

INFLUENCE OF PRODUCT VARIATION, CONSUMING CULTURE, AND REFERENCE GROUP ON CONSUMER BEHAVIOR OF RAJA KEBAB PRODUCTS RANTAUPRAPAT



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Abstract

From the results of this study, it can be concluded that this study aims to look at the involvement of the variables analyzed and see how much influence product variations, consumption culture, and reference groups have on consumer behavior in consuming Raja Kebab Rantauprapat products. In this study, researchers used quantitative research methods, The population in this study were buyers of Raja Kebab Rantauprapat products, namely as many as 50 people. The data in this study were processed using the SPSS 24 application with multiple linear regression tests. The results showed that partially or by T-test the variable Product Variation has a positive and significant effect on consumer behavior, this can be seen from T count $6.535 > T$ table 2.012 with a sig value of $0.000 < 0.05$. The consumption culture variable has a positive and significant effect on consumer behavior, this can be seen from T count $8.437 > T$ table 2.012 with a sig value of $0.000 < 0.05$. The Reference Group variable has a positive and significant effect on consumer behavior, this can be seen from T count $7.218 > T$ table 2.012 with a sig value of $0.000 < 0.05$. Meanwhile, simultaneously or F test the variable product variation, consumptive culture, and reference groups have a positive and significant effect, this can be seen from the F count $63.167 > 2.47$ F table with a sig value of $0.000 < 0.05$.

Keywords: Product Variation, Consumptive Culture, Reference Group, Consumer Behavior

INTRODUCTION

Fast food, or commonly known as fast food, is food that is a priority among the public because of its distinctive taste and fast serving, making it a special attraction for connoisseurs. The growing development of food in the era of globalization has made the culture of consuming food varied, Fast food or what is known as junk food was first popularized in mainland America and Europe. In Indonesia, the culture of eating junk food has become a trend among young people, lifestyle factors and technological advances have changed the eating culture.

The development of the era and the progress of business among competitive entrepreneurs make entrepreneurs work harder to increase purchasing power for the goods or products they trade. The same is true for the city of Rantauprapat which is the center of the capital city of Labuhanbatu Regency, North Sumatra. This city is crossed by the eastern Sumatra highway, with crossings that are so easy to reach that Rantauprapat has become a center for culinary businesses in the food sector, just like the business in the culinary field of Raja Kebab Rantauprapat. Raja Kebab Rantauprapat is a culinary business that was established in 2016, Raja Kebab Rantauprapat is a business brand that produces food such as Turkish Kebab, Hamburger, Pizza, and Toast. Raja Kebab itself already has branches and partners spread across several areas in Labuhanbatu, North Labuhanbatu, South Labuhanbatu, Bagan Batu, Asahan, Dumai, and Gunung Tua.

As a culinary business that already has branches and partners, Raja Kebab Rantauprapat must increase the variety of products it offers. According to Faradisa, H, and Minarsih (2016), product variety, which is also known as product diversity, is not a new concept in the field of marketing, field practitioners often use this tactic in the process of launching new products. Meanwhile, according to Purwati, Siahaan, and Hamzah (2019), product variations are brands or product lines that are distinguishable by size, price, appearance, or other characteristics. According to Simanjorang (Simanjorang and Chindi 2022) apart from being varied, goods must also be complete so as to attract consumers' interest in buying. With the existence of a consumption culture from consumers that is economically profitable, culture is a person's habit in living his life. According to Kussudyarsana (2008), culture reflects consumer behavior in addition to influencing consumer behavior.

A reference group is a group of people who have a direct or indirect impact on a person's attitude or behavior (directly). When someone becomes a member of a group, they have direct control over the group (Apriyandani and Sunarti 2017). Novita Lasri (Sinaga, Simanjorang, and Prayoga 2022) mentions that reference groups can influence other people through their attitudes and consumption behavior. According to Mowen, JC, & Minor (2002) Consumer behavior is defined as a unit of purchase and exchange processes that involve buying, using, and disposing of goods or services. The fundamental factors that influence consumer purchasing decisions are referred to as consumer behavior.

Based on the problems studied and seeing how much influence product variations have in influencing an economically profitable consumption culture and a group of people or groups that have a significant impact on consumer behavior. Therefore, this study aims to see the involvement of the variables analyzed and see how influential product variations, consumption culture, reference groups have on consumer behavior in consuming Raja Kebab Rantauprapat products.

REVIEW OF LITERATURE

Product Variations

According to Efnita (2017) product variety, also known as product selection, is a collection of all products and goods offered and sold by a particular seller. Product variation is nothing new in the world of marketing, where practitioners often use it to introduce their products. Wahyuningsih (2019) Pointing out that regarding product variations there will be many choices for consumers to choose from because they will want a variety of products. Product variations will affect consumer decisions to buy a product.

According to Isqo (2015) the company's most important asset is its product which can be in the form of goods or services. Manufacturers or marketers need to know more about what customers want and need. The product mix effort as an action is one of the steps that must be taken by producers to adjust to the wants and needs of consumers. According to Kotler and Keller (2008:82) product variation is influenced by 3 indicators, namely: Price, Display, and Product Quality

Consumer Culture

The beginning of the formation of consumerism when people know that there is a theory called consumption theory, they begin to understand that life is more than just making or making money; Also, it's about learning how to manage these resources so they last a long time, maybe even forever, for the benefit of the individual. Umanailo, Nawawi, and Pulhehe (2018) stated that consumption is no longer limited to meeting basic human needs. Today, we live in a consumer society where social rules and societal policies are heavily influenced by market policies. Consumption has become a culture, and social systems have changed.

According to Ellitan and Koesworo (2020) Consumptive behavior is the tendency to consume excessively or buy things that are unnecessary and impulsive. Because it exists, culture cannot be separated from society. Culture, on the other hand, becomes more dynamic with the passage of time. Fitriyani, Widodo, and Fauziah (2013) argued that the act of capitalism gave rise to a culture of consumption. Consumption causes people to stop looking for happiness, to stop trying to find commonalities, and to stop trying to make people equal. Instead, they focus on making a difference in their lives. According to Pawanti, the following factors affect one's way of life: 1) Occurrence of a large number of different types of goods, which is constantly growing; 2) Human exchange and interaction is becoming more common, and markets make this possible; 3) Improve various shopping methods, including postal and other forms.

According to Ahmad (2020) a consumer culture is influenced by 4 indicators, namely: 1) Buying Goods for Pursuing Prizes; 2) Buying Goods Because of Attractive Packaging; 3) Buying Goods to Maintain Self Appearance from Prestige; 4) Purchasing goods on the basis of price considerations (not on the basis of benefits or uses)

Reference Group

According to Fitria and Artanti (2020) any individual or group of individuals against which to base comparison (or reference) when forming general or specific guidelines for values, attitudes, or behavior is referred to as a Reference Group. Issalillah and Khayru (2015) state that reference groups are individuals or groups that have a significant impact on individual behavior. A person's perspective on how they think or act is influenced by the norms and values of their reference group. One or more people are in reference groups

because they serve as a basis for comparison or as reference points in the process of forming affective and cognitive responses and expressing behavior. A person's reference group can come from the same social class, subculture, or even culture as the person concerned.

According to Apriyandani and Sunarti (2017), a reference group is a person's behavior directly influenced by a reference group, which can be an individual or a group of people. In addition, one type of influence from the reference group is normative influence. The reference group will provide grades and standards. A reference group is a group of people or groups that influence other people or groups in a certain way. This influence is standard and can be direct or indirect.

According to Halim (2015), individuals and groups. One type of influence from a reference group is normative influence. The reference group will provide grades and standards. A reference group is a group of people or groups that influence other people or groups in a certain way. This influence is standard and can be direct or indirect on a person. Family, friends, neighbors, and colleagues are examples of primary groups with which a person interacts frequently. In contrast, secondary groups are more formal and interact less frequently, such as within organizations.

According to Primary et al. (2017) the reference group is influenced by 3 indicators, namely: normative influence, influence of expression, and influence of information.

Consumer Behavior

According to Suparyanto and Rosad (2020) consumer behavior is a dynamic interaction between influence and cognition, behavior, and events in our immediate environment that affect the way people live their lives. The environment which includes cultural factors, social class factors, personal influence factors, family factors, and situational factors, influences consumer buying behavior. As producers or markets, consumers are also known as customers, buyers, or decision makers.

According to Irwansyah et al. (2013), producers need to understand diverse consumer behavior. The goal is for the manufacturer's products to sell as expected and generate a healthy profit for the manufacturer. Manufacturers will suffer from stockpiling of products in warehouses, outdated product models, high maintenance costs, and so on if consumers

do not like the product. put his opinion on The study of consumer behavior looks at how people choose to spend their own and available resources on goods or services.

According to Linardi, Goh, and Julitawaty (2022) consumer behavior is influenced by 4 indicators, namely: cultural factors, social factors, personal factors, and psychological factors.

The hypothesis of the research problem has been stated in the form of a question sentence, and the hypothesis is a temporary response to the sentence (Sugiyono 2019). Based on the description above, the hypothesis which put forward by researcher that is as following:

H₁: Partial Effect of Product Variation on Consumer Behavior

Partially, positive and significant effect on the Consumer Behavior Variable (Y) Consuming Raja Kebab Rantauprapat Products.

H₂: Partial Effect of Consumptive Culture on Consumer Behavior

Partially, positive and significant effect on the Consumer Behavior Variable (Y) Consuming Raja Kebab Rantauprapat Products.

H₃: Partial Effect of Reference Groups on Consumer Behavior

Partially, positive and significant effect on the Consumer Behavior Variable (Y) Consuming Raja Kebab Rantauprapat Products.

H₄: Simultaneous Effect of Product Variation, Consumption Culture, and Reference Groups on Consumer Behavior

Allegedly, Variable Product Variation (X₁), Consumption Culture Variable (X₂), Reference Group Variable (X₃) simultaneously has a positive and significant effect on Consumer Behavior Variable (Y) Consuming Raja Kebab Rantauprapat Products.

RESEARCH METHOD

The type of research used in this research is quantitative research using survey methods. According to Sugiyono (2018; 13), quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion.

Method study quantitative is type study Which specifications systematic, planned, and structured since beginning until making design study. definition other that is study quantitative is research which starting with data collection, interpretation data, presentation results and use numbers.

In this study, the data collection method used by researchers was collecting data through primary data. Primary data is data that is directly obtained from the source and given to data collectors or researchers. According to Sugiyono (2016) the primary data source is interviews with research subjects either by observation or direct observation. The data collection method in this study was by observing and giving questionnaires to buyers who bought Raja Kebab Rantauprapat products. The provisions for administering the question questionnaire are as follows: Rantauprapat people, aged > 17 years, and buyers who have purchased 2 times.

According to Suharsimi Arikunto (2006:130), the population is the entire research subject. If someone wants to examine all the elements in the research area, then the research is a population research or population study or census. The population in this study were buyers of Raja Kebab Rantauprapat products, namely 100 people.

The sample according to Sugiyono (2018) is part of the number and characteristics possessed by the population. According to (sugiyono 2018:136), sampling method purposive is technique determination sample with consideration certain. Here researcher took samples for this study using the Unknown Population formula (the number of samples cannot be known) by Wibisono (Simanjorang 2020).

$$N = \left\{ \frac{\left(\frac{Z\alpha}{2}\right) \cdot \delta}{e} \right\}^2$$
$$N = \left\{ \frac{(1,96) \cdot (0,25)}{0,05} \right\}^2 = 96.04$$

Information:

N = number of samples

Z α = 95% confidence level

δ = standard deviation of 0.25

ϵ = margin error

Based on the calculation formula in above, the sample of this study is 96 which is rounded up to 100.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

Variable	Items	R count	R table	Sig. Value	Information
Product Variation (X ₁)	X1.1	0869	0.279	0.000	Valid
	X1.2	0.906	0.279	0.000	Valid
	X1.3	0936	0.279	0.000	Valid
	X1.4	0.876	0.279	0.000	Valid
	X1.5	0.923	0.279	0.000	Valid
Consumptive Culture (X ₂)	X2.1	0.863	0.279	0.000	Valid
	X2.2	0.728	0.279	0.000	Valid
	X2.3	0.803	0.279	0.000	Valid
	X2.4	0.629	0.279	0.000	Valid
	X2.5	0.809	0.279	0.000	Valid
Reference Group (X ₃)	X3.1	0.862	0.279	0.000	Valid
	X3.2	0.791	0.279	0.000	Valid
	X3.3	0.920	0.279	0.000	Valid
	X3.4	0.935	0.279	0.000	Valid
	X3.5	0.907	0.279	0.000	Valid
Consumer Behavior (Y)	Y. 1	0.810	0.279	0.000	Valid
	Y.2	0.845	0.279	0.000	Valid
	Y.3	0.860	0.279	0.000	Valid
	Y.4	0.732	0.279	0.000	Valid
	Y.5	0.868	0.279	0.000	Valid

Source: SPSS Data Processing 24

Based on the results of the validity test above, it can be seen that the results of all statement item - variable items show the results of the R count is greater than the R table. Thus, the results of the validity test above are said to be valid.

Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Alpha Value	Information
Product Variation (X ₁)	0939	0.60	Reliable
Consumptive Culture (X ₂)	0.820	0.60	Reliable
Reference Group (X ₃)	0.927	0.60	Reliable
Consumer Behavior (Y)	0.872	0.60	Reliable

Source: SPSS Data Processing 24

Based on the results of the reliability test above, it can be seen that the results of all item statements-product variation variable items, consumption culture, reference groups and consumer behavior have a Cronbach’s alpha value greater than an alpha value of 0.60. Thus, the results of the reliability test above are stated to be reliable.

Multiple Linear Regression Test

Table 3
Multiple Linear Regression Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	std. Error	Betas	t	Sig.
1	(Constant)	4,556	2,335		4,632	.000
	Product Variations	.487	.263	.402	6,535	.000
	Consumer Culture	.991	.233	.749	8,437	.000
	Reference Group	.541	.323	.589	7,218	.000

a. Dependent Variable: Consumer Behavior

Source: SPSS Data Processing 24

Based on the results of the multiple linear regression test above, it can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = 4.556 + 0.487 X_1 + 0.991 X_2 + 0.541 X_3 + e$$

From the results of the multiple regression equation above, it can be concluded that can be explained as follows: 1) The constant value (α) is 4,556 with a positive sign indicating that if the variable Variation of Product, Consumption Culture, Reference Group and Consumer Behavior is said to be constant then the value of Y is 4,556; 2) The value of the Product Variation variable (X_1) is 0.487 with a positive sign indicating that if the Product Variation increases by one unit assuming the other variables are constant, then Consumer Behavior will increase; 3) The value of the Consumption Culture variable (X_2) is 0.991 with a positive sign indicating that if the Consumption Culture increases by one unit assuming the other variables are constant, then Consumer Behavior will increase; 4) The value of the Reference Group variable (X_3) is 0.541 with a positive sign indicating that if the Reference Group increases by one unit assuming the other variables are constant, then Consumer Behavior will increase.

Hypothesis Testing

Testing Test -t

Table 4
T Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	4,556	2,335		4,632	.000
	Product Variations	.487	.263	.402	6,535	.000
	Consumer Culture	.991	.233	.749	8,437	.000
	Reference Group	.541	.323	.589	7,218	.000

a. Dependent Variable: Consumer Behavior

Source: SPSS Data Processing 24

Based on the results of the partial regression test or T test, it can be seen that the variable values of Product Variation, Consumption Culture and Reference Group are as follows: 1) Product Variation Variable (X1) has a calculated T value of $6.535 < 1.986$ with a significance value of $0.000 < 0.05$. Thus, the Product Variation variable has a positive and significant effect on the Consumer Behavior variable (Y); 2) The consumption culture variable (X2) has a calculated T value of $8,437 > 1,986$ with a significance value of $0,000$. Thus, the consumption culture variable has a positive and significant effect on the consumer behavior variable (Y); 3) The Reference Group Variable (X3) has a calculated T value of $7.218 > 1.986$ with a significance value of $0.000 > 0.05$. Thus, the Reference Group variable has a positive and significant effect on the Consumer Behavior variable (Y).

Testing Test F

Table 5
F Test Results

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	938,384	3	312,795	63,167	.000 ^b
	residual	455,575	92	4,952		
	Total	1393,958	95			

a. Dependent Variable: Consumer Behavior

b. Predictors: (Constant), Reference Group, Consumptive Culture, Product Variation

Source: SPSS Data Processing 24

Based on the results of the simultaneous test or F test, it can be seen that the calculated F value is $63.167 > 2.47$ F table with a significance value of $0.000 < 0.05$. Thus, the results of the F Test on the variable Product Variation, Consumptive Culture and Reference Group together have a positive and significant effect on the Consumer Behavior variable Consuming Raja Kebab Rantauprapat Products.

Based on the results of the regression test above, there are results from the Multiple Linear Regression Test, namely through the T test or partially, there are the following results: 1) Product variation (X1) has a calculated T value of $6.535 > 1.986$ with a significance value of $0.000 < 0.05$. Thus, the Product Variation variable has a positive and significant effect on the Consumer Behavior variable (Y); 2) Consumptive Culture (X2) has a calculated T value of $8,437 > 1,986$ with a significance value of $0,000$. Thus, the variable Consumptive Culture has a positive and significant effect on the Consumer Behavior variable (Y); 3) The Reference Group (X3) has a calculated T value of $7.218 > 1.986$ with a significance value of $0.000 > 0.05$. Thus, the Reference Group variable has a positive and significant effect on the Consumer Behavior variable (Y).

The F test can be seen that the calculated F value is $63.167 > 2.47$ F table with a significance value of $0.000 < 0.05$. Thus, the results of the F Test on the variable Product Variation, Consumptive Culture and Reference Group together have a positive and significant effect on the Consumer Behavior variable Consuming Raja Kebab Rantauprapat Products.

CONCLUSION

Based on the results of the partial multiple linear regression test or the T test, it can be seen that there are the following results: a) The product variation variable (X₁) has a positive and significant effect on the consumer behavior variable consuming Raja Kebab Rantauprapat products. This happens because the results of T count are greater than T tables, therefore the authors draw the conclusion that the many types of products sold by Raja Kebab Rantauprapat are an attraction in influencing consumer behavior; b) The Consumptive Culture Variable (X₂) has a positive and significant effect on the Consumer Behavior variable Consuming Raja Kebab Rantauprapat Products. This happens because the results of the T count are greater than the T tables, therefore the authors draw the

conclusion that the continuous consumptive culture caused by the habits practiced by the Rantauprapat people influences consumer behavior in consuming Raja Kebab products; c) The Reference Group Variable (X_3) has a positive and significant effect on the Consumer Behavior variable Consuming Raja Kebab Rantauprapat Products. This happens because the results of T count are greater than T tables, therefore the authors draw the conclusion that consumer behavior is influenced by a group of people who have tasted Raja Kebab products so that it is the strongest reason for making a purchase.

Meanwhile, from the results of the study simultaneously or jointly, it can be seen that the results of the F test, namely the variables Product Variation, Consumptive Culture and Reference Group variables, have a positive and significant effect on Consumer Behavior Consuming Raja Kebab Rantauprapat Products. This happens because the results of F count are greater than F tables, therefore the authors draw the conclusion that Product Variation, Consumptive Culture and Reference Groups have a large impact on Consumer Behavior.

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