THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF ACER BRAND LAPTOP
(Case Study of STIE BINA KARYA Tebing Tinggi Students)

LUKIETO CAHYADI

HIGHER SCHOOL OF ECONOMICS DEVELOPMENT OF KARYA
Email:cahyadi.bk24@gmail.com

Abstract

This study aims to determine "The Influence of Brand Image and Product Quality on Purchase Decisions of Acer Brand Laptops (Case Study of STIE BINA KARYA TEBING TINGGI STUDENTS)". The sampling method used in this study was to use the Saturated Sampling formula for 39 samples who were Acer laptop users at STIE BINA KARYA students. Based on the results of the analysis of hypothesis 1, it can be concluded that the first hypothesis is accepted, meaning that the Brand Image variable (X1) influences the Purchase Decision variable (Y) with a tcount (3.359) > ttable (2.434) . Based on the results of the analysis of hypothesis 2, it can be concluded that the second hypothesis is rejected, meaning that the Product Quality variable (X2) has no effect on the Purchase Decision variable (Y) with a tcount (0.387) < ttable (2.026). 3.

Keywords: *Brand Image, Product Quality, Purchase Decision*

INTRODUCTION

The image of the Acer brand continues to compete with its competitors in Indonesia, one of which is Asus as the toughest competitor which is ranked second among laptop brand competitors in Indonesia according to the Top Brand Index. This means that Acer is in great demand, especially among students, one of them at STIE BINA KARYA Tebing Tinggi.

One of the Acer laptop manufacturers that continues to innovate in its products and adjust to its market share is the Acer brand laptop product. PT Acer Indonesia is a company that manufactures electronic goods such as computers, laptops, ultrabooks, monitors and several smart-phone products which was founded in 1976.

The first factor that influences purchasing decisions is Brand Image According to Tjiptono (2015) "Brand Image is a description of associations and consumer confidence in certain brands". Meanwhile, according to Kotler and Keller (2014) brand image is an impression and belief made by consumers, as reflected in the associations that occur in consumer memory. According to Sangadji and Sopiah (2013) brand image is a set of brand associations that are formed and embedded in the minds of consumers.

The second factor that influences purchasing decisions is product quality. According to Kotler (2018) suggests that product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Prawirosentono (2016) product quality is the physical state, function and nature of the product in question that can satisfactorily meet the tastes and needs of consumers in accordance with the value of money that has been issued.

LITERATURE REVIEW

According to Tjiptono (2015) "Brand Image is a description of associations and consumer confidence in certain brands. Meanwhile, according to Kotler and Keller (2014) brand image is an impression and belief made by consumers, as reflected in the associations that occur in consumer memory. According to Sangadji and Sopiah (2013) Brand Image is a set of brand associations that are formed and embedded in the minds of consumers.

According to (Kotler & Amstrong, 2015) product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs. Products can be in the form of goods or services offered to consumers to fulfill needs or desires in the form of physical, services, people, organizational places, and ideas.

Quality is an advantage possessed by a product. Product quality is the totality of goods and services related to the wishes of consumers whose superiority of the product meets the expectations of the customer. According to (Amstrong, Gary & Philip, 2012) product quality is one of marketers' main positioning tools. Quality has a direct impact on product and service performance, therefore quality is closely related to customer value and satisfaction.

According to (Indrasari, 2019) purchasing decisions are individual activities that are directly involved in making decisions to purchase the products offered by the seller. Decision making by consumers to purchase a product begins with awareness of fulfilling needs and desires, then consumers will take further action to fulfill these needs and desires. According to (Schiffman, LG and Kanuk, 2013) a consumer purchase decision is a selection of two or more alternative choices, in other words alternative choices must be available to someone when making a decision. Purchasing decisions will be made when consumers have chosen the right product to meet their needs.

METHOD

Data collection techniques or methods used in this research are interviews and distributing questionnaires. The data source for this research was obtained directly from the original source (not through intermediaries).

Data Analysis Method: The validity test was carried out to measure the accuracy of the mouth apparatus in carrying out the task to achieve its goals. The reliability test will show the consistency of the respondent's answer questions contained in the questionnaire. This test is carried out after the validity being tested is a valid question. This reliability test uses the Cronbach Alpha test.

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY
ON THE PURCHASE DECISION OF ACER BRAND LAPTOP
(Case Study of STIE BINA KARYA Tebing Tinggi Students)
LUKIETO CAHYADI

OPEN ACCESS

According to(Ghozali, 2016). The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. In the data normality test, it can be done using the one sample Komogorow Smirnov test, namely with the provision that if the significant value is above 5% or 0.05, the data does not have a normal distribution. The multicollinearity test is used to determine whether in the regression model a high correlation is found between the independent variables. The heteroscedasticity test was carried out to find out whether in the regression model there is an unequal variance from the residual one observation to another.

In this study, the data analysis technique used was multiple linear regression method, where the data was collected through interviews, then analyzed using the indicators used. The method formula is:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Information :

Y = Purchase Decision
a = Constant
b1 = Brand Image variable regression coefficient (X1)
b2 = Product Quality variable regression coefficient (X2)
X1 = Brand Image
X2 = Product Quality
e = Error/Residual random

The coefficient of determination aims to find out how much the ability of the independent variable explains the dependent variable, with the help of the SPSS program the coefficient of determination (R2) lies in the summary model and writes R square which is said to be good if it is above 0.5 because the R Square value ranges between 0 and 1 , a value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable, in this study using Adjusted R Square because there are more than two independent variables and the Adjusted R Square value can fluctuate if the independent variables are added to the research model . In general, the coefficient of determination for cross-sectional data is relatively easy because there is a large variation from each observation.

The t test shows how far the influence of the independent variables individually explains the variation in the dependent variable. The F test shows whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable.

RESULTS AND DISCUSSION

Content Results and Discussion

Validity Test Results

Purchasing Decision Variable (Y)

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY
ON THE PURCHASE DECISION OF ACER BRAND LAPTOP
(Case Study of STIE BINA KARYA Tebing Tinggi Students)
LUKIETO CAHYADI

OPEN ACCESS

Statement	rcount	rtable	validity
1	0.948	0,3610	Valid
2	0.841	0,3610	Valid
3	0.761	0,3610	Valid
4	0.948	0,3610	Valid
5	0.841	0,3610	Valid
Brand Image Variable (X1)			
Statement	rcount	rtable	validity
1	0.686	0,3610	Valid
2	0,643	0,3610	Valid
3	0,640	0,3610	Valid
Product Quality Variable (X2)			
Statement	rcount	rtable	validity
1	0,719	0,3610	Valid
2	0,695	0,3610	Valid
3	0,458	0,3610	Valid
4	0,624	0,3610	Valid
5	0,674	0,3610	Valid
6	0,485	0,3610	Valid
7	0,567	0,3610	Valid
8	0,652	0,3610	Valid
9	0,596	0,3610	Valid

The table shows that all statement points for each variable are declared valid.

Reliability Test Results

Variable	*Cronbach Alpha*	Constant	Reliability
Purchasing Decision Variable (Y)	0.821	0.6	Reliable
Brand Image Variable (X1)	0,.625	0.6	Reliable
Product Quality Variable (X2)	0,749	0.6	Reliable

Based on the reliability test using Cronbach Alpha, all research variables are reliable.

One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residuals
N	39

Normal Parameters, b	Means	.000000 0
	std. Deviation	2.59820 899
Most Extreme Differences	absolute	088
	Positive	.070
	Negative	-.088
Test Statistics		088
asymp. Sig. (2-tailed)		.200c,d
Monte Carlo Sig. (2-tailed)	Sig.	.897e
	99% Confidence Intervals	Lower Bound	.772
		Upperbound	1,000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 39 sampled tables with a starting seed of 2000000.

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0,897If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

Multicollinearity Test Results

Model		VIF
1	(Constant)	
	Brand Image	1,059
	Product quality	1,059

Based on the table it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	9,612	3,504		2,743	.009

Brand Image	-.437	.183	-.379	- 2,387	2	02
Product quality	-.004	.067	-.009	- .054	7	.95

a. Dependent Variable: ABS_RES

The glejser test results show a significance value of the Brand Image Variable (X1) of 0.022and Product Quality Variable (X2) of 0.957 which is all greater than 0.050 so that it can be concluded that there are no symptoms of heteroscedasticity in this research model.

Multiple Linear Regression Results

Model		Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas
1	(Constant)	-2,274	6,664	
	Brand Image	1,057	.348	.445
	Product quality	.162	.127	.187

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) is equal to2,274indicates the magnitude of the Purchase Decision Variable (Y) if the Brand Image Variable (X1) and Product Quality Variable (X2) are equal to zero.

b. The regression coefficient value of Brand Image Variable (X1) (b1) is equal to1,057shows the magnitude of the role of the Brand Image Variable (X1) on the Purchase Decision Variable (Y) with the assumption that the Product Quality Variable (X2) is constant.

c. The regression coefficient value of Product Quality Variable (X2) (b2) is equal to0.162shows the magnitude of the role of the Product Quality Variable (X2) on the Purchase Decision Variable (Y) assuming the Brand Image Variable (X1) is constant.

**Coefficient of Determination
Summary model b**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change
1	. 492a	. 242	.20 0	2.7 2335	. 242	5,7 51	2 6	3 07	0

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Purchase Decision

Based on the table it can be seen that the value of the adjusted R square is 0.200or 20.0%. This indicates that the Brand Image Variable (X1) and Product Quality Variable (X2) can explain the Purchasing Decision Variable (Y) of 20.0%, the remaining 80% (100% - 20.0%) is explained by other variables outside this research model.

Partial Test (t)

Coefficientsa

Model		B	std. Error	Betas	t	Sig.
1	(Constant)	- 1,085	1006 7		- .108	.91 5
	Brand Image	1,19 6	.356	.503	3,35 9	00 2
	Product quality	.067	.173	058	.387	.70 1

a. Dependent Variable: Purchase Decision

a. Hypothesis Test of the Effect of Brand Image Variable (X1) on Purchasing Decision Variable (Y)

From the table, the value of tcount is obtained3,359With α = 5%, ttable (5%; nk = 39-1) obtained a ttable value of2.024 From this description it can be seen that tcount (3,359) > ttable (2,434), as well as a significance value of 0,002< 0.05, it can be concluded that the first hypothesis is accepted, meaningBrand Image Variable (X1) has an effectto Purchase Decision Variable (Y).

b. Hypothesis Test Effect of Product Quality Variable (X2) on Purchasing Decision Variable (Y)

From the table, the value of tcount is obtained0.387With α = 5%, ttable (5%; nk = 39-2) obtained a ttable value of 2.026. From this description it can be seen that tcount (0.387) < ttable (2.026), and a significance value of 0.701 > 0.05, it can be concluded that the second hypothesis is rejected, meaningProduct Quality Variable (X2) has no effectto Purchase Decision Variable (Y).

Simultaneous Test Results (F)

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	85310	2	42,655	5,7 51	.00 7b
	residual	266,99 8	36	7,417		

	Total	352,30 8	38			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image

from the table, the Fcount value is obtained 5,751 With α = 5%, dk quantifier : k=2 dk denominator : 39-2-1=36(5%; 2.; 36) obtained a Ftable value of 3.26 From this description it can be seen that Fcount (5,751) > Ftable (3.26), and a significance value of 0,007< 0.05, it can be concluded that the third hypothesis is accepted, meaning Brand Image Variable (X1) and Product Quality Variable (X2) have a simultaneous effect on Purchase Decision Variable (Y).

Contents of Discussion Results

1. The Effect of Brand Image on Purchasing Decisions

   Based on the results of the analysis of hypothesis 1, it can be seen that tcount (3,359) > ttable (2,434), as well as a significance value of 0,002< 0.05, it can be concluded that the first hypothesis is accepted, meaning Brand Image Variable (X1) has an effect to Purchase Decision Variable (Y). Based on the questionnaire distributed by consumers, they said that the image of the Acer laptop brand was good, so that many consumers chose Acer laptops.

2. Kproduct quality on purchasing decisions

   Based on the results of the analysis of hypothesis 2, it can be seen that tcount is equal to 0.387 With α = 5%, ttable (5%; nk = 39-2) obtained a ttable value of 2.026. From this description it can be seen that tcount (0.387) < t table (2.026), and a significance value of 0.701 > 0.05, it can be concluded that the second hypothesis is rejected, meaning Product Quality Variable (X2) has no effect to Purchase Decision Variable (Y). Based on the questionnaire distributed by consumers, more said that the quality of Acer laptop products was not good, such as keyboards that were easily damaged and machines compared to other laptops.

3. Brand Image and Product Quality together/simultaneously on the Purchasing Decision variable

   Based on the results of the analysis of hypothesis 3, it can be seen that Fcount equals 5,751 With α = 5%, dk quantifier : k=2 dk denominator : 39-2-1=36(5%; 2.; 36) obtained a Ftable value of 3.26 From this description it can be seen that Fcount (5,751) > Ftable (3.26), and a significance value of 0,007< 0.05, it can be concluded that the third hypothesis is accepted, meaning Brand Image Variable (X1) and Product Quality Variable (X2) have a simultaneous effect on Purchase Decision Variable (Y).

CLOSING

Conclusion

1. Brand Image Variable (X1) influences purchasing decisions (Y)

2. This means that the product quality variable (X2) has no effect on the Purchase Decision variable (Y).
3. Brand Image Variables (X1) and Product Quality Variables (X2) jointly influence purchasing decisions (Y)

REFERENCES

Armstrong, Gary & Philip, Kotler. (2012) Fundamentals of Marketing. Volume I, Transfer. The language of Alexander Sindoro and Benjamin Molan. Jakarta: Publisher. Prenhalindo

Armstrong, Kotler 2015, "Marketing an Introducing Prentice Hall twelfth edition", England : Pearson Education, Inc.

Bustani, B., Khaddafi, M. ., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, *2*(3), 459–468. https://doi.org/10.54443/ijerlas.v2i3.277

Falahuddin, F., Fuadi, . F., Munandar, M., Juanda, R. ., & Nur Ilham, R. . (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, *2*(2), 65–68. https://doi.org/10.54443/irpitage.v2i2.313

Geovani, I. ., Nurkhotijah, S. ., Kurniawan, H. ., Milanie, F., & Nur Ilham, R. . (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, *1*(1), 45–52. https://doi.org/10.54443/ijerlas.v1i1.10

Ghozali. (2016). Multivariete Analysis Application With IBM SPSS Program. Semarang: Diponegoro University Publishing Agency

Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. International Journal of Suplly Management.Volume 8 No.6 December 2019.

Ilham, Rico Nur. *et all* (2019).. Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. International Journal of Suplly Management.Volume 8 No.5 August 2019.

Indrasari, Meithiana. 2019. Marketing and Customer Satisfaction. Surabaya: Unitomo. press.

Kotler and Keller. 2014. Book of Marketing Principles By Philip Kotler Gary. Armstrong Issue 12 Volumes I&2. 13th Edition. Jakarta: Erlangga.

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY
ON THE PURCHASE DECISION OF ACER BRAND LAPTOP
(Case Study of STIE BINA KARYA Tebing Tinggi Students)
LUKIETO CAHYADI**

OPEN ACCESS

Kotler, P., & Armstrong, G (2018). Principles of Marketing Global Edition 17th Edition. London: Pearson Education.

Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(1), 11–20. https://doi.org/10.54443/ijset.v1i1.2

likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(8), 377–382. https://doi.org/10.54443/ijset.v1i8.41

Mahfud, M., Yudiana, I. K., & Sariyanto, S. (2022). HISTORY OF BANYUWANGI KALIKLATAK PLANTATION AND ITS IMPACT ON SURROUNDING COMMUNITIES. International Journal of Educational Review, Law And Social Sciences (IJERLAS), 3(1), 91–104. https://doi.org/10.54443/ijerlas.v3i1.492

Mahfud *et all* (2021). PEMANFAATAN TRADISI RESIK LAWON SUKU USING SEBAGAI SUMBER BELAJAR SEJARAH LOKAL PADA SMA DI BANYUWANGI. Media Bina Ilmiah Vol.16 No.3 Oktober 2021. http://ejurnal.binawakya.or.id/index.php/MBI/article/view/1294/pdf

Mahfud *et all* (2020). Developing a Problem-Based Learning Model through E-Learning for Historical Subjects to Enhance Students Learning Outcomes at SMA Negeri 1 Rogojampi. *IOP Conf. Series: Earth and Environmental Science 485 (2020) 012014* doi:10.1088/1755-1315/485/1/012014

Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASIHUL. *MORFAI JOURNAL*, *1*(1), 1–12. https://doi.org/10.54443/morfai.v1i1.11

Nur Ilham, R. ., Arliansyah, A., Juanda, R., Multazam, M. ., & Saifanur, A. . (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, *1*(1), 87–92. https://doi.org/10.54443/ijebas.v1i1.27

Nur Ilham, R., Heikal, M. ., Khaddafi, M. ., F, F., Ichsan, I., F, F., Abbas, D. ., Fauzul Hakim Hasibuan, A. ., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities Of Aceh Province As Academic Effort To Join And Build The

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF ACER BRAND LAPTOP (Case Study of STIE BINA KARYA Tebing Tinggi Students) LUKIETO CAHYADI

OPEN ⦵ ACCESS

Country. *IRPITAGE JOURNAL*, *1*(1), 13–18. https://doi.org/10.54443/irpitage.v1i1.19

Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES "SOCIALIZATION AVOID STUDY INVESTMENT" TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, *2*(2), 61–64. https://doi.org/10.54443/irpitage.v2i2.312

Nur Ilham, R., Arliansyah, A., Juanda, R. ., Sinta, I. ., Multazam, M. ., & Syahputri, L. . (2022). APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN IMPROVING BENEFITS OF STATE-OWNED ENTERPRISES (An Emperical Evidence from Indonesian Stock Exchange at Moment of Covid-19). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, *2*(5), 761–772. https://doi.org/10.54443/ijebas.v2i5.410

Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES "SOCIALIZATION AVOID STUDY INVESTMENT" TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, *2*(2), 61–64. https://doi.org/10.54443/irpitage.v2i2.312

Nur Ilham, R., Arliansyah, A., Juanda, R. ., Sinta, I. ., Multazam, M. ., & Syahputri, L. . (2022). APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN IMPROVING BENEFITS OF STATE-OWNED ENTERPRISES (An Emperical Evidence from Indonesian Stock Exchange at Moment of Covid-19). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, *2*(5), 761–772. https://doi.org/10.54443/ijebas.v2i5.410

Prawirosentono, Suyadi. 2016. HRM "Employee Performance Policy". BPFE: Yogyakarta

Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(7), 337–348. https://doi.org/10.54443/ijset.v1i7.36

Rico Nur Ilham, Irada Sinta, & Mangasi Sinurat. (2022). THE EFFECT OF TECHNICAL ANALYSIS ON CRYPTOCURRENCY INVESTMENT RETURNS WITH THE 5 (FIVE) HIGHEST MARKET CAPITALIZATIONS IN INDONESIA. *Jurnal Ekonomi*, *11*(02), 1022–1035. Retrieved from http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/481

Sandi, H. ., Afni Yunita, N. ., Heikal, M. ., Nur Ilham, R. ., & Sinta, I. . (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK

MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, *1*(1), 36–48. https://doi.org/10.54443/morfai.v1i1.14

Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, *1*(1), 13–21. https://doi.org/10.54443/morfai.v1i1.12

Sinta, I., Nur Ilham, R. ., Authar ND, M. ., M. Subhan, & Amru Usman. (2022). UTILIZATION OF DIGITAL MEDIA IN MARKETING GAYO ARABICA COFFEE. IRPITAGE JOURNAL, 2(3), 103–108. https://doi.org/10.54443/irpitage.v2i3.467

Sangadji, Etta Mamang; Sopiah. 2013. Consumer Behavior. Yogyakarta. Andi.

Schiffman, LG and Kanuk, Leslie L. 2013. Consumer Behavior. 8th edition. New. Jersey: Prentice Hall.

Tjiptono, F. (2015). Marketing strategy. Yogyakarta: Publisher Andi.

Wayan Mertha, I. ., & Mahfud, M. (2022). HISTORY LEARNING BASED ON WORDWALL APPLICATIONS TO IMPROVE STUDENT LEARNING RESULTS CLASS X IPS IN MA AS'ADIYAH KETAPANG. International Journal of Educational Review, Law And Social Sciences (IJERLAS), 2(5), 507–612. https://doi.org/10.54443/ijerlas.v2i5.369

Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, *2*(2), 227–236. https://doi.org/10.54443/ijebas.v2i2.191