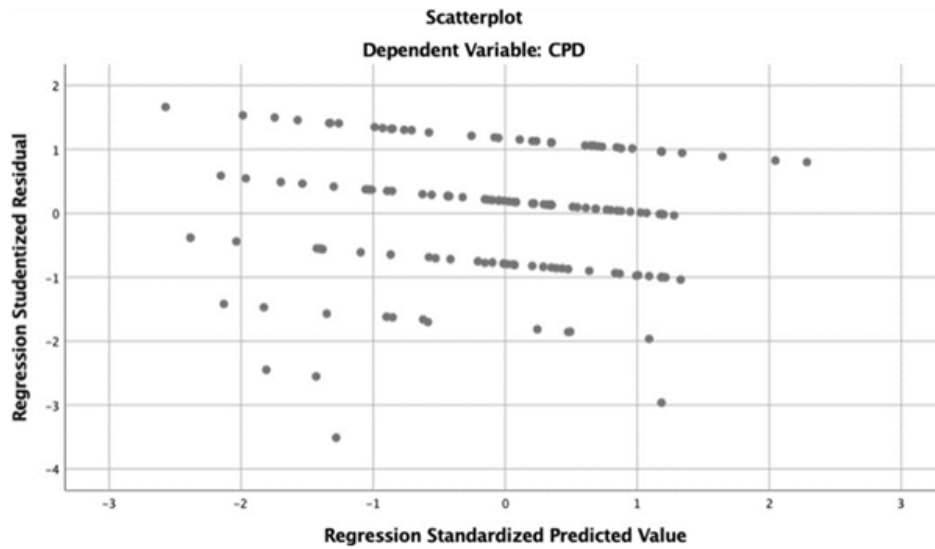


Figure 4. Scatterplot  
 Source: Prepared by the writer (SPSS V.25, 2019)

From the figure above, The scatterplot indicates that there is no heteroscedasticity in the data because the data are dispersed above, below, or around 0.

**Multiple Linear Regression Analysis**

One type of regression analysis that uses multiple independent variables is known as multiple regression. In order to predict the influence of independent variables on dependent variables, multiple linear regression analysis is used. Below is the formula for the multiple regression analysis using the SPSS analysis:

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	13.275	.551		24.103	.000
	PQ	-.026	.032	-.102	-.809	.420
	SMA	.040	.036	.126	1.086	.279
	PD	.046	.047	.129	.963	.337

a. Dependent Variable: CPD

Figure 5. Multiple Linear Regression Analysis

$$Y = 13.275 + (-0.026) + 0.040 + 0.046 X_3$$

a. The constant value above is 13.275 which indicates that if the product quality, socialmediaadvertisement,andproductdifferentiationare13.275.thecustomer purchasing decision at Miramar Restaurant, Pematang Siantar is equal to 13.275 which indicates there are customer purchasing decision.

b. Give that the value of product quality regression coefficient is -0.026, where the product quality variable decreases by one-point, then the customer purchasing decision will decrease by -0.026, assuming other variables are zero.

c. Given that the value of the social media advertisement regression coefficient is 0.040, where the social media advertisement variable increase by one-point, then the customer purchasing decision will increase by 0.040, assuming other variables are zero.

d. Given that the value of product differentiation regression coefficient is 0.046, where if the product differentiation variable increases by one-point, then the customer purchasing decision will increase 0.046, assuming other variables are zero.

The result for respondent mostly filled by female with the total of 97 or 64,7%. Male respondent's total is 53 or 35,3%. The respondent mostly filled between the age of 18-24 with the total 62 or 41,3%. The respondent mostly filled by students with the total 66 or 44%.

The questionnaire result for variable X1 (product quality) shows that the mean value in the statements are in the range of 3.41 - 4.2, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, most of the respondent answered 4 which means that the respondent value is agree regarding the product quality.

The questionnaire result for variable X2 (social media advertisement) shows that the mean value in the statements are in the range of 2.61 - 3.4, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, all of the respondent answered 4 which means that the respondent value is agree regarding the social media advertisement.

The questionnaire result for variable X3 (product differentiation) shows that the mean value in the statements are in the range of 2.61 - 3.4, which can be conclude that the average of the respondent answered agree for the statements. The median value is 4 which it means that middle point of respondents answered agree. The mode value, all of the respondent answered 4 which means that the respondent value is agree regarding the product differentiation.

The questionnaire result for variable Y (customer purchasing decision) shows that the mean value is in the range of 12.61 - 15 which means that the average of the respondents is strongly agree for the overall purchasing decision questions. The median value is 14 which means that the middle point of the respondents answered strongly agree. The mode value is 14 which means that majority of the respondents is strongly agree regarding the purchasing decision in the questionnaire.

## CONCLUSION AND RECOMMENDATION

The following are the conclusion drawn in this research

a. From the T-test result, Hypothesis 1: the impact of product quality on customer purchasing decision. The value of t count of product quality is -0.809 with the significant value is 0.420. Hypothesis 2: the impact of social media advertisement on customer purchasing decision. The value of t count of social media advertisement is 1.086 with the significant value is 0.279. Hypothesis 3: the impact of product differentiation on customer purchasing decision. The value of t count of product differentiation is 0.963 with the significant value is 0.337.

The following are the recommendation proposed in this research a. For Miramar Restaurant, Pematang Siantar:

### 1. Social media advertisement

The recommendation can be given based on the lowest mean of social media advertisement. Miramar restaurant should improve their social media advertisement. Miramar restaurant need to be more reactive in their social media by posting every day, promote their food frequently on social media. So all of the customer can attract by seeing the picture of the dishes.

### 2. For future researchers

It is crucial to be aware of these research findings by replicating this research on different objects or carrying out similar research on the same object while adding or changing variables that can affect customer purchasing decisions, such as product quality, social media advertisement, and product differentiation

## FURTHER STUDY

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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