

The Effect of Sales Promotion AND Brand Awareness on Iconnet Purchase Decisions at PT. Icon+ in Makassar City

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Abstract

The purpose of this study was to determine the effect of sales promotions and brand awareness on purchasing decisions for Iconnet at PT. Icon+ in Makassar City. The population in this study are Iconnet customers. Sampling in this study used the slovin formula so that 96 respondents were sampled. The type of research used is associative research. The data used is primary data obtained by distributing questionnaires to customers. The results of the study after being processed with SPSS 25 show that there is a partially significant effect between the independent variables on the dependent variable as evidenced by the t value of the sales promotion variable (X1) of 7.015 > t table of 1.661 with a sig. 0.000 < 0.05, and the calculated t value of the brand awareness variable (X2) is 2.873 > t table 1.661 with a significant value of 0.005 < 0.05. Simultaneously there is a significant effect between the independent variable on the dependent variable as evidenced by the multiple linear regression equation $Y = 4.565 + 0.302 X1 + 0.155 X2 + e$ and the significant effect of F count 41.345 > F table 3.094 with a significant level of 0.00 < 0.05 The R Square value or the coefficient of determination of 0.471 indicates that 47.1% of the purchasing decision variable (Y) is influenced or can be explained by the independent variables of sales promotion and brand awareness, while the remaining 52.9% is explained by other variables not included in the this research. Based on this description.

Keywords: Sales Promotion, Brand Awareness, Purchase Decision

1. INTRODUCTION

Technological developments have given rise to a variety of new and sophisticated technologies that can support people's daily needs for information and communication so that it can be easier and more efficient, such as the presence of smartphones, tablets, laptops. To maximize the use of each of these devices, the internet is something that must exist, for example, by connecting the internet, it can make buying and selling transactions between cities and countries easier and more efficient because it can be done online.

The link between promotion and purchasing decisions is a way of introducing, communicating the benefits of a product/service and inviting consumers to use the products offered. If consumers are interested in using the product/service being promoted, it will generate market demand (Fandy Tjiptono, 2001). The relationship between brand awareness

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and purchasing decisions is the result of a consumer's actions because the consumer knows and recognizes a brand. Based on this, it can be the basis for a consumer to decide to buy a product/service (Tumanggor & Hidayat, 2019).

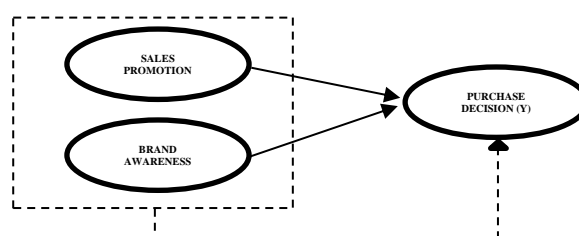
PT Indonesia Comnets Plus, hereinafter referred to as ICON+, is a subsidiary of PT PLN (Persero) which is engaged in telecommunications, ICON+ started its commercial activities since 2001. As a subsidiary of PT PLN (Persero), initially ICON+ focused on serving the needs of PT PLN (Persero) of telecommunications networks. Along with the industry's need for telecommunication networks with consistent levels of availability and reliability, ICON+ saw a new opportunity to expand its business, namely by commercializing the excess capacity of PT PLN (Persero)'s fiber optic telecommunication network in Java and Bali. In an effort to provide reliable services, ICON+ is always available, supported by competent and experienced human resources as well as a fiber optic network covering Sumatra, Java, Bali, Nusa Tenggara

2. RESEARCH METHOD

This study uses an associative research type that seeks to examine the quality relationship between the independent variables and the dependent variable. Population is a general domain consisting of qualities, special characteristics determined by researchers who retire after researching (Sugiyono, 2011). Iconnet's total sales in 2022 are 2,592 units. So the number of consumers who bought the Iconnet is 2,952 people. The population of this study are consumers who buy Iconnet at PT. Icon+ in Makassar City as many as 2,592 people. The number of samples in this study used the Slovin method and obtained a total sample of 96 respondents. Data collection techniques in this study are through observation, interviews, and questionnaires. The data analysis technique used in this study is to use the research instrument test, multiple linear regression, hypothesis testing, determinant test (r^2), classical assumption test

2.1 Framework of Mind

The marketing strategy used by Iconnet is by utilizing sales promotions and brand awareness which can influence potential customers so that they can lead to product purchasing decisions. Based on this description, a framework for thinking in this study can be arranged, namely in the following figure:



Picture1Mindset

2.2 Hypothesis

Based on the formulation of the problem that has been stated previously, the hypothesis in this study is:

- H1: Sales promotion partially influences the buying decision of Iconnet at PT. Icon+ in Makassar City.
- H2: Brand Awareness partially influences the purchasing decision of Iconnet at PT. Icon+ in Makassar City.
- H3: Sales Promotion and Brand Awareness simultaneously influence the buying decision of Iconnet at PT. Icon+ in Makassar City.

3. RESULTS AND DISCUSSION

3.1 Validity Test

The validity test on each question point in the questionnaire aims to find out whether each of these questions can clearly and correctly measure the concept intended in the study. Each question used in the research from the questionnaire in this study was combined with a description of the theoretical definition of each variable used in the study. Therefore, providing support for each question that is used as a construct indicator is proven to have content validity, namely each item of the measurement question is a representative measuring instrument that is in accordance with the theoretical concept. (Ristania & Justianto, 2013). The instrument is said to be valid when the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The statement is said to be valid if the r-count value is greater than the r-table. The following table shows the results of the research variable validity test, namely:

Table 1. Research Variable Validity Test Results

Variable	Statement Items	r-count	r-table	Information
Sales Promotion (X1)	PP 1	0.247	0.200	Valid
	PP 2	0.400	0.200	Valid
	PP 3	0.264	0.200	Valid
	PP 4	0.338	0.200	Valid
	PP 5	0.410	0.200	Valid
	PP 6	0.376	0.200	Valid
	PP 7	0.476	0.200	Valid
	PP 8	0.422	0.200	Valid
	PP 9	0.221	0.200	Valid
	PP 10	0.269	0.200	Valid
Brand Awareness (X2)	BA 1	0.365	0.200	Valid
	BA 2	0.278	0.200	Valid
	BA 3	0.456	0.200	Valid
	BA 4	0.497	0.200	Valid
	BA 5	0.477	0.200	Valid

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Purchase Decision (Y)	BA 6	0.338	0.200	Valid
	BA 7	0.202	0.200	Valid
	BA 8	0.244	0.200	Valid
	KP 1	0.455	0.200	Valid
	KP 2	0.441	0.200	Valid
	KP 3	0.204	0.200	Valid
	CP 4	0.265	0.200	Valid
	CP 5	0.423	0.200	Valid
	CP 6	0.263	0.200	Valid

Source: Primary data processed using SPSS 23 in 2023

From the results of research data processing using SPSS with a total of 96 respondents, it is necessary to know the degree of freedom to see the value of r-table using the formula $df = n - 2$ or $df = 96 - 2 = 94$ to obtain an r-table value of 0.200 with a significance level of 0.05 or 5%. Based on the results of the research validity test table above, it shows that all statement items in this research questionnaire produce an r-count value that is greater than the r-table value so that all statement items in this research questionnaire can be valid.

3.2 Reliability Test

Reliability is the accuracy and thoroughness in measurement techniques, reliability tests are used to see how far the measuring instruments used can be trusted and relied upon in research. Reliability testing uses the Alpha Cronbach formula because it is in the form of data with a Likert scale. Cronbach's alpha is a reliability coefficient that describes whether or not items in a series are positively related to one another. The value of Cronbach's Alpha in this study will be used with a value of 0.6 with the assumption that the list of questions tested will be said to be reliable if the value of Cronbach's Alpha ≥ 0.6 (Rosmitha, 2017).

Table 2 Research Reliability Test Results

Variable	Cronbach's Alpha value	Information
Sales Promotion (X1)	0.826	reliable
Brand Awareness(X2)	0.712	reliable
Purchase Decision (Y)	0.706	reliable

Source: Primary data processed using SPSS 23 in 2023

Based on the results of research data processing using SPSS 25 with a total of 96 respondents as shown in the table above, it is known that the value of Cronbach's alpha on the variable sales promotion (X1), brand awareness (X2), and purchasing decisions (Y) is greater than 0.06 so that it can be said to be reliable and reliable as a variable measuring tool.

3.3. Multiple Linear Analysis

Multiple linear regression is a statistical analysis regression model that studies the relationship between two or more variables. Multiple linear analysis is the development of a

simple regression analysis which is carried out with the aim of knowing how much influence the independent variable has on the dependent variable.

The multiple linear regression model is explained by the following equation:

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

Information:

Y = dependent variable or response variable.

X = Independent variable or predictor variable.

α = Constant.

β = Slope or Coefficient estimate.

Table 3. Multiple Linear Analysis Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
(Constant)	4,565	1,554		2,937	.004		
Sales Promotion	.302	.043	.567	7.015	.000	.870	1.149
Brand Awareness	.155	.054	.232	2.873	.005	.870	1.149

a. Dependent Variable: Purchase Decision

Source: Primary data processed with SPSS 23 in 2023

$$Y = 4.565 + 0.302 X_1 + 0.155 X_2 + e$$

The interaction of these equations is:

- 1) A constant value of 4,565 has a positive value indicating a unidirectional effect, which means that if all independent variables (sales promotion, brand awareness) are considered constant or do not change, then the value of the purchase decision is 4,565.
- 2) The X1 coefficient (sales promotion) of 0.302 indicates that the sales promotion variable has a positive influence on purchasing decisions (Y). So if the sales promotion factor increases by 1% while other variables are held constant, then the purchasing decision variable will increase by 30.2%.
- 3) The X2 (brand awareness) coefficient of 0.155 indicates that the brand awareness variable has a positive influence on purchasing decisions (Y). So if the brand awareness factor has increased by 1% while other variables are considered constant, then the purchasing decision variable will increase by 15.5%.

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3.4 Hypothesis Testing**a. Partial Test (t test)**

The t test aims to determine the variables of sales promotion and brand awareness (independent) partially which influence purchasing decisions (dependent). The test is carried out with a probability or significance of 5%, if t count is greater than t table then H₀ is not rejected and H_a is accepted. Using a sample of 96 respondents with t table = df = nk = 96-2 = 94 and a significant level $\alpha = 0.05$ or 5%, so that a t table of 1.661 is obtained.

Table 4.1t test results (partial).

Table 4 Partial Test Results (t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Beta ^s		
1	(Constant)	4,565	1,554		2,937	.004
	Sales promotion	.302	.043	.567	7.015	.000
	Brand Awareness	.155	.054	.232	2,873	.005

a. Dependent Variable: Purchase Decision

Source: Primary data processed with SPSS 23 of 2023

Based on the results of the data processing shown in the table above, the sales promotion variable (X₁) is known that the t count is 7.015 > t table 1.661 with a sig. 0.000 < 0.05 which means that H₀ is rejected and H_a is accepted, in other words, the sales promotion variable has a partial effect on purchasing decisions.

Furthermore, for the brand awareness variable (X₂), the t count is 2.873 > t table 1.661 with a significant value of 0.005 < 0.05, which means that H₀ is rejected and H_a is accepted, in other words, the brand awareness variable has a partial effect on purchasing decisions.

Judging from the t-test table, it shows that the sales promotion variable (X₁) has a greater influence than brand awareness (X₂) with the t-count value of X₁ obtained 7.015 greater than the t-count value of X₂, which is 2.873. In addition, the value of the regression coefficient X₁ shows the greatest value, namely 0.302 compared to X₂, which means that the sales promotion variable has a greater influence on purchasing decisions than the brand awareness variable. In marketing products that meet directly with prospective customers, the quality of sales promotion is very important in order to attract potential customers to make purchasing decisions for products.

b. Simultaneous Test (Test F)

The F test aims to determine when the independent variables as a whole have an influence on the dependent variable. The F test is compared to the way between F count and F table, the specified alpha confidence level is 0.05 or 5%. If F count is greater than F table then H₀ is not rejected and H_a is rejected.

Table 5 Simultaneous Test Results (F)

ANOVA ^a					
Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	239,389	2	119,695	41,345	.000b
Residual	269,236	93	2,895		
Total	508,625	95			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Brand Awareness, Sales Promotion					

Source: Primary data processed with SPSS 25 of 2023

Based on the results of the F test above, the resulting F count is 41.345. Significant level in this study $\alpha = 0.05$ or 5% with F table = $df_1 = (k-1) = (2-1) = 1$ and $df_2 = nk-1 = 96-2-1 = 93$, then the value obtained F table of 3.094. If you look at the table above, the results of F count are $41.345 > F \text{ table } 3.094$ so that H_0 is counted. This shows that the variables of sales promotion and brand awareness simultaneously influence purchasing decisions, and it can be concluded that H_1 on the F test (simultaneous) is accepted.

3.5 Determinant Test (R²)

The coefficient of determinant (R²) is performed to see how well the regression matches the actual data. The coefficient of this determinant measures the percentage of the total variance of the dependent variable Y that is explained by the independent variable in the regression line. The R² value has an interval between 0 and 1 ($0 < R^2 < 1$). If R² is getting bigger, close to 1, then the regression model is successful and getting closer to 0, the independent variable as a whole cannot explain the dependent variable.

Table 6 Determination Test Results (R²)

Summary model ^b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.686a	.471	.459	1,701	1,768
a. Predictors: (Constant), Brand Awareness, Sales Promotion					
b. Dependent Variable: Purchase Decision					

Source: Primary data processed with SPSS 25 of 2023

Based on the table of determination test results above, a correlation coefficient (R) of 0.686 is obtained, which means that there is a strong relationship between sales promotion variables and brand awareness on purchasing decisions. While the R Square value is the coefficient of determination which is equal to 0.471 indicating that 47.1% of the purchase decision variable (Y) is influenced or can be explained by the independent variables of sales promotion and brand awareness, while the remaining 52.9% is explained by other variables not included in the this research.

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3.6 Classical Assumption Test**a. Normality test**

The normality test is used to test the variables in the regression model that these variables have a normal distribution. The way to detect whether the residuals have a normal distribution is by graphic analysis and statistical tests. The standard used is a two-way test, meaning that by comparing the p-value obtained at a significant level of 0.05 the data is said to be normally distributed if $p > 0.05$ (Syahrie, 2021).

Table 7 Variable Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		96
Normal Parameters, b	Means	.0000000
	std. Deviation	1.68346693
Most Extreme Differences	absolute	.058
	Positive	.058
	Negative	-.041
Test Statistics		.058
asympt. Sig. (2-tailed)		.200c,d

Source: Primary data processed with SPSS 25 of 2023

Based on the results of data processing using SPSS 25 for all the variables studied, the Kolmogorov-Smirnov Test value was 0.058 and Asymp. Sig. (2-tailed) of 0.200 indicates that the value is greater than 0.05 so that it can be said that the data in this study are normally distributed.

b. Multicollinearity Test

The multicollinearity test was carried out with the aim of knowing whether the independent variables have similarities with other independent variables in the regression model that was carried out or to find out whether there is a correlation between the independent variables. Multicollinearity testing is carried out by comparing the tolerance value and the variance inflation factor (VIF) value with the required value. The value received for the tolerance value is greater than 0.1 and the VIF value is less than 10 or $VIF < 10$.

Table 8 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	4,565	1,554		2,937	.004		
	Sales promotion	.302	.043	.567	7015	.000	.870	1.149
	Brand Awareness	.155	.054	.232	2,873	.005	.870	1.149

a. Dependent Variable: Purchase Decision

Source: Primary data processed with SPSS 25 of 2023

Based on the table of multicollinearity test results, it is known that all independent variables in this study have a VIF value of less than 10.00 and a tolerance value of greater than 10% or 0.1, which means that there is no correlation between variables so that it can be concluded that there are no symptoms of multicollinearity in each variable. in the proposed regression model.

c. Heteroscedasticity Test

The heteroscedasticity test is a test that aims to see whether in the regression model that is being run there is an inequitable variance of the residual of an observation. To test whether there is heteroscedasticity, it is done by looking to see if there is a pattern on the scatterplot graph between SRESID and ZPRED. If a regular pattern is seen, it can be indicated that there is a heteroscedasticity problem. However, if there is no clear pattern, then there is no heteroscedasticity.

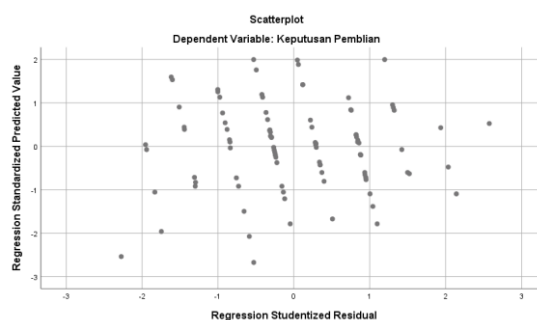


Figure 2 Heteroscedasticity Test Results

Source: Primary data processed with SPSS 25 of 2023

Based on the results of the heteroscedasticity test above, it shows that the points on the graph are spread out and do not gather in one place, and there is no specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the regression model in this study.

3.7 Discussion

Based on the research that has been done, it shows that the independent variables used in this study, partially the Sales Promotion (X1) and Brand Awareness (X2) variables have a significant effect on the Purchase Decision variable (Y). As well as Sales Promotion (X1) and Brand Awareness (X2) simultaneously have a significant effect on the Purchase Decision variable (Y) Iconnet at PT. Icon+.

a. Effect of Sales Promotion on Purchasing Decisions

The results of the research that has been done show that sales promotion (X1) has a positive effect on purchasing decisions (Y), this is shown from the results that have a positive value where the calculated t value of the product quality variable is greater than the t table value. Iconnet is a service from PT. Icon + which operates in the field of internet providers.

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Iconnet internet provider certainly has several price packages according to the needs desired by prospective customers, including packages of 10 Mbps, 20 Mbps, 50 Mbps, and the highest, namely 100 Mbps, the price offered also adjusts for each internet package. The Sales Promotion variable (X1) has a positive and significant influence on Purchase Decision (Y). Sales promotion that is done well will certainly attract buying interest from potential customers,

This research is also in line with previous research, namely in research conducted by Anggriani and Hamali (2020) that there is a significant influence of sales promotions on purchasing decisions for towel products at PT Tatapusaka Sentosa Textile Mills. The more effective and more attractive the sales promotion carried out by PT Tatapusaka Sentosa Textile Mills through consumer promotion tools, trade promotion tools, and business promotion tools, it will be able to increase customer purchasing decisions for towel products promoted by the company.

b. The Effect of Brand Awareness on Purchasing Decisions

The results of the research that has been done show that brand awareness (X2) has a positive effect on customer satisfaction (Y), this is shown from the results that have a positive value where the t value of the variable service quality is greater than the value of t table. Iconnet continues to increase brand awareness or brand awareness for the community. Good brand awareness of the company or product can be a factor that increases purchasing decisions. Products that have good awareness will automatically bring customers to make purchases.

In the independent variable brand awareness (X2) has a positive and significant influence on purchasing decisions (Y). Iconnet internet provider makes maximum efforts to increase product awareness among the public. Brand awareness of products is always being intensively increased in order to increase product purchasing power, positive brand awareness in the community can also bring a good image to the company.

This research is also in line with previous research, namely research conducted by Krisnawati Devi (2016) which stated that brand awareness has a significant effect on the decision to purchase Aqua brand bottled drinking water among people in the city of Bandung. This can happen because the Aqua brand has reached the top of mind level. Aqua is very attached to the minds of the people, and makes Aqua make Aqua the first choice brand when buying bottled drinking water

The Effect of Sales Promotion and Brand Awareness on Purchasing Decisions

Simultaneously, sales promotion and brand awareness have a significant effect on purchasing decisions. This happens because the result of the calculated F value is greater than the table F value with a smaller significant value. Based on these results, sales promotion (X1) and brand awareness (X2) simultaneously influence purchasing decisions (Y) Iconnet at PT. Icon+ so that the hypothesis in the study can be said to be accepted.

The relationship between sales promotion and brand awareness on purchasing decisions is closely related and influences each other. Sales promotion is the main thing that companies do to attract and increase buying interest in order to make a profit. Brand awareness is also needed by companies so that their products are better known among the public so as to increase purchasing power. Purchasing decisions can be greatly influenced by sales promotions and brand awareness, with these two variables purchasing decisions can occur. With a purchase decision, the company will get benefits such as profit and can establish cooperation with customers. With this, customers can subscribe to products for a long time, can recommend products to others.

4. CONCLUSION

- a. Sales promotions have a significant influence on purchasing decisions Iconnet at PT. Icon+ city of Makassar. This is because the sales promotion variable indicator has a big influence, namely the promotion quality indicator. By promoting quality products needed by customers, it will increase purchasing decisions. The better the quality of the sales promotion, the higher the purchasing decision. Vice versa, the worse the quality of the sales promotion carried out, the purchasing decision will be reduced or lower.
- b. *Brand Awareness* give a significant influence on purchasing decisions Iconnet at PT. Icon+ city of Makassar. Brand recall indicators have a major influence on purchasing decisions. Names and logos that are easy to remember can increase product awareness in the community so that they can influence and attract potential customers to make purchasing decisions so that they can provide benefits for the company.
- c. Sales promotions that are carried out properly and are of good quality and brand awareness continues to increase will have a significant influence on the purchasing decisions of potential Iconnet customers at PT. Icon+ city of Makassar simultaneously.

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