



The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction at Alvina Hotel, Pematang Siantar

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ABSTRACT

This study investigates the collective impact of brand image, social media advertisement, and word of mouth on customer attraction at Alvina Hotel in Pematang Siantar. Through a mixed-methods approach encompassing surveys and qualitative interviews, the research illuminates the intricate relationships between these factors. Results highlight the pivotal role of a positive brand image in fostering customer interest and the potential of strategic social media campaigns to expand the hotel's reach. Additionally, the study underscores the enduring influence of word of mouth in shaping potential guests' perceptions and decisions. By delving into these dynamics, the research provides valuable insights for Alvina Hotel to refine its marketing strategies and enhance its competitive standing within the hospitality sector

INTRODUCTION

According to Horner and Swarbrooke (2016), a hotel is a business facility that offers paid lodging to guests, generally on a short-term basis. It usually comprises of guest rooms or suites that are outfitted with necessary facilities such as mattresses, toilets, and furnishings to assure the comfort and convenience of the guests. To improve the entire visitor experience, hotels frequently include extra services and amenities such as restaurants, bars, leisure spaces, conference rooms, and concierge services. A hotel's principal function is to provide temporary shelter and comfort to individuals or groups who are away from their home surroundings.

The hospitality business, specifically the hotel sector, suffers special concerns in attracting customers and differentiating out from the competition. Hotels must carefully monitor their brand image, make use of social media advertising, and utilize the power of word-of-mouth marketing to do this. Within the service sector, the hospitality sector holds a special place since it centers on providing visitors with pleasurable experiences and attending to their requirements and wants. In any sector, customer loyalty and happiness are crucial since excellent customer experiences may result in repeat business, recommendations, and a strong brand reputation. In a market that is getting more and more competitive, developing a unique brand image, positioning, and value proposition is crucial.

Brand image describes how consumers view and feel about a specific brand. A brand's reputation is made up of the collective mental and emotional associations, attitudes, and beliefs that people have about it because of their interactions with, exposure to, and experiences with its marketing messages, goods, services, and overall identity. A company's success depends on having a strong and good brand image since it sets it apart from rivals, fosters consumer confidence and trust, and affects their purchase choices. It may arouse feelings, foster brand loyalty, and even foster a sense of community among clients who have similar opinions of and interactions with the brand. Brand loyalty, brand choice, and customer behavior are all significantly influenced by brand image.

Managing a brand's image should be simple with careful branding efforts. It's challenging since brand image is dynamic and subject to influences from other sources. The perception that audiences have of your brand can always change, for better or worse, depending on certain trends, current affairs, and particularly the evaluation made by other consumers. Kotler contends that the totality of all customer interactions with a brand creates its overall reputation. Consumer exposure to and interactions with packaging, product quality, customer service, and other touchpoints result in these experiences. Additionally, according to Kotler, a good brand image may make a company stand out from its rivals and foster greater brand loyalty among current and future customers.

This can be particularly crucial in areas with intense competition when customers have a wide range of alternatives

Social media advertising is the process of promoting goods, services, or brands via sponsored advertisements across multiple social media platforms. It entails making use of the targeting options and advertising tools provided by social media platforms to target a particular demographic, boost brand recognition, improve website traffic, and meet business goals. Businesses may improve their brand awareness, interact with their target audience, and accomplish their marketing objectives by utilizing social media advertising successfully.

Over the past ten years, marketing communication and advertising media have seen a significant transition as new technology has made it easier for businesses to connect with consumers. The literature shows how social media has a positive marketing impact on hotel visitors' views, booking intentions, and brand trust and loyalty. Through focused advertising campaigns on well-known social media platforms, hotels may display their products, interact with potential guests, and increase reservations thanks to social media advertising. To advertise their services, draw in new clients, and interact with their target market, hotels may use social media advertising quite effectively.

The term "word of mouth" describes casual conversations and the dissemination of knowledge, viewpoints, suggestions, or personal experiences regarding a brand, product, or service among people. It is a type of communication that takes place in casual talks between individuals, both online and offline. In word of mouth, people freely exchange opinions, suggestions, or critiques on a certain subject based on their own expertise or experiences. These discussions can occur between friends, family, coworkers, or even complete strangers who share a need or interest. The opinions of others can have a big influence on consumer behavior and purchase choices. People frequently trust recommendations from others more than traditional advertising or promotional messages, making it a potent and effective marketing technique.

Since word-of-mouth may have a big impact on brand perception and customer loyalty, marketers and companies frequently work to boost good recommendations and create memorable experiences for consumers. To encourage and capitalize on word of mouth, they may use techniques like referral programs, influencer marketing, client testimonials, or social media campaigns. In the context of hotels, word-of-mouth refers to the dissemination of details, viewpoints, suggestions, and firsthand accounts concerning a particular establishment. It may significantly affect a hotel's reputation, clientele growth, and general performance. favorable word of mouth for hotels is influenced by favorable guest reviews, social media mentions, referrals, and collaborations with influencers.

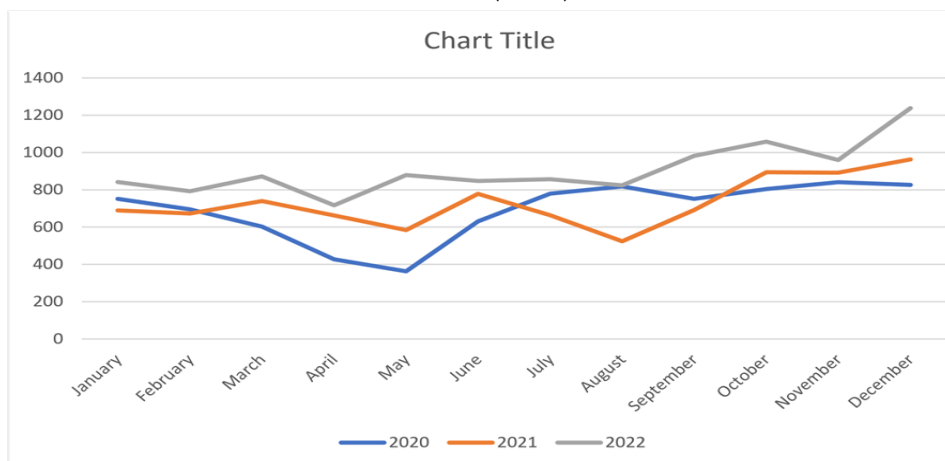
We are going to use the Alvina hotel for this research. The Alvina hotel is a hotel in the city of Pematang Siantar that was established in 2018. There are numerous hotel amenities available at the Alvina, such as internet and breakfast. Alvina is a hotel that also offers a cafe. This hotel has hosted a variety of events, including seminars, birthday parties, weddings, and business conferences. Alvina was previously known to many people through social media and word of mouth.

Table 1. Number of Transactional at Alvina Hotel from 2017-2019

Month	2017	2018	2019
January	752	690	842
February	695	673	792
March	603	740	872
April	427	662	717
May	363	584	879
June	631	779	848
July	780	664	857
August	818	524	824
September	752	692	982
October	804	894	1058
November	841	892	960
December	826	963	1238

Source: Alvina Hotel (2019)

Figure 1. Number of Transactional at Alvina Hotel from 2017-2019 Source: Alvina Hotel (2019)



The data in the table above has been converted to a graphic, and the graphic shows the amount of transactions shift from month to month and year to year. Following the fall in 2019 due to covid, the hotel has made selling development, even though it is still unpredictable.

Consequently, hotel development and improvement will be challenging. As an outcome of each of the issues explained above, the writer would like to conduct research under the title "The Influence of Brand Image, Social Media Advertisement, and word of mouth toward customer attraction at Alvina Hotel, Pematang Siantar."

LITERATURE REVIEW

Theoretical Background

To ensure that key concepts in this article are known by readers, we will go through a few key terminology and theories in this chapter.

Hospitality Management

According to Stephen and Ateljevic (2009), Hospitality management is a multidisciplinary discipline of study and practice concerned with the administration, leadership, and organization of hospitality-related organizations and enterprises. Strategic planning, marketing, operations, human resource management, financial management, customer service, and quality control are just a few of the activities and tasks that fall under this umbrella. The ultimate objective of hospitality management is to provide unique and pleasant experiences for visitors while also assuring the organization's profitability and survival.

According to Ivanov and Webster (2019), hospitality management entails the efficient and successful execution of services within the hotel business. It includes planning, arranging, directing, and supervising numerous components such as lodging, food and beverage, event management, and guest services. The primary purpose of hospitality management is to assure client happiness and great experiences while meeting company objectives.

Definition of Brand Image

Brand image is the view and impression that consumers have of a given brand. It includes the brand's total reputation, personality, values, and qualities in the eyes of consumers. Brand image is shaped by a variety of elements, including brand identity, product quality, brand message, customer service, brand associations, brand repute, and consumer experiences. According to a business encyclopedia (2018), brand value rises because of consumer interactions with the brand. The procedure considers a customer's or user's natural relationship with the brand

Indicator of Brand Image

There are 5 (Five) markers of brand image, published by Kotler and Armstrong in (2017). They are as follows:

1. Brand identity is the physical representation of a company or product that enables customers to recognize it and other items from a distance.
2. Brand personality is a trademark's distinguishing quality that gives it a particular personality akin to a human being, allowing customers to readily tell it apart from other brands in the same market.
3. Brand associations which stem from a product's distinctive offer, are certain things that merit or are constantly connected with a particular brand.
4. The brand's attitude and behavior refer to how the brand interacts and communicates with consumers in order to convey the benefits and worth of its goods.
5. Brand benefits and competence are the qualities of unique advantages that a brand provides to customers, enabling them to feel the advantages for their wants, desires, and obsessions expressed by what it has to offer.

Definition of Social Media Advertisement

Social media advertising is the activity of promoting goods, services, or brands on numerous social media channels. It comprises using the targeting tools and advertising capabilities provided by social media networks to target a specific audience and accomplish marketing objectives. Businesses may use social media advertising to provide targeted messages, connect with consumers, and promote desired activities such as building brand recognition, generating leads, increasing traffic to their websites, or increasing sales.

Indicator of Social Media Advertisement

1. Impression and Reach

The entire number of separate users who have seen an advertisement is referred to as reach, whilst the total number of times the advertisement has been presented is referred to as impressions. A wider audience is reached, and more impressions are received, increasing brand visibility and possible interaction.

2. Insights from the Audience

Social media platforms provide statistics and audience insights that assist marketers in understanding the characteristics, interests, and habits of their target market. These insights help to enhance targeting strategies, ad content customization, and campaign optimization in order to successfully reach the intended demographic.

3. Return on Advertising Spend (ROAS)

ROAS measures revenue or value created in response to advertising expenditure. It may be used to assess the viability and efficacy of a social media marketing strategy. A greater ROAS indicates that the advertising investment is yielding a good financial outcome.

Research Model

The hypotheses and theories mentioned above serve as the foundation for this paper's study model, which includes as independent variables Brand Image,

Social Media Advertisement, and word of mouth and Customer Attraction as dependent variables. An outline of the research model is

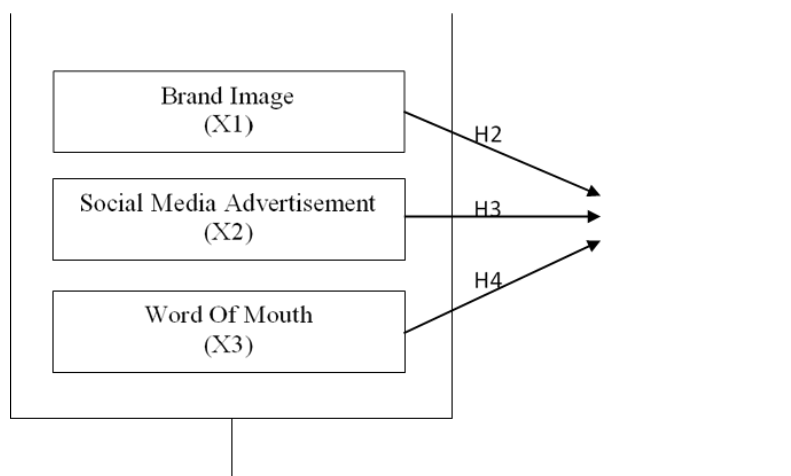


Figure 2. Reaserch Model

From the table above, Brand Image (X1), Social Media Advertisement (X2), and Word of mouth (X3) has impact on customer attraction (Y) can be referred as H1, Brand Image (X1) has impact on customer attraction (Y) can be referred as H2, Social Media Advertisement (X2) has impact on customer attraction (Y) can be referred as H3, and Word of Mouth (X3) has impact on customer attraction (Y) can be referred as H4.

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

Brief Overview

Alvina's Café is a section of the Alvina Hotel, which is also known as Alvina's Hotel and Café. Alvina's Hotel and Cafe is one of the businesses in Pematang Siantar that offers hotel, food and beverages, and other services. Mr. Ali Geno and Ms. Ervinna, the creators of Alvina's Hotel and Café, opened their

doors on March 13, 2017. The name Alvina is derived from the combination of Al from the name "Ali" Geno and Vina from the name "Vinna" as can be seen, the name Alvina is derived from the combination of the couple's husband and wife's names. Alvina's Café is located in Pematang Siantar city on Asahan Kompleks Megaland street, Block C No. 56-59, Siopat Suhu, Siantar Timur.

Alvina Hotel and Café Pematang Siantar are managed by CV. Alvina Agung Sejahtera, which opened on March 13, 2017, and was inaugurated by Anthony Siahaan, the deputy mayor of Pematang Siantar. The celebration included the cutting of a tumpeng as well as the release of 50 birds and 50 balloons. Alvina's Hotel and Café not only provides accommodation services (rooms) in Pematang Siantar, but it also includes a café where the public may dine or snack. The café is normally accessible to the public after the breakfast service for Alvina's Hotel guests has concluded. The Alvina Hotel and Café in Pematang Siantar is a two-star establishment.

Vision and Mission

Alvina Hotel Vision is to provide distinctive and pleasant services to all clients with the hope that Alvina's hotel customers would respond positively. The management of Alvina's Hotel major objective is to deliver satisfaction to all customers for the quick services provided, convenience, and hospitality services that are supplied to clients at any time.

Alvina Hotel Mission is to evaluate work at any time on the services given by the staff or workers of Alvina's Hotel to all customers who dine at Alvina's hotel. and monitor each product and facility provided, and in addition to providing a quick response to the customer's request, or even complaint, regarding the services or facilities of Alvina's hotel with an orientation of "Guest Satisfaction".

Organizational Structure

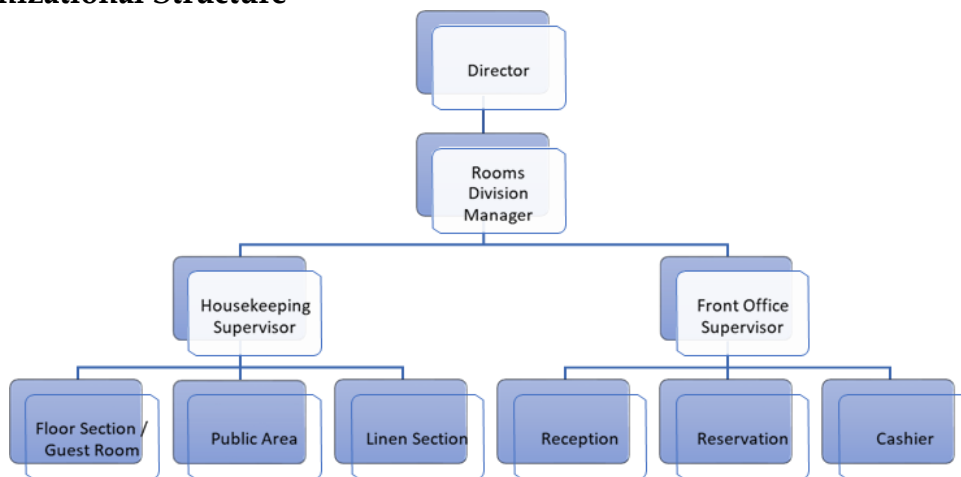


Figure 3. Organizational Structure of Alvina Hotel, Pematang Siantar Source: Alvina Hotel

Job Description

According to the job description, each position in the organizational structure already has its own set of tasks and requirements. Each role must carry out their duties and fulfill their responsibilities for the hotel operations to function smoothly. A job description for each position on the organizational structure can be seen below:

a. Director

A hotel's overall management is the responsibility of the director of hotel operations. They supervise the front desk, housekeeping, and other departments to ensure that visitors have a pleasant stay. They also collaborate with the hotel's sales and marketing teams to bring in new customers and expand the business.

b. Room Division Manager

A Room Division Manager oversees directing and managing all areas of a hotel's Front Office, Housekeeping, and Reservations divisions. Managers are in charge of ensuring that all customers have excellent experience as well as supervising employee performance, also in charge of integrated oversight and program implementation.

c. Housekeeping Supervisor

Hotel Housekeeping Supervisors control housekeeping employees in hotels, as well as scheduling worker shifts and arranging replacements when needed. Investigating and responding to complaints about bad housekeeping service. Taking inventory of cleaning materials on a regular basis and buying supply as needed.

d. Floor Section / Guest Room

Guest room staff clean bathrooms and other surfaces and replenish minibars and coffee bars. They also supply visitors with new towels and toiletries, pick up and deliver dry laundry, and other amenities. Cleaning and maintaining facilities and common spaces. Floor cleaning includes vacuuming, sweeping, and mopping.

e. Public Area

A public area attendant's daily responsibilities include cleaning public areas such as lobbies, restaurants, and conference rooms. Cleaning back-of-house spaces such as the office and personnel locker rooms. Stairs, halls, and elevators must be cleaned. In addition, damaged objects must be reported to the maintenance department.

f. Linen Section

The Linen Room Attendant must accomplish the daily tasks assigned to them. Linen Room Attendant ensures that clean uniforms, towels, and linens are delivered to clients. Sorting, assembling, and packing linen bundles, as well as refilling as needed, are all part of the job. One of these is needing to replenish guest laundry.

g. Front Office Supervisor'

A front office supervisor oversees administering an establishment's front lobby, which includes greeting guests, taking their information, and directing them to the appropriate room for their needs. Applicants must resolve issues with visitors' rooms, collect money, and settle the register at the conclusion of the workday.

h. Reception

All guests' first point of contact is the hotel receptionist. Duties may include welcoming guests as they arrive, handling the check-in and check-out process, answering questions and requests, and assisting with administrative work at the front desk. The hotel receptionist must be trustworthy and capable of working successfully with minimal supervision.

i. Reservation

Making bookings for consumers based on their specific needs and economic constraints. Checking the availability of lodging or transportation on the customer's preferred trip dates. Assisting in trip itinerary planning by recommending local tourist sites and points of interest.

j. Cashier

The primary tasks of a hotel cashier include conducting money transactions, delivering outstanding customer service, and guaranteeing proper invoicing. Process visitor arrivals and departures, accept multiple payment methods, and provide receipts. Reconciling funds, generating bills, and responding to guest concerns about charges and payments are all part of the job.

RESEARCH RESULT

Test of Research Instrument

In the current research, the pre-test was carried out by sending an online survey to 30 Alvina Hotel customers between June 30 and July 10, 2019. The objective of the writer is to see if the questionnaires as a research tool could possibly be used for further research.

Validity Test

A questionnaire, according to Creswell (2012), is a form used in a survey design that participants in a study complete and return to the researcher. According to Sugiyono (2016), as stated in Dewi (2018), the indication from the questionnaire is legitimate if it meets the following criteria:

1. If the outcome of the r count $>$ r table, it appears to be valid.
2. The component of the question is legitimate if the value of validity from each response obtained by giving out numerous lists of questions is more than 0.3.
3. If the result of the r count r table is invalid, it might be regarded invalid. A two-tailed significance threshold of 5% (0.05) was used to evaluate the test of validity. is commonly applied. When utilizing as many as 30 respondents, the r table value may be reached by using table r with degree of freedom equal to $n-2$, which

produces 28 degrees of freedom and $r_{table} = 0.361$. The tables below provide the validity test results for each questionnaire statement.

Table 2. Validity Test Result of Variable X1 (Brand Image)

Statement	r count	r table	Conclusion
1	0.425	0.361	Valid
2	0.797	0.361	Valid
3	0.451	0.361	Valid
4	0.783	0.361	Valid
5	0.783	0.361	Valid

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

The independent variable X1 (Brand Image) consists of five indicators, each of which is broken into five statements. The validity test results demonstrate that all the r counts are greater than 0.361. As a result, all the claims are correct.

Table 3. Validity Test Result of Variable X2 (Social Media Advertisement)

Statement	r count	r table	Conclusion
1	0.675	0.361	Valid
2	0.859	0.361	Valid
3	0.666	0.361	Valid

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

The independent variable X2 (Social Media Advertisement) consists of three indicators, each of which is broken into three statements. The validity test results demonstrate that all the r counts are greater than 0.361. As a result, all the claims are correct.

Table 4. Validity Test Result of Variable X3 (Word of mouth)

Statement	r count	r table	Conclusion
1	0.781	0.361	Valid
2	0.779	0.361	Valid
3	0.648	0.361	Valid
4	0.753	0.361	Valid

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

The independent variable X3 (Word of Mouth) consists of four indicators, each of which is broken into four statements. The validity test results demonstrate that all the r counts are greater than 0.361. As a result, all the claims are correct.

Table 5. Validity Test Result of Variable Y (Customer Attraction)

Statement	r count	r table	Conclusion
1	0.860	0.361	Valid
2	0.840	0.361	Valid
3	0.858	0.361	Valid
4	0.822	0.361	Valid
5	0.513	0.361	Valid

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

The dependent variable Y1 (Customer Attraction) consists of five indicators, each of which is broken into five statements. The validity test results demonstrate that all the r counts are greater than 0.361. As a result, all the claims are correct.

Reability Test

According to Dewi (2019), a research instrument reliability test is a test that examines the dependability of a questionnaire used for data collecting research. Cronbach's Alpha analysis is used in this study to conduct the reliability test. According to Putri (2015), as referenced in Dewi (2019), if a variable's Cronbach's Alpha value is more than 0.6, the variable may be described as trustworthy or consistent in measuring. The reliability test results are shown below.

Table 6. Reability Test Result

Variable	Cronbach's Alpha	N of item	Result
X1(Brand Image)	0.693	5	Reability
X2(Social Media Advertisement)	0.674	3	Reability
X3(Word of Mouth)	0.722	4	Reability
Y1(Customer Attraction)	0.843	5	Reability

According to the reliability test outcomes, all the variables involved possess a Cronbach's Alpha value that is higher than 0.6. As a result, we can assume that every single one of the assertions above are acceptable.

Descriptive Statistics

Characteristic of Respondent

The following table shows the results depending on the gender of the respondents who filled out the questioners:

Table 7. Characteristic of Respondent Based on the Gender

Gender	Total	Percentage
Female	75	49%
Male	78	51%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, males made up most respondents 78 or 51%. The total number of Female respondents is 75, or 49%.

The following table shows the results depending on the age of the respondents who filled out the questioners:

Table 8. Characteristic of Respondent Based on Age

Age	Total	Percentage
< 15	4	2,6%
15 - 22	49	32%
23 - 30	82	53,6%
>30	18	11,8%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, most of the respondent age is 23-30 with the total 82 or 53,6%. After that the total of respondents from age 15 - 22 is 49 or 32%. the total of respondent from age above 30 is 18 or 11,8%. And the total number of respondents from age under 15 is 4 or 2,6%.

The following table shows the results depending on the occupation of the respondents who filled out the questioners:

Table 9. Characteristic of Respondent Base on Occupation

Occupation	Total	Percentage
Student	50	32,7%
Teacher / Lecture	8	5,2%
Business Owner	40	26,1%
Employee	49	32%
Housewife	6	3,9%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above most of the respondents are students with total 50 or 32,7%, and the total respondent who work as employee is 49 or 32%. The total respondent who works as Business owner is 40 or 26,1%. The total of respondents that work as teachers or lecture is 8 or 5,2%. And last is the total of respondent who work as housewife is 6 or 3,9%.

Explanation of Respondent’s Answer on Research Variables

The researcher created a questionnaire according to indicators of every category to obtain responses from participants using a Linear scale with scores ranging from 1 (strongly disagree) to 5 (strongly agree) with the objective of evaluating the views of the respondents.

a. Variable X1 (Brand Image)

The following are the questionnaire responds to explain X1:

Question 1: On a scale of 1 to 5, how important is Alvina Hotel Medan's brand image in influencing your decision to choose it over other hotels in the area?

Table 10. Variable X1:Q1

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	20	13,1%
Agree	101	66%
Strongly Agree	32	20,9%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 2 or 1,3% responses and 13 or 8,5% respondent who answer Neutral. There are 58 or 37,9% respondent who answer agree. 80 or 52,3% of respondents who answer strongly agree. From the data we can conclude that

most Alvina hotel customers have a good perception of Alvina otel Brand image.
 Question 3: On a scale of 1 to 5, how well does Brand Image reflect the overall quality of the brand's product or service?

Table 11. Variable X1:Q3

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	0	0 %
Neutral	21	13,7%
Agree	73	47,7%
Strongly Agree	59	38,6%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 21 or 13,7% respondent who answer Neutral. There is 73 or 47,7% respondent who answer agree. 59 or 38,6% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel customers agree that the brand image reflects the overall quality of the brand product or service.

Question 4: On a scale of 1 to 5, how likely are you to recommend this hotel to others based solely on brand image?

Table 12. Variable X1:Q4

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	1	0,7 %
Neutral	13	8,6%
Agree	78	51,3%
Strongly Agree	60	39,5%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 1 or 0,7% responses and 13 or 8,6% respondent who answer Neutral. There are 78 or 51,3% of respondents who answer agree. 60 or 39,5% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers agree to recommend the hotel based on brand image.

Question 5: Do you want to see changes or improvements to your Brand Image?

Table 13. Variable X1:Q5

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	0	0 %
Neutral	19	12,5%
Agree	52	34,2%
Strongly Agree	81	53,3%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 19 or 12,5% respondent who answer Neutral. There are 52 or 34,2% respondent who answer agree. 81 or 53,3% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel customers strongly agree to see the hotel change or improve the brand image.

b. Variable X2 (Social Media Advertisement)

The following are the questionnaire responds to explain X2:

Question 1: From a scale of 1 to 5, do you often interact with Alvina Hotel's social media accounts or content?

Table 14. Variable X2:Q1

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	3	2 %
Neutral	15	9,8%
Agree	76	49,7%
Strongly Agree	59	38,6%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 3 or 2% responses and 15 or 9,8% respondent who answer Neutral. 76 or 49,7% of respondents who answer agree. 59 or 38,6% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers agree that they often interact with the hotel social media account or content.

Question 2: From a scale of 1 to 5, please rate your level of trust in the information presented in Alvina's hotel social advertisements.

Table 15. Variable X2:Q2

Answer	Total	Percentage
Strongly Disagree	1	0,7%
Disagree	1	0,7 %
Neutral	19	12,4%
Agree	55	35,9%
Strongly Agree	77	50,3%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 1 or 0,7%, for disagree is 1 or 0,7% responses and 19 or 12,4% respondent who answer Neutral. 55 or 35,9% of respondents who answer agree. 77 or 50,3% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree to trust the information from the hotel social media account.

Question 3: On a scale of 1 to 5, how likely are you to make a purchase or visit Hotel Alvina after seeing a social media advertisement?

Table 16. Variable X2:Q3

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	0	0 %
Neutral	18	11,8%
Agree	69	45,1%
Strongly Agree	66	43,1%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 18 or 11,8% respondent who answer Neutral. There are 69 or 45,1% of respondents who answer agree. 66 or 43,1% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel customers strongly agree to likely make purchase or visit the hotel after seeing the social media advertisement.

c. Variable X3 (Word of Mouth)

The following are the questionnaire responds to explain X1:

Question 1: On a scale of 1 to 5, have you ever been influenced by word-of-mouth recommendations from friends, family, or colleagues about Alvina hotels?

Table 17. Variable X3:Q1

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	16	10,5%
Agree	70	45,8%
Strongly Agree	67	43,8%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 16 or 10,5% respondent who answer Neutral. There is 70 or 45,8% of respondents who answer agree. 67 or 43,8% respondents strongly agree. From the data we can conclude that most Alvina hotel customers agree that they have been influenced by word-of-mouth recommendations by their relatives.

Question 2: On a scale of 1 to 5, how likely are you to consider staying at Alvina Hotel based on positive word of mouth recommendations from others?

Table 18. Variable X3:Q2

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	1	0,7 %
Neutral	11	7,2%
Agree	66	43,1%
Strongly Agree	75	49%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 1 or 0,7% responses and 11 or 7,2% respondent who answer Neutral. 66 or 43,1% of respondents who answer agree. 75 or 49% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree to consider staying at Alvina hotel based on positive word of mouth.

Question 3: On a scale of 1 to 5, how likely are you to share your positive experience at Alvina Hotel with others through word of mouth or on social media platforms?

Table 19. Variable X3:Q3

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	14	9,2%
Agree	61	39,9%
Strongly Agree	78	51%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 14 or 9,2% respondent who answer Neutral. There is 61 or 39,9% of respondents who answer agree. 78 or 51% respondents strongly agree. From the data we can conclude that most Alvina hotel customers strongly agree to share their positive experience at the hotel through word of mouth or social media.

Question 4: On a scale of 1 to 5, how much influence does word of mouth have in influencing you to try a new product or service?

Table 20. Variable X3:Q4

Answer	Total	Percentage
Strongly Disagree	0	0 %
Disagree	2	1,3 %
Neutral	14	9,2%
Agree	72	47,1%
Strongly Agree	65	42,5%
Total	153	100%

Source: Prepared by the writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 2 or 1,3% responses and 14 or 9,2% respondent who answer Neutral. 72 or 47,1% of respondents who answer agree. 65 or 42,5% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers agree to how influence much word of mouth for customer to try new product or service.

d. Variable Y1 (Customer Attraction)

The following are the questionnaire responds to explain Y1:

Question 1: How likely are you to recommend a product or service to others based on a positive experience?

Table 21. Variable Y1:Q1

Answer	Total	Percentage
Strongly Disagree	1	0,7%
Disagree	0	0 %
Neutral	8	5,2%
Agree	59	38,6%
Strongly Agree	85	55,6%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 1 or 0,7%, for disagree is 0 or 0% responses and 8 or 5,2% respondent who answer Neutral. 59 or 38,6% of respondents who answer agree. 85 or 55,6% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree to recommend a product or service to others based on positive experience.

Question 2: On a scale of 1 to 5, how important is hotel brand image and overall visual identity in attracting you as a customer?

Table 22. Variable Y1:Q2

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	1	0,7%
Neutral	11	7,2%
Agree	61	39,9%
Strongly Agree	80	52,3%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 1 or 0,7% responses and 11 or 7,2% respondent who answer Neutral. 61 or 39,9% of respondents who answer agree. 80 or 52,3% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree to how important is brand image and overall visual identity in attracting them.

Question 3: On a scale of 1 to 5, how important is the ease and convenience of the buying process in attracting you as a customer?

Table 23. Variable Y1:Q3

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	1	0,7%
Neutral	7	4,6%
Agree	70	45,8%
Strongly Agree	75	49%
Total	153	100%

Source: Prepared by the writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 1 or 0,7% responses and 7 or 4,6% respondent who answer Neutral. 70 or 45,8% of respondents who answer agree. 75 or 49% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree on how important is the easy and convenience of the buying process in attracting them as customers.

Question 4: From a scale of 1 to 5, how likely are you to try a new product or service from Hotel Alvina based on your previous positive experience?

Table 24. Variable Y1:Q4

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	1	0,7%
Neutral	9	5,9%
Agree	65	42,5%
Strongly Agree	78	51%
Total	153	100%

Source: Prepared by the writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree is 0 or 0%, for disagree is 1 or 0,7% responses and 9 or 5,9% respondent who answer Neutral. 65 or 42,5% of respondents who answer agree. 78 or 51% of respondents who answer strongly agree. From the data we can conclude that most Alvina hotel's customers strongly agree to try a new product or service from Hotel Alvina based on their previous positive experience.

Question 5: On a scale of 1 to 5, will brand image, advertisements on social media and positive word of mouth attract you to visit Alvina Hotel?

Table 25. Variable Y1:Q5

Answer	Total	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	5	3,3%
Agree	47	31,1%
Strongly Agree	99	65,6%
Total	153	100%

Source: Prepared by the Writer (Questionnaires, 2019)

According to the table above, the respondent for strongly disagree and disagree is 0 or 0%, and 5 or 3,3% respondent who answer Neutral. 47 or 31,1% of respondents who answer agree. 99 or 65,6% respondents strongly agree. From the data we can conclude that most Alvina hotel customers strongly agree that brand image, advertisements on social media and positive word of mouth will attract them to visit Alvina Hotel.

Mean, Median, Mode, Variance, and Standard Deviation

The formula for calculating the interval class on the likert scale is as follows:

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

Description:

R: Range

K: Number of Class

As can be seen, the computation yields 0.8 when 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 26. Interval Table for Likert Scale

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)

The writer determines the length of the interval grade for the scale of Likert, as well as the interval groups for the variables X1, X2, X3, and Y. The interval outcomes for variables X1, X2, X3, and Y are presented as follows: The interval class for variable X1(Brand Image)

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

$$i = 4$$

Table 27. Descriptive Statistic per Variable - X1

Statistics		
X01		
N	Valid	153
	Missing	0
Mean		21.4444
Median		22.0000
Mode		22.00
Std. Deviation		1.77293
Variance		3.143

As we can see from the table above, each of the mean values in the statements are in the range of 21.1 - 25, means that most respondents strongly agreed with all the statements. The median number is 22, indicating that most respondents agreed. The mode number turned out to be 22, showing that most respondents agreed regarding the Brand Image base on the questioner.

e. Variable X2 (Social Media Advertisement)

Table 28. Descriptive Statistic per Statement - X2

Statistics					
		X3.4	X3.1	X3.2	X3.3
N	Valid	153	153	153	153
	Missing	0	0	0	0
Mean		4.3072	4.3333	4.4052	4.4183
Median		4.0000	4.0000	4.0000	5.0000
Mode		4.00	4.00	5.00	5.00
Std. Deviation		.69093	.65895	.65331	.65509
Variance		.477	.434	.427	.429

As we can see from the table above, each of the mean values in the statements are in the range of 4.21 - 5, meaning that most respondents strongly agreed with all the statements. The median number is 4, indicating that most respondents agreed. The mode number turned out to be 4, showing that most respondents agreed regarding the Word of Mouth based on the questionnaire.

Result of Data Quality Testing Classical Assumption Test

a. Normality test

According to Ghozali (2018), as referenced in Nanincova (2019), the normality test is used to determine if the independent and dependent variables in a regression model are regularly distributed. The following is the res

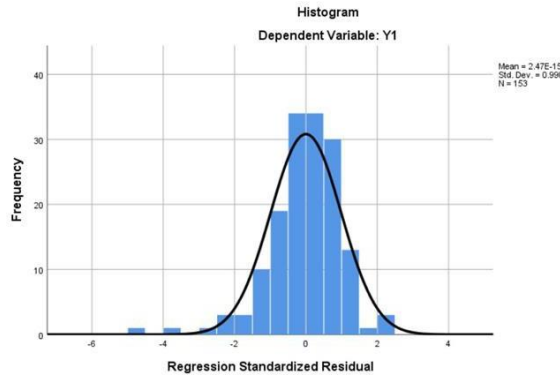


Figure 4. Histogram

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

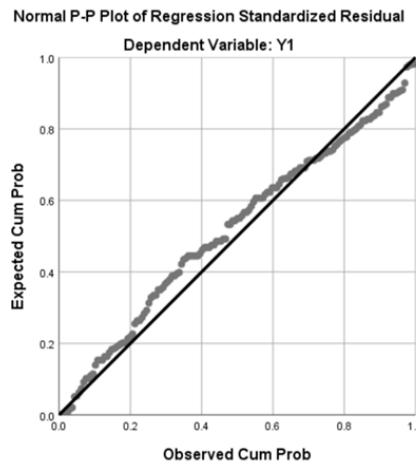


Figure 5. Normal P-plot Progression

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

b. Multicollinearity test

According to Ghozali (2018), as reported in Nanincova (2019), the multicollinearity test's goal is to assess if the regression model found a link between the independent variables. The tolerance value and the Variance Inflation Factor (VIF) are used to test multicollinearity. There is no multicollinearity if the VIF value is 10. If the VIF value is more than 10, the data has multicollinearity. The outcome of variance influence factor (VIF) and tolerance is as follows:

Table 29. Variance Influence Factor and Tolerance Test Result

Variable	Tolerance (Critical Value:>0.1)	VIF (Critical Value:<10)
Brand Image	0.927	1.079
Social Media Advertisement	0.942	1.061
Word of Mouth	0.949	1.054

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

According to the table above, the tolerance value for brand image and social media advertisement and word of mouth is greater than 0.1, and the variation influence factor (VIF) value is less than 10. As a result, it is possible to infer that there is no multicollinearity in the data.

C. Heteroscedasticity Test

According to Ghozali (2018), as referenced in Nanincova (2019), the Heteroscedasticity test is used to assess if the residuals of two observations in a regression model have uneven variances. There is no heteroscedasticity if the probability value (sig) is larger than or equal to 0.05 (Ghozali, 2018), as stated in Nanincova (2019).

Table 30. Glejser Test Result

Variable	Critical Value	Significant Value
Brand Image	>0.05	0.301
Social Media Advertisement	>0.05	0.000
Word of Mouth	>0.05	0.125

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

According to the results of the heteroscedasticity test using Glejser, the significant value of brand image and word of mouth is greater than 0.05, indicating that there is no heteroscedasticity, whereas the significant value of social media advertisement is less than 0.05, indicating that there is heteroscedasticity.

Multiple Linear Regression Analysis

Numerous regressions are a form of regression analysis that employs numerous independent variables. The multiple linear regression method is used to predict the impact of independent variables on dependent variables. The procedure for multiple regression analysis using SPSS is as follows:

Table 31. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.853	1.998		5.431	.000
	X1	.091	.072	.092	1.249	.214
	X2	.533	.090	.432	5.921	.000
	X3	.156	.081	.139	1.920	.057

a. Dependent Variable: Y1

$$Y = 10.853 + 0.091 (X1) + 0.533 (X2) + 0.156 (X3)$$

a. The above constant value is 10.853, indicating that if the product Brand Image, social media advertisement, and Word of Mouth are all 10.853, the customer

Attraction at Alvina Hotel, Pematang Siantar is also 10.853, indicating that there are customer Attraction.

b. Given a value of 0.091 for the Brand image regression coefficient, if the brand image variable increases by one point, the customer attraction will also increase by 0.091, assuming all other variables are zero.

c. Given a value of 0.533 for the social media advertisement regression coefficient, if the social media advertisement variable increases by one point, the customer attraction will also increase by 0.533, assuming all other variables are zero.

d. Given a value of 0.156 for the word-of-mouth regression coefficient, if the word-of-mouth variable increases by one point, the customer attraction will also increase by 0.156, assuming all other variables are zero.

Result of Hypothesis Testing T-Test

The T-test, also known as the partial test, is used to determine if partially independent factors have a substantial influence on the dependent variable. The T-test is run twice to see if there is a partial effect of product differentiation on customer purchasing decisions, a partial influence of product quality on customer purchasing decisions, and a partial influence of brand image on customer purchasing decisions.

Table 32. T-Test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.853	1.998		5.431	.000
	X1	.091	.072	.092	1.249	.214
	X2	.533	.090	.432	5.921	.000
	X3	.156	.081	.139	1.920	.057

a. Dependent Variable: Y1

a. Hypothesis 1: The influence of Brand Image toward customer attraction

The product differentiation t count is 1.249, with a significant value of 0.214.

b. Hypothesis 2: The influence of social media advertisement toward customer attraction The product differentiation t count is 5.921, with a significant value of 0.001.

c. Hypothesis 3: The influence of word of mouth toward customer attraction The product differentiation t count is 1.920, with a significant value of 0.057.

F-Test

The F-test is a method for determining if all the independent variables have a substantial influence on the dependent variable at the same time. The F- test is implemented once in this study to determine if brand image, social media advertisement and word of mouth all have a synchronous impact on consumer attraction at Alvina's Hotel in Pematang Siantar.

Table 33. F-Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.127	3	39.376	16.920	.000 ^b
	Residual	346.748	149	2.327		
	Total	464.876	152			

a. Dependent Variable: Y1
 b. Predictors: (Constant), X3, X2, X1

Source: Prepared by the Writer (SPSS,2019)

Coefficient of Determination Test

The coefficient of determination (R² test), according to Hartati (2018), measures how much independent variables may contribute to or explain concurrently the variance of dependent variables. R² represents how well the independent variables (X) explain for variance in the dependent variable (Y).

Table 34. Coefficient Determination Test for Variable X1, X2, and X3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.239	1.526

a. Predictors: (Constant), X3, X2, X1
 b. Dependent Variable: Y1

Source: Prepared by the Writer (SPSS,2019)

The adjusted R square value is 0.239, as seen in the table above. The figure represents the impact of brand image, social media advertising, and word of mouth on customer attraction at Alvina Hotel, Pematang Siantar, which is 23,9%. The remaining 76.1% of consumer attractiveness is impacted by variables other than the variable under consideration in this study.

DISCUSSION

From the questionnaire males made up most respondents 78 or 51%. The total number of Female respondents is 75, or 49%. most of the respondent age is 23-30 with the total 82 or 53,6%. After that the total of respondents from age 15 – 22 is 49 or 32%. most of the respondents are students with total 50 or 32,7%, and the total respondent who work as employee is 49 or 32%. The total respondent who works as Business owner is 40 or 26,1%.

The result of the questionnaire for variable X1 (Brand Image) shows that the mean values in the statements are in the range of 3.41 - 4.2, meaning that most respondents strongly agreed with all the statements. The median number is 4, indicating that most respondents agreed. The mode number turned out to be 4,

showing that most respondents agreed regarding the Brand Image based on the questionnaire.

The result of the questionnaire for variable X2 (Socialmeaninga advertisement) that the mean values in the statements are in the range of 4.21 - 5, means that most respondents strongly agreed with all the statements. The median number is 4, indicating that most respondents agreed. The mode number turned out to be 4, showing that most respondents agreed regarding the Social Media Advertisement in the questioner.

The result of the questionnaire for variable X3 (Word of Mouth) shows that the mean values in the statements are in the range of 4.21 - 5, meaning that most respondents strongly agreed with all the statements. The median number is 4, indicating that most respondents agreed. The mode number turned out to be 4, showing that most respondents agreed regarding the Word of Mouth based on the questionnaire.

The result of the questionnaire for variable Y1 (Customer Attraction) that the mean values in the statements are in the range of 4.21 - 5, meaning that most respondents strongly agreed with all the statements. The median number is 5, indicating that most respondents strongly agreed. The mode number turned out to be 5, showing that most respondents strongly agreed regarding the Social Media Advertisement based on the questionnaire.

CONCLUSION AND RECOMMENDATION

Conclusion

The following are the results of this research:

The influence of Brand Image toward customer attraction, has product differentiation t count is 1.249, with a significant value of 0.214. The influence of social media advertisement toward customer attraction, has product differentiation t count is 5.921, with a significant value of 0.001. The influence of word of mouth toward customer attraction has product differentiation t count is 1.920, with a significant value of 0.057. As a result, at Alvina's Hotel in Pematang Siantar, Brand image, social media advertisement and word of mouth has a substantially positive and significant effect on consumer purchase decisions.

Recommendation

The recommendation for Alvina Hotel depends on the lowest mean of all variables, which include brand image, social media advertising, and word of mouth. Since social media advertisement received the lowest mean score, Alvina

Hotel should pay more attention to improving and interacting more to attract customers. Alvina Hotel could get started by creating more content and sharing all hotel information through social media platforms. and the hotel might also organize a campaign on Instagram or another social media platform and encourage customers to get involved, so that people are attracted to visit and stay at the hotel.

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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