



The Influence of Promotion and Physical Evidence on Purchasing Decisions at Wisma Sukapura Hotplate, Bandung Regency

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used is purposive sampling. The population of people domiciled in Bandung Regency who have purchased at WS Hotplate is unknown, with a sample of 100 respondents. Data testing in research using statistics, namely SPSS, shows that the results of this study are promotional variables and physical evidence that have a significant influence both partially and simultaneously on purchasing decisions at Wisma Sukapura Hotplate, Bandung Regency.

Abstract: The basic human need for food is one of the factors that can support the growth of the culinary industry. Food presentation using a hotplate has become a trend that is very popular with the public in recent years. One of the hotplate business actors in Bandung Regency is Wisma Sukapura Hotplate, commonly known as WS Hotplate, which has a menu of chicken and beef steak dishes at affordable prices. WS Hotplate is in the campus area, especially Telkom University, so there is a decrease in income during the student holiday season. This study aims to determine in more detail the effect of promotion and physical evidence on purchasing decisions simultaneously and partially. This research uses quantitative methods and a series of tests such as the classical assumption test, which includes normality, multicollinearity, and homoscedasticity tests; multiple linear regression analysis tests; hypothesis testing, which provides for partial (t) and simultaneous (f) tests; and the coefficient of determination test. The non-probability sampling technique

Keywords: Promotion, Physical Evidence, Purchasing Decisions

Introduction

Fundamental individual needs are essential for maintaining physiological and psychological balance. One crucial component for satisfying physiological needs is food, directly related to the energy and nutrition required for daily activities. This need undeniably supports the growth of the culinary industry. This is corroborated by the Ministry of Industry's statement at the Food & Hotel Indonesia (FHI) festival opening at JIEXPO, which highlighted data from the food and beverage (main) sector. According to this data, there was a 5.35% growth in Gross Domestic Product (GDP) for the food and beverage industry in the first quarter of 2023, aligning with the national GDP growth rate of 5.03% and contributing 38.61% to the non-oil and gas industrial GDP (Harianto, 2024).

The growth in the culinary sector has led to micro, small, and medium enterprises (MSMEs) becoming an essential type of business with the potential to positively impact economic growth and demonstrate flexibility in adapting to changes. (Naztia Putri, 2023). Indirectly, the rapid expansion of MSMEs in Indonesia is expected to influence increases in per capita income in various regions. In 2023, the number of MSMEs in Indonesia reached 66 million, accounting for 99% of all business units. The Indonesian Chamber of Commerce and Industry (Kadin) also reported that MSMEs contribute 61% to the Gross Domestic Product (GDP), amounting to IDR 9,580 trillion, and employ 97% of the workforce (117 million) in Indonesia.

The significant development in the culinary industry has led to the emergence of numerous similar businesses, resulting in intensified competition within this sector. (Nengsih, 2022). To sustain their existence, MSME operators must adopt well-developed and effective business strategies, as a robust strategy will facilitate their ability to navigate competition effectively (Oraee, 2024; Ploadaksorn, 2023; Zabeen, 2023). One essential strategy to implement is the 7P marketing mix or marketing blend (Nduka, 2023; Yousefi, 2023). Implementing this strategy aids in determining appropriate solutions to meet customer needs and desires, enabling businesses to achieve their objectives (Ang, 2023; Ghadge, 2022; Rehn-Groenendijk, 2023).

One example of an MSME in the food industry located in Bandung Regency is Wisma Sukapura Hotplate, commonly known as WS Hotplate, which specializes in serving chicken steak on hotplates. The use of hotplates in food presentation has become a popular trend in recent years (Diana, 2024). However, this trend has not fully translated into consistent popularity. According to an interview with Mr. Rio, the owner of WS Hotplate, there has been a decline in sales at his restaurant. WS Hotplate is situated near a university, specifically Telkom University, and is primarily known among students. Consequently, during the holiday season, WS Hotplate experiences a drop in revenue due to a reduced customer base. One contributing factor is the owner's reluctance to list the restaurant's products on online platforms such as GoFood, ShopeeFood, and others, citing concerns about maintaining product quality and ensuring it reaches customers while still hot. Despite this, online business opportunities are promising as they can get a broader audience. The Minister of Trade's statement supports this that e-commerce has demonstrated significant economic potential in recent years, and Bank Indonesia (BI) predicts that e-commerce transactions will reach IDR 503 trillion by 2025 (Anggela, 2024). Additionally, consumer reviews on Google Reviews indicate dissatisfaction with the ambiance of WS Hotplate and the lack of a clear company identity. These factors are crucial as they impact consumer perceptions and can enhance business processes at WS Hotplate.

To identify the issues outlined above, the researcher will conduct further investigation through a preliminary survey using a questionnaire distributed to 30 respondents. According to Malhotra, K. (2020), a sample size of 30 is ideal for a preliminary study as it provides sufficient initial indicators without overburdening research resources. Consequently, the author will utilize this approach by distributing a questionnaire via

Google Forms to 30 consumers who have visited and purchased products from WS Hotplate. The survey will employ the 7P marketing mix framework, highly relevant in the modern business and digital era. The marketing mix encompasses critical elements such as people and processes, which focus on customer experience and are adaptable to changes in the business environment. This framework helps companies understand customer needs and make more strategic decisions Kotler & Keller (2016). Thus, the survey will help identify which dimensions influence purchasing decisions (Hall, 2022; Lindstrom, 2022; Zerguine, 2022).

Based on the preliminary survey results, two of the seven marketing mix dimensions received the lowest scores compared to the others: promotion and physical evidence. For the promotion dimension, respondents disagreed with receiving promotions from WS Hotplate and felt that the restaurant had not implemented attractive promotions for customers. Regarding physical evidence, respondents largely disagreed that the additional facilities (such as restrooms and prayer rooms) were adequate and did not feel that WS Hotplate provided a comfortable impression for customers. This indicates that WS Hotplate is weak in the dimensions of promotion and physical evidence when implementing the 7P marketing mix. According to Indrawati (2015), adjustments to constructs are based on literature review and initial data collection, which may indicate the need to either reduce or add constructs or for other reasons. Based on this explanation, this study will consider the promotion and physical evidence variables due to the identified deficiencies in these business processes at WS Hotplate. Therefore, further research is needed to determine the factors influencing these performance issues. This research contributes to WS Hotplate by providing insights into improving marketing strategies through online platforms, enhancing physical evidence, and formulating more effective strategies to boost purchasing decisions and sales, especially during the holiday season. This will support utilizing the 7P marketing mix and adapting to digital marketing trends to improve the restaurant's competitiveness and revenue.

Based on the discussion provided in the background of the study, the research questions that can be formulated are as follows:

1. What are the respondents' perceptions of promotion, physical evidence, and purchasing decisions at the MSME WS Hotplate?
2. To what extent does promotion partially influence purchasing decisions at the MSME WS Hotplate?
3. To what extent does physical evidence partially influence purchasing decisions at the MSME WS Hotplate?
4. To what extent do promotion and physical evidence simultaneously influence purchasing decisions at the MSME WS Hotplate?

Research Method

This study utilizes a quantitative research approach. It is characterized as quantitative because it involves collecting numerical data, which are then analyzed using statistical methods (Sugiyono, 2022). Data were gathered through a questionnaire employing a Likert scale. The study's target population consists of residents of Bandung Regency, though the exact number is unknown. Therefore, in determining the sample for this research, the non-probability sampling technique was used, as this method does not provide every member of the population an equal chance of being selected as a sample. The specific non-probability sampling technique this research applies is purposive sampling (Sugiyono, 2022). A significance level of 5% and a confidence level of 95% were utilized to determine the appropriate sample size, yielding a Z value of 1.96. Using the Bernoulli formula, the sample size was calculated to be 96.04 respondents. This number was rounded to 100 participants to facilitate calculations and minimize errors. Data analysis was carried out using SPSS, including classical assumption tests (normality, heteroscedasticity, and multicollinearity), multiple regression analysis, hypothesis testing (partial t-tests and simultaneous f-tests), and the coefficient of determination.

Result and Discussion

A. Results of Descriptive Analysis

Based on the descriptive analysis obtained from the questionnaire, which includes eight statements related to the Promotion variable (X1), it can be concluded that the promotion efforts of WS Hotplate are categorized as good, with a percentage result of 81.3%. The descriptive analysis of the ten statements concerning the Physical Evidence variable (X2) indicates that the physical evidence at WS Hotplate is also good, with a percentage result of 83.1%. Additionally, the descriptive analysis of the seven statements related to the Purchasing Decision variable (Y) shows that the purchasing decisions at WS Hotplate are classified as good, with a percentage result of 84%.

B. Classical Assumption Test

1. Normality Test

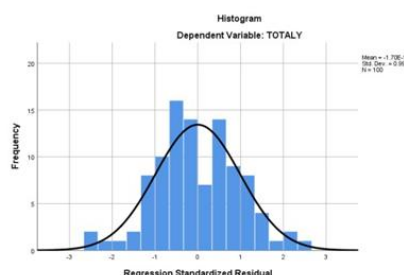


Figure 1. Results of the Normality Test on the Histogram
(Processed Data by Researcher, 2024)

The histogram graph displays a bell-shaped or symmetric pattern based on the figure. This indicates that the data used to assess the purchasing decision variable have typically distributed residuals.

In addition to using the P-Plot, the Kolmogorov-Smirnov test was conducted with a significance level (α) of 0.05 to ensure the accuracy of the normality test results. If the significance result exceeds 0.05, the data are typically distributed. The results of the test are presented in Table 4.3.:

Table 1. Results of the Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.24673655
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.040
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Source: Processed Data by Researcher (2024)

According to Table 1, the Kolmogorov-Smirnov normality test results show a significance value exceeding the alpha level ($0.200 > 0.05$). Therefore, it can be concluded that the data used to measure the purchasing decision variable have typically distributed residuals.

2. Multicollinearity Test

Table 2. Result of the Multikolonearitas Test
Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTALX1	.554	1.805
	TOTALX2	.554	1.805

a. Dependent Variable: TOTALY

Source: Processed Data by Researcher (2024)

According to Table 2, the multicollinearity test results show that the Variance Inflation Factor (VIF) values are less than ten, and the tolerance values for the variables are more significant than 0.1. Therefore, it can be concluded that there are no multicollinearity issues in this study.

3. Heteroscedasticity Test

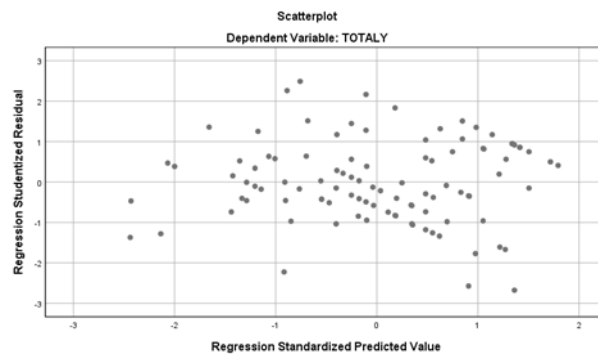


Figure 2. Results of the Heteroscedasticity Test
(Processed Data by Researcher, 2024)

Based on Figure 2, it can be observed that the scatterplot points are dispersed both above and below the zero line on the Y-axis without forming any specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the regression model of this study.

C. Multiple Linear Regression Test

Table 3. Result of the Multiple Linear Regression Test

Model	<u>Coefficients^a</u>		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
1 (Constant)	7.307			3.775	.000
TOTALX1	.198		.261	2.935	.004
TOTALX2	.377		.560	6.308	.000

a. Dependent Variable: TOTALY

Source: Processed Data by Researcher (2024)

According to Table 3, the regression coefficients are obtained using the following formula:

$$Y = 7,307 + 0,198X1 + 0,377X2$$

From the multiple linear regression formula provided, the following interpretations can be made:

- The constant value of 7.307 indicates that when there is no Promotion or Physical Evidence (i.e., both variables are valued at 0), the baseline purchasing decision (Y) is 7.307.
- The regression coefficient for X1 is 0.198. This positive value suggests that the Promotion variable (X1) directly correlates with the purchasing decision (Y). Specifically, each unit increase in Promotion (X1) increases the purchasing decision (Y) by 0.198.
- The regression coefficient for X2 is 0.377. This positive value indicates that the Physical Evidence variable (X2) directly correlates with the purchasing decision (Y). Each unit increase in Physical Evidence (X2) increases the purchasing decision (Y) by 0.377.

D. Hipotesis Testing

1. T Test (Partial)

Table 4. Results of the t-Test (Partial)

<u>Coefficients^a</u>					
Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.307	1.936		3.775	.000
TOTALX1	.198	.068	.261	2.935	.004
TOTALX2	.377	.060	.560	6.308	.000

a. Dependent Variable: TOTALY

Source: Processed Data by Researcher (2024)

According to Table 4:

- The Promotion variable (X1) has a calculated t-value (TStatistics) of 2.935, which is greater than the critical t-value (Ttable) of 1.985, and a significant level of 0.004, which is less than 0.05. Therefore, H01 is rejected, and Ha1 is accepted. It can be concluded that Promotion (X1) has a significant individual impact on the Purchasing Decision (Y).
- The Physical Evidence variable (X2) has a calculated t-value (TStatistics) of 6.308, which is greater than the critical t-value (Ttable) of 1.985, and a significance level of 0.000, which is less than 0.05. Therefore, H02 is rejected, and Ha2 is accepted. It can be concluded that physical evidence (X2) has a significant individual impact on purchasing decisions (Y).

2. F Test (Simultaneous)

Table 5. Result of the F Test (Simultaneous)

Model	<u>ANOVA^a</u>			F	Sig.
	Sum of Squares	df	Mean Square		
1 Regression	680.055	2	340.028	66.000	.000 ^b
Residual	499.735	97	5.152		
Total	1179.790	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Source: Processed Data by Researcher (2024)

According to Table 5, the F-value (Fcount) is 66.000 with a significant level of 0.000. Based on the two criteria for the decision-making: $F_{count} > F_{table}$ ($66.000 > 3.091$) Significance level ($0.000 < 0.05$).

It can be concluded that H0 is rejected and H1 is accepted. This indicates that Promotion and Physical Evidence, when considered together, significantly impact the Purchasing Decision.

E. Coefficient of Determination Test

Table 6. Results of the Partial Coefficient of Determination

		Coefficients ^a					Correlations		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.			
Model		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	7.307	1.936		3.775	.000			
	TOTALX2	.377	.060	.560	6.308	.000	.734	.539	.417
	TOTALX1	.198	.068	.261	2.935	.004	.635	.286	.194

a. Dependent Variable: TOTALY

Source: Processed Data by Researcher (2024)

According to Table 6, the calculation of partial determination coefficients can be performed using the following equation $Beta \times Zero\ Order$, as shown below:

1. Promotion: $0.560 \times 0.734 = 0.411$ or 41.1%
2. Physical Evidence: $0.261 \times 0.635 = 0.165$ or 16.5%

Thus, the partial determination coefficients reveal that the contribution of the Promotion variable is 41.1%, and the contribution of the Physical Evidence variable is 16.5%. In this study, the Promotion variable has the most significant individual impact, with a percentage of 41.1%. Next, the calculation and results of the simultaneous determination coefficient are as follows:

Table 7. Results of the Simultaneous Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.568	2.26978

a. Predictors: (Constant), TOTALX1, TOTALX2

b. Dependent Variable: TOTALY

Source: Processed Data by Researcher (2024)

According to the data in Table 7, the combined effect of Promotion and Physical Evidence on the Purchasing Decision is represented by a coefficient of determination (R^2) of 0.576. The magnitude of R^2 can be calculated using the following equation:

$$KD = r^2 \times 100\%$$

$$KD = 0.576 \times 100\%$$

$$KD = 57.6\%$$

Thus, the simultaneous determination coefficient calculation indicates that Promotion and Physical Evidence account for 57.6% of the variation in the Purchasing Decision. This suggests that Promotion and Physical Evidence significantly impact the Purchasing Decision, with a combined contribution of 57.6%. The remaining 42.4% of the variation is influenced by other variables not examined in this study.

Conclusion

A. Conclusions

Based on the study titled "The Influence of Promotion and Physical Evidence on Purchase Decisions at Wisma Sukapura Hotplate, Bandung Regency," the following conclusions can be drawn:

1. Understanding Respondents' Responses Regarding Promotion, Physical Evidence, and Purchase Decisions at WS Hotplate

Based on the descriptive analysis of the **Promotion variable**, it can be concluded that overall, it falls into the excellent category, with a percentage score of 81.3%. The personal selling dimension holds the highest position, with a percentage score of 85.6%, categorized as very good. Meanwhile, the advertising dimension ranks lowest with a percentage score of 77.4%, still within the excellent category.

Based on the descriptive analysis of the **Physical Evidence variable**, it can be concluded that overall, it falls into the excellent category, with a percentage score of 83.1%. The servicescape dimension holds the highest position with a percentage score of 85.4%, categorized as very good. In comparison, the other tangibles dimension ranks lowest with a percentage score of 80%, still within the excellent category.

Based on the descriptive analysis of the **purchase decision variable**, it can be concluded that overall, it falls into the excellent category, with a percentage score of 84%, and is categorized as good. The payment method dimension holds the highest position, with a percentage score of 87.6%, classified as very good. In comparison, the brand choice dimension ranks lowest with a percentage score of 78.8%, still within the excellent category.

2. The promotion variable has a partial effect on WS Hotplate's purchase decisions

The influence of promotion on purchase decisions is 41.1%, with a positive effect indicating that an increase in the promotion variable will raise the purchase decision variable.

3. The physical evidence variable has a partial effect on WS Hotplate's purchase decisions

The influence of physical evidence on purchase decisions is 16.5%, with a positive impact indicating that an increase in the physical evidence variable will lead to a rise in the purchase decision variable.

4. Promotion and physical evidence have a simultaneous effect on purchase decisions

There is a positive influence, showing that increasing the promotion and physical evidence variables together will increase purchase decisions at WS Hotplate. Promotion and physical evidence significantly influence purchase decisions, with a percentage score of 57.6%, while the remaining 42.4% is influenced by other variables not examined in this study.

B. Recommendations

The following recommendations are based on the study on the influence of promotion and physical evidence on purchase decisions that have been processed and analyzed.

1) Recommendations for the Company

- a. Based on the study results, the lowest value of the **promotion variable** is the advertising dimension, with the statement "WS Hotplate has conducted promotions in the form of printed materials (brochures) to attract consumers," receiving a percentage score of 77.4% still in the excellent category. However, the owner needs to enhance and pay attention to this aspect. Therefore, it is recommended that WS Hotplate increases the distribution of brochures, which can be done on weekends and before lunchtime at strategic locations such as offices and shopping centers, targeting female consumers aged 17 and above. The brochures should contain a clear call to action, such as vouchers or promo codes. After this activity, an evaluation should be conducted to assess its effectiveness and determine any necessary improvements, including the frequency of brochure distribution. This will ensure the brochure distribution achieves its intended goal, increasing brand awareness and boosting restaurant sales. **Secondly**, the direct marketing dimension, with the statement "The promotion on Instagram has been communicated and is appealing," received a percentage score of 77.6%, also categorized as good. However, given current technology and business trends, relying solely on print promotions may be less relevant. WS Hotplate's target market is aged 17-35, and according to Asiati (2018) The 20-35 age group uses social media most frequently. Thus, WS Hotplate should focus on clear and engaging Instagram promotions, utilizing features such as Stories, Reels, and Instagram Ads to increase content frequency and interaction. This approach can optimize relevant promotions for consumers, and routine evaluations should be conducted to adjust strategies based on audience preferences.
- b. Based on the study results, the lowest value of the **physical evidence variable** is the other tangibles dimension, with the statement "The uniforms worn by WS Hotplate employees give a professional impression," receiving a percentage score of 80%, still in the excellent category. However, this aspect requires WS Hotplate to pay attention to and improve. Therefore, it is recommended that WS Hotplate provide a dress code or uniform for its employees that represents the company's brand, thereby giving customers a neat and professional impression.
- c. Based on the study results, the lowest value of the **purchase decision variable** is the brand choice dimension, with the statement "WS Hotplate is my go-to place when looking for steak," receiving a percentage score of 78.8%, still in the excellent category. However, this aspect requires attention. Therefore, it is recommended that WS Hotplate list its products on online food delivery platforms such as GoFood, ShopeeFood, and GrabFood. This would allow customers to enjoy the food more conveniently and increase the likelihood of choosing WS Hotplate

products, as they would be available online, reaching more people and increasing sales, especially during the holiday season.

2) Recommendations for Future Researchers

- a. Future researchers are encouraged to conduct studies on companies within the same industry so the results can be used for comparison.
- b. This study only analyzes the influence of promotion and physical evidence on purchase decisions. Therefore, it is suggested that future researchers include other variables that also impact purchase decisions.
- c. Future researchers are expected to use theoretical foundations from various experts to enrich knowledge, especially in Marketing Management.

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