Hawalah
Kajian Ilmu Ekonomi Syariah

Volume 3, Number 4, December 2024
e-ISSN: 2963-301x and p-ISSN: 2963-3435

ANALYSIS OF CONSUMER PREFERENCE IN THE AUTOMOTIVE INDUSTRY IN DETERMINING THE PURCHASE OF COATED ABRASIVE

Sigit Setiawan[1], Wan Usman[2]
Universitas Bina Insani, Indonesia
sigitkendal01@gmail.com

KEYWORDS
Consumer Preferences, Automotive Industry, Coated Abrasives

ABSTRACT

This study aims to measure what factors influence consumers in purchasing coated abrasive products. Then this research also wants to measure consumer preferences in buying existing brands. The method used in this study is AHP (Analytical Hierarchy Process) with Expert Choice 2000 software and the data used are consumers who usually buy these products, respondents taken as many as 20 purchasing managers from the three automotive industries, namely assembly plant, car body and body. repair. The results showed that: 1) the factors that influence consumers in purchasing coated abrasive products are: a. Services with a weight of 28.6%, b. Price with a weight of 25.0%, c. Service with a weight of 23.5%, d. Quality with a weight of 15.1%, d. Brands with a weight of 7.8%. 2) Consumer preferences for the two brands studied are the Matador brand with a preference of 53% and the nikken brand with a preference of 47%.

INTRODUCTION

During the period of 10 (ten) years PT. EKAMANT INDONESIA has been leading the market for coated abrasives for wood working. Along with the market leader in the field of wood sandpaper, of course a company wants to expand its business to achieve greater sales (Scott, 2015). The board of management decides which business line to choose which is not much different from the business currently being engaged in, namely coated abrasives but for automotive and metal (Dhameja, Bobek, & Dhameja, 2022). In Indonesia, it is estimated that the market share of automotive coated abrasives is around 24 billion a year. The market leader in the field of automotive abrasives is PT. COMETA with NIKKEN products from Japan. Over the last 20 years, 80% of the automotive industry uses Nikken products, this is certainly a tough challenge for newcomers to compete with (Natsuda & Thoburn, 2020). Besides being a good product, changing habits that have been running for 20 years is certainly not as easy as turning your hand (Natsuda & Thoburn, 2020). Here newcomers must really have products that are at least the same quality, competitive prices, good distribution and better service, as well as attractive promotional packages. And this of course will be homework for the management of PT. Indonesian Ekamants.

Brand is currently developing into the largest source of assets for the company. A company operates to gain profit or profits, also to maintain the viability of its business (Aaker, 2001). To win the competition, a company is required to carry out a marketing strategy for the products it produces. In conditions of increasing competition for similar products and consumer behavior that tends to want to try new brands issued by competing companies to get satisfaction, more benefits, and satisfy curiosity about the new brand (Aaker, 2001). Consumers in choosing a product brand will go through the trial stage first, at

this stage consumers will often try different brands (Macdonald & Sharp, 2000). If it is felt that the brand is suitable and fulfills what is expected from similar products, then consumers will continue to look for that brand. A good brand certainly has a good brand image too. Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand . Consumers who have a positive image of a brand are more likely to make a purchase (Mbete & Tanamal, 2020). Product knowledge is also an important factor that consumers must consider in choosing a product before making a purchase. Product knowledge is the range of all accurate information that is stored in the consumer's memory as good as his perception of product knowledge. Consumers with higher knowledge will be more realistic in selecting products that match their expectations. Where, the higher the consumer's knowledge in purchasing a product, the higher the consumer's ability to make more satisfying choices (Mbete & Tanamal, 2020).

Positive and good brand image and product knowledge in the minds of consumers will generate an interest in consumer purchases (Tariq, Abbas, Abrar, & Iqbal, 2017). A purchase intention is a process in which consumers first evaluate the product they want before deciding to make a purchase (Zulfikar, Aprianti, & Rachmawati, 2022). Purchase intention can also occur when a consumer has tried the product he bought. Because the experience that has been felt provides a positive value, then a consumer's buying interest will appear again. High consumer purchase interest will result in a purchasing decision process (Han, 2021; Parasari, Pranajaya, & Maheswari, 2024; Tannady, Sjahruddin, Saleh, Renwarin, & Nuryana, 2022). Purchasing decisions are consumer preferences for brands in the choice set and consumer intentions to buy the most preferred brand. Purchasing decisions can be made by consumers for the product they like because the product is in accordance with their wishes (Djafarova & Rushworth, 2017).

PT. Cometa with Nikken products from Japan has been running rampant in the market for 25 years and automotive industry workers have experienced the pleasure of using Nikken products and so far there have been no problems. The biggest problem faced by PT. Ekamant Indonesia is a way to change the habits of workers who have been using Nikken products from Japan for more than 25 years. PT. Ekamant Indonesia as a newcomer in the automotive field with Matador products from Germany and Kovax from Japan must work extra hard and must have a precise strategy so that users want to switch to using their products. In this study the authors only examined Matador products with Nikken. Along with the market leader in the field of wood working, PT. Ekamant Indonesia wants to increase the use of only consumers who can make the biggest contribution in increasing profit margins, while the development of new products and new markets has not been carried out so far. Finally top management decided to look for new products and new markets to increase sales every year, the product chosen was not far from its current main business, namely coated abrasives. And the market he chose is the automotive industry which has a market of 30 billion/year. Assuming it can take just 30% share of the market, of course it will increase sales by 9 billion/year, this is a significant figure for current conditions. And of course in the automotive industry, not only *coated abrasives* (sandpaper) can be marketed, but there are still many products such as: patty (putty), painting, sanding and polishing equipment which have enormous value and are routine (consumable*)*.

Abrasive blasting is generally used to clean the steel surface to be painted. Paint applications that were previously cleaned by Abrasive blasting will have a higher lifespan

and significantly increase the service life of the structure. Abrasive cleaning, in principle, uses an "impact" event, where high-velocity abrasive particles strike the steel surface. As a result of this impact, contaminants on the surface such as rust, scale, dirt, old paint can be removed/moved from the surface. However, grease or oil cannot be cleaned with this method, so before entering the blasting process, the contaminants must be removed first using a cleaning solvent. Solvent cleaning is used to clean surfaces from dirt such as grease, dust, soil and organic alloys on the surface (Gabrić, Galić, & Timmerman, 2016; Maravelaki, 2022).

Abrasive cleaning, in principle using an impact event, high-velocity sand particles strike the surface of the steel (Melentiev, 2023). As a result, surface contaminants such as rust, dirt, dust and coating marks can be cleaned from the surface. Besides cleaning the surface, the Abrasive blasting process also aims to roughen the surface or create a profile. So that the adhesion between the coating material and the workpiece is maximized (ASCOATINDO, 2007). And if PT. Ekamant Indonesia already has a network within it, of course it will be easy to decide on other new products as mentioned above, and will automatically increase turnover for the company, in order to increase sales, marketing is needed.

According to Philip Kotler (1997) marketing is a social process that gives individuals and groups what they need and want by creating and exchanging products and value with other individuals and groups. Another definition of marketing is an attempt by corporate organizations to improve products in the market (Syah, 2024). Other experts McCarthy and Pereeault stated that marketing means a number of activities carried out by organizations and at the same time is a social process. Another definition states that marketing is a process that aims to satisfy the needs and desires of consumers (Teguh Budiarto and Fandy Ciptono, 2007)

Another definition states that marketing is the process of planning and implementing design, pricing, promotion and distribution of ideas, goods and services to create exchanges that meet individual and organizational goals (Pride et al., 2017). While Warren J Keegan (2003) states that marketing is the process of concentrating various resources and goals of an organization on the opportunities and needs of the environment. This definition emphasizes that marketing focuses on planning and implementing activities to meet consumer needs. While the previous definitions limit marketing as a business activity. This definition is broad enough to show that marketing can occur in non-business organizations. Philip Kotler (1997) in his book explains: marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. In other words, marketing efforts must be directed at the intended consumer as the target market. In this case, the marketing efforts that support the success of the company must be based on the right marketing concept to be able to determine a marketing strategy that leads to the intended target.

Implementation of the right marketing strategy is one of the main keys to always be able to compete in the world of trade. One of the right marketing strategies is to determine the marketing mix (marketing mix) which is commonly abbreviated as 4P. Marketing mix is one of the factors that influence sales volume in a company. The series of marketing mix includes product, price, place, and promotion and each element in it influences each other (Mas'ari, Hamdy, & Safira, 2019) (Vildayanti, 2020).

Consumer preferences are a person's choice of likes or dislikes for several choices of products (goods or services) that are consumed (Kotler, 1997) accessed from (Bafadhal, 2020). Consumer preferences can be known by measuring the level of usefulness or important value in each product or service. An assessment of a product or service describes consumer attitudes so that it can reflect consumer preferences in using or consuming a product or service (Miftah & Pangiuk, 2020). According to Kardes (2002) accessed from (Bafadhal, 2020), defines preference as determining evaluation of various objects (two or more objects), comparing two different objects is something that is always involved in preferences. Analysis of consumer preferences is used to determine the order of importance of a product attribute and to find out the order of importance of product characteristics (Sudarmanto et al., 2021).

According to Muzdalifah (2012) introduces a knowledge about consumer preferences which is called the theory of real preference. This theory states that every consumer must have preferences, these preferences will direct consumers in purchasing goods they need in the market. So, what he buys in the market is an indication of his preference arrangement, in other words his demand in the market is a real preference for him.

According to Supriatna (2011) preference as a determination at the stage of evaluating a product with a different type between two or more. Consumer preferences are very influential in making purchases. Because consumer preferences are a consumer's primary choice in responding to or ranking a product brand in evaluating their choices.

Consumer preferences are a person's choice of likes or dislikes for several choices of products (goods or services) that are consumed (Kotler, 1997) accessed from (Bafadhal, 2020). Consumer preferences can be known by measuring the level of usefulness or important value in each product or service. An assessment of a product or service describes consumer attitudes so that it can reflect consumer preferences in using or consuming a product or service (Miftah & Pangiuk, 2020). According to Kardes (2002) accessed from (Bafadhal, 2020), defines preference as determining evaluation of various objects (two or more objects), comparing two different objects is something that is always involved in preferences. Analysis of consumer preferences is used to determine the order of importance of a product attribute and to find out the order of importance of product characteristics (Sudarmanto et al., 2021). One way to understand the level of consumer preference based on the combination of attributes of a shoe product is to use conjoint analysis. Conjoint analysis is an analytical technique used to simultaneously test the effect of the attributes of an object or service on a person's preference for the object or service (Setyawan & Alghofari, 2022).

METHOD RESEARCH

The method used in this research is AHP (Analytical Hierarchy Process) with Expert Choice 2000 software and the data used are consumers who usually buy these products, respondents taken were 20 purchasing managers from the three automotive industries (Handa Prospect Motor Jl. Gaya Motor I Sunter II Tanjung Priok was founded in 1975, Toyota Astra Motor Jl. Yos Sudarso is the largest plant in the Astra Group, Daihatsu Indonesia is located in the Sunter industrial area) in assembly plant, car body and body repair.

In this research, there are two ways to obtain data: 1). Primary data, namely data collected by individuals/organizations directly through the object, 2) secondary data, namely

data obtained in a ready-made form in the form of publications. The data has been collected by other parties/institutions. The research uses primary data by way of direct interviews with customers after conducting a joint trial to determine the quality of Matador products compared to Nikken, the results of this interview are truly objective.

There are many ways to determine the priority for a pairwise matrix. However, due to the emphasis on consistency, eigen value is used.

(1) matrix A

E	1	2	3
P	½	1	2
K	1/3	½	1

We must look for a vector (a number that will be used as a priority weight) w1, w2, w3 so that it applies:

$$\begin{pmatrix} 1 & 2 & 3 \\ ½ & 1 & 2 \\ 1/3 & ½ & 1 \end{pmatrix} \begin{pmatrix} w1 \\ w2 \\ w3 \end{pmatrix} = n \begin{pmatrix} w1 \\ w2 \\ w3 \end{pmatrix} \text{..... (*)}$$

If we can find the values w1, w2, w3, then w1, w2, w3 are called the eigenvectors of the paired matrix, and n is a number called the eigenvalue. If the relationship (*) is not satisfied for a value w1, w2, w3, then the paired matrix is said to be inconsistent.

Now we try to manually determine w1, w2, w3

1	2	3
½	1	2
1/3	½	1

11/6 7/2 6 total by column

E	$\frac{6}{11}$	$\frac{4}{7}$	$\frac{3}{6}$
P	$\frac{3}{11}$	$\frac{2}{7}$	$\frac{2}{6}$
K	$\frac{2}{11}$	$\frac{1}{7}$	$\frac{1}{6}$

The first step: the sum of the numbers in each column

The second step : each number in each column divided by the number according to the column earlier.

Column 1

1 : $\frac{11}{6}$ = $\frac{6}{11}$

½ : $\frac{11}{6}$ = $\frac{3}{11}$

1/3 : $\frac{11}{6}$ = $\frac{2}{11}$

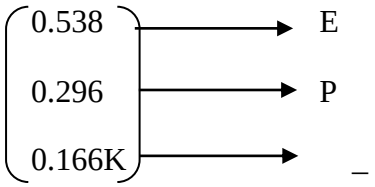
The third step: add up each row and divide by three (because there are three columns)

E = $\frac{1}{3}$($\frac{6}{11}$ + $\frac{4}{7}$ + $\frac{3}{6}$) = 0.538

P = $\frac{1}{3}$($\frac{3}{11}$ + $\frac{3}{7}$ + $\frac{2}{6}$) = 0.296

K = $\frac{1}{3}$($\frac{2}{11}$ + $\frac{1}{7}$ + $\frac{1}{6}$) = 0.166

So the eigen vector is estimated:



This means that the weight/priority of E to the paired matrix is around 54%, the weight of P = 30% and K = 16%

This method is only through an approach and as long as it is still simple it can be used, if there are many columns and rows and there are also many hierarchies then the calculation uses the Expert Choice program computer.

Eigen Vector Relationship as Priority with Consistency

There are many ways to find the eigenvector (priority) of a pairwise matrix. Given that the calculation must comply with the principle of consistency, the eigen value formula is used. Suppose the elements of a hierarchical level are E1, E2, ...En and their weights of influence are w1, w2, ... wn. For example, aij = wi/wj shows the strength (weight) of Ei, when compared to Ej. This matrix with the numbers aij is called a pairwise *comparison matrix* which is given the symbol A. This matrix A is a reciprocal matrix, bearing in mind that aij = 1/aij. Remember that if A = 2B, then B = ½ A. If our thinking is perfect, it means that each element of the paired matrix satisfies the rule aik = aij for all I, j, k; then matrix A is called consistent.

Then consider the following mathematical manipulation:

Aij = wi/wj where I, j = 1,2, ...n
Aij (wj/wi) = 1

$$\sum_{j=1}^{n} aij\ wj.1/wi = n \text{ where } I = 1,2 \ldots n$$

or n

$$aij\ wj = n\ wi \text{ where } I = 1, 2, \ldots. n$$
$$j = 1$$

If written in matrix form, this last relationship is Aw = nw. This last form shows that w is an eigenvector of matrix A with eigenvalue n.

If aij is not based on absolute measures (such as W1, W2, ...Wn), but on subjective judgments, then aij will deviate from the actual wi/wj ratio, as a result Aw=nw is no longer fulfilled.

Fortunately, there are two properties in matrix theory that provide assistance: first, if Z1, ... Zn are numbers that satisfy the equation Aw = Zw where Z is the eigen value of matrix A, and if aij = 1 for each I then

$$\sum_{i=1}^{n} Z1 = n$$

Therefore, if Aw = Zw is fulfilled, then all eigen values are equal to zero, except for one eigen value, which is equal to n. So clearly in the case of consistency, n is the largest eigen value A. Second, if one of the aij of the reciprocal matrix A changes very little, then the eigen value also changes very little. The combination of the two explains that Z max is close to n, and the eigen value n is that if the diagonal of the matrix A consists of aij = 1 and if A is consistent, then a small change in aij holds the largest eigen value, Z max is close to n, and the remaining eigen values are close to zero . Therefore the problem is that if A is a pairwise *comparison matrix* , to find the priority vector, we must find w that satisfies Aw = Z max w.

Small changes in aij cause maximum Z changes, maximum Z deviations from n are a measure of consistency. The consistency indicator is measured by *the Consistency Index* (CI) which is formulated as CI = (Zmanks – n)/(n-1). AHP measures all assessment consistency using *the Consistency Ratio* (CR), the formula:

$$\text{CR} = \frac{CI}{Random\ Consistency\ Indek} \text{ or usually written CR} = \frac{CI}{RI}$$

A certain level of consistency is required in determining priorities to obtain valid results. The CR value should be no more than 10%. If not the assessment that has been made may be carried out randomly and need revision.

N	1	2	3	4	5	6	7	8	9	10
Ri	0	0	0.58	0.90	1,12	1.24	1.32	1.41	1.45	1.49

One way to revise is: compile the priority ratio matrix wi/wj. Make an absolute difference matrix aij – wi/wj and try to revise the assessment on the element(s) with the biggest difference. In this case it is not necessary to note that wi/wj can be greater than 9.
A matrix

$$A = \begin{pmatrix} 1 & 9 & 7 \\ \frac{1}{9} & 1 & \frac{1}{5} \\ \frac{1}{7} & 5 & 1 \end{pmatrix}$$

has eigen vectors (priority weight) (W1, W2, W3)

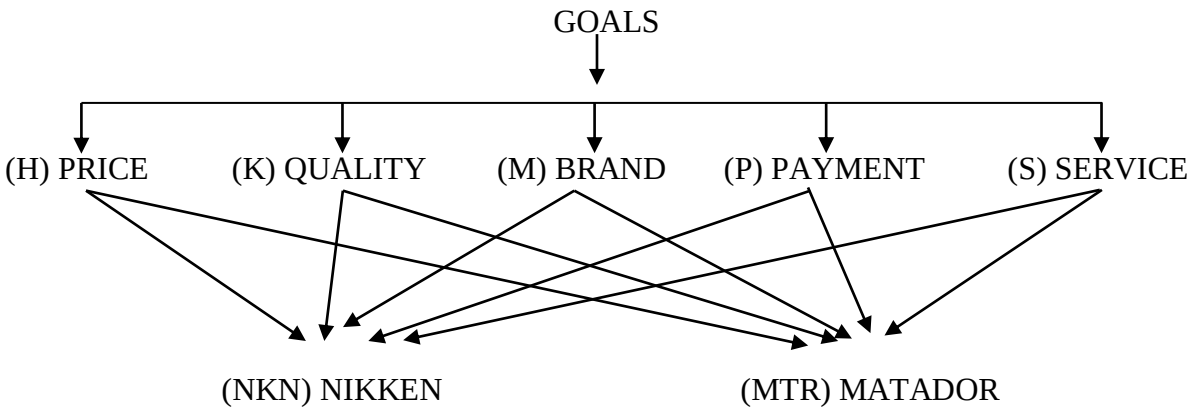
= (0.77, 0.06, 0.17)

and CR = 17.25%. Therefore, A needs to be revised, because CR is greater than 10%. The largest absolute difference is between a12 and W1/W2. So, we replace a12 with W1/W2 = 13, and recalculate the priority weights to produce (W1, W2, W3) = (0.81, 0.04, 0.15) and CR = 3.5%, it seems that there is an improvement in consistency.

RESULT AND DISCUSSION

In this study the authors limit the outlets that will be used as research objects, of course the authors adjust them to target customer types that can contribute in the future. The object of this research is class A body repair shop, car body and auto assembly plant. Class A body repair is a body repair that can repair between 300 and 400 cars every month. For corrosion, in general they produce 60 to 100 cars each month, according to the size of the plant they have. The biggest market is the assembly plant ATPM (Brand Holder Sole Agent) can produce 80 to 250 cars every day. For example, the Honda Prospect Motor which is located on Jalan Gaya Motor I Sunter II Tanjung Priok produces 90 cars every day and spends 600 sheets of sandpaper discs every day and 13,000 sheets in one month. In Indonesia there are more than 18 ATPM which produce cars every month which is quite large and this can illustrate how big the consumption of coated abrasives is every month in the automotive industry. For a company to be able to take just 30% share, it will be worth tens of billions every year. There are more than 100 auto body repair shops for class A in Jabodetabek, generally they can consume 2,000 pieces of sandpaper every month and for large car body parts in Jabodetabek, no less than 50 pieces and a minimum of 25,000 to 12,000 pieces of sandpaper consumed each the month. And this is the reason why PT. Ekamant Indonesia targets the automotive industry market.

From the results of surveys and trails that the authors themselves conducted on the 20 (twenty) outlets mentioned above, the authors obtained the parameters to be considered in determining the purchase of coated abrasives. The parameters are Price (H), Quality (K), Brand (M), Payment (P), Service (S). Of these five parameters, the authors try to apply the AHP theory below.



We enter the data from the survey results of 20 respondents in the matrix below:

GOALS	(H) Price	(K) Quality	(M) Brand	(P) Payments	(S)Service	ev
H (price)	1	4	3	½	1/1.8	0.250
K (quality)		1	3	½	1	0.151
M (brand)			1	1/3	½	0.078
P (payment)				1	½	0.286
S (service)					1	0.235

From the results of the calculation of the paired matrix, it is obtained that payment gets the first priority weight of 28.6%, then price is the second priority with a weight of 25%, service gets a weight of 23.5%, quality gets a weight of 15.1% and brand is the last priority with a weight 7.8%. Furthermore, the researcher performs calculations using a paired matrix to determine consumer preferences for existing brands as shown below :

Price Parameters (H)

Price (H)	nikken	Matador	ev
nikken	1	2	0.667
Matador		1	0.333

Quality Parameters (K)

Quality (K)	nikken	Matador	ev
nikken	1	1	0.5
Matador		1	0.5

Brand Parameters (M)

Brand (M)	nikken	Matador	ev
nikken	1	1/3	0.250
Matador		1	0.750

Payment Parameters (P)

Payment (P)	nikken	Matador	ev
nikken	1	½,5	0.286
Matador		1	0.714

Service Parameters (S)

Services (S)	nikken	Matador	ev
nikken	1	1	0.5
Matador		1	0.5

The overall synthesis results show that consumers choose Matador with a weight of 53% then Nikken with a weight of 47% (the results of this value are the results of calculations with software (Expert Choice 2000).

CONCLUSION

The factors that influence consumers in purchasing coated abrasives are: a. Method of payment with a weight of 28.0%, b. Price with a weight of 25.0%, c. Service with a weight of 23.5%, d. Quality with a weight of 15.1%, d. Brand with a weight of 7.8%. As for the two brands in the coated abrasive market, it seems that consumers prefer Mataroe with 0.53 or 53% points and the Nikken brand 0.470 or 47%. This means that Nikken and Matador products are in tight competition because in the eyes of consumers, their priority difference is only 6%.

REFERENCES

Aaker, David A. (2001). Developing business strategies. John Wiley & Sons.

Dhameja, Nand L., Bobek, Samo, & Dhameja, Manish. (2022). Family businesses: Need for good corporate governance and succession planning. Journal of Management Research, 22(2), 101–114.

Djafarova, Elmira, & Rushworth, Chloe. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior, 68, 1–7.

Gabrić, Domagoj, Galić, Kata, & Timmerman, Hein. (2016). Cleaning of surfaces. In Handbook of hygiene control in the food industry (pp. 447–463). Elsevier.

Han, Wanshan. (2021). Purchasing decision-making process of online consumers. 2021 International Conference on Public Relations and Social Sciences (ICPRSS 2021), 545–548. Atlantis Press.

Keegan, Warren J. (2003). Manajemen Pemasaran Global, Edisi keenam, penerbit: PT. Indeks Gramedia, Jakarta.

Kotler, Philip. (1997). Manajemen pemasaran: analisis, perencanaan, implementasi, dan kontrol. Jakarta: Prenhallindo.

Macdonald, Emma K., & Sharp, Byron M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. Journal of Business Research, 48(1), 5–15.

Maravelaki, Pagona Noni. (2022). Surface cleaning: implications from choices & future perspectives. Conserving Stone Heritage: Traditional and Innovative Materials and Techniques, 37–74.

Mas'ari, Ahmad, Hamdy, Muhammad Ihsan, & Safira, Mila Dinda. (2019). Analisa strategi marketing mix menggunakan konsep 4p (price, product, place, promotion) pada PT. Haluan Riau. Jurnal Teknik Industri, 5(2), 79–86.

Mbete, Goldianus Solangius, & Tanamal, Rinabi. (2020). Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on shopee online purchase. Jurnal Informatika Universitas Pamulang, 5(2), 100–110.

Melentiev, Ruslan. (2023). Physical theories of solid particle erosion and abrasive jet wear. Journal of Manufacturing Processes, 106, 422–452.

Miftah, A. A., & Pangiuk, Ambok. (2020). Budaya Bisnis Muslim Jambi dalam Perspektif Kearifan Lokal. Ahlimedia Book.

Muzdalifah, Muzdalifah. (2012). Kajian preferensi konsumen terhadap buah-buahan lokal di Kota Banjarbaru. AGRIDES: Jurnal Agribisnis Perdesaan, 2(4), 9256.

Natsuda, Kaoru, & Thoburn, John. (2020). Automotive industrialisation: Industrial policy and development in Southeast Asia. Routledge.

Parasari, Nyoman Sri Manik, Pranajaya, I. Kadek Widi, & Maheswari, A. A. Istri Agung. (2024). The Effect of Quality of Service, Purchase Interest, Brand Trust on Purchase Decision. Jurnal Ilmiah Akuntansi Kesatuan, 12(1), 197–206.

Pride, William M., Ferrell, O. C., Lukas, Brian, Schembri, Sharon, Niininen, Outi, & Casidy, Riza. (2017). Marketing Principles with Student Resource Access 12 Months. Cengage AU.

Scott, David Meerman. (2015). The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. John Wiley & Sons.

Setyawan, Danang Dwi, & Alghofari, Ir Ahmad Kholid. (2022). Analisis Preferensi Konsumen Terhadap Produk Sepatu Pada Bisnis Online Menggunakan Conjoint Analysis (Studi Kasus: Grizzlyshoe). Universitas Muhammadiyah Surakarta.

Sudarmanto, Eko, Syaiful, Muhammad, Fazira, Nadia, Hasan, Muhammad, Muhammad, Ashar, Faried, Annisa Ilmi, Tamara, Selvi Yona, Mulianta, Ari, Nainggolan, Lora Ekana, & Prasetyo, Iwan. (2021). Teori Ekonomi: Mikro dan Makro. Yayasan Kita Menulis.

Syah, Nurhablisyah. (2024). Pelatihan Perencanaan Program Digital Marketing dan Bisnis di SMKN 51 Jakarta. SENADA: Semangat Nasional Dalam Mengabdi, 5(1), 1–11.

Tannady, Hendy, Sjahruddin, Herman, Saleh, Idris, Renwarin, J. M., & Nuryana, Arief. (2022). Role of product innovation and brand image toward customer interest and its implication on electronic products purchase decision. Widyakala Journal, 9(2), 93–98.

Tariq, Maryam, Abbas, Tanveer, Abrar, Muhammad, & Iqbal, Asif. (2017). EWOM

and brand awareness impact on consumer purchase intention: mediating role of brand image. Pakistan Administrative Review, 1(1), 84–102.

Zulfikar, Taufik, Aprianti, Ine, & Rachmawati, Eva. (2022). Digital marketing and brand image to increase consumer purchase interest. Jurnal Manajemen Industri Dan Logistik (JMIL), 6(1), 21–29.