

# The Influence of Price and Location on Student Decisions in School Selection (Case Study at SMA Mulia Buana Parung Panjang, Bogor Regency)

**Ferdiansyah**

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## Abstract

*This study aims to determine the effect of price and location on student decisions in school selection (Case Study at SMA Mulia Buana-Parung Panjang, Bogor Regency) partially and simultaneously. This study uses quantitative associative research methods and the population that is used as the object of this research is the whole sample using the saturated sample technique, namely the students of class X SMA Mulia Buana totaling 52 students. The results of this study simultaneously have a significant positive effect between price and location on the decisions of SMA Mulia Buana students. The results of the correlation coefficient (R) of 0.738 which means that there is a strong correlation or relationship between price, and location has a strong relationship to student decisions. The coefficient of determination is 54.5%, so price and location can contribute 54.5% to student decisions while the rest is influenced by other factors. The multiple linear regression equation  $Y = 3.986 + 0.596 X_1 + 0.290 X_2$ . And the results of the Hypothesis Test (F test) of  $25.925 > 3.19$  and significant  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted which means that the price ( $X_1$ ) and location ( $X_2$ ) simultaneously have a significant effect on the decisions of high school students (Y) Mulia Buana Parung Panjang-Bogor.*

## Keywords

price; location; student decision



## I. Introduction

Education is one of the most important parts of human life, because education is one way to break the chain of poverty. In addition, education is now a necessity for the community to be able to develop themselves in a better direction. According to Astuti et al (2019) Education is an obligation of every human being that must be pursued to hold responsibilities and try to produce progress in knowledge and experience for the lives of every individual.

In Tomi Soetjipto (2019), Based on the Human Development Index (HDI) issued by the United Nations Development Program (UNDP), Indonesia's HDI value for 2018 is 0.707, which places the country in the category of high human development, positioning it at rank 111 out of 189 countries. and territory.

As said, "Between 1990 and 2018, Indonesia's HDI value increased from 0.525 to 0.707, an increase of 34.6 percent. During the same period, life expectancy at birth increased by 9.2 years to 71.5 years, the average length of schooling increased by 4.7 years to 8 years and the expected length of schooling increased by 2.8 years to 12.9 years. Indonesia's GNI per capita increased by around 155.9 percent between 1990 and 2018."

So from the data above, it is necessary to ensure the quality of inclusive and equitable education and increase learning opportunities for all people and the nation's children in all corners of the Indonesian homeland.

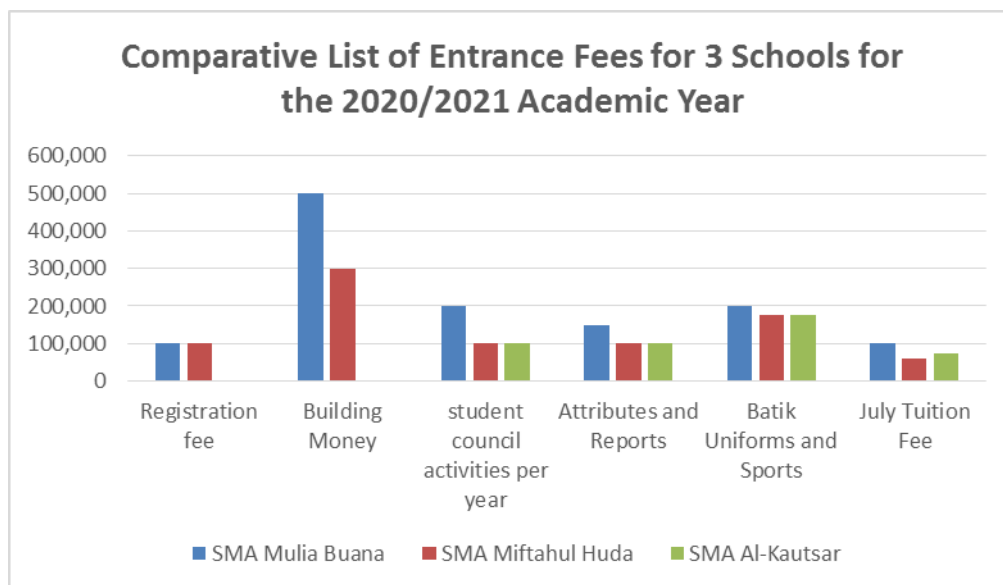
Basically, in choosing a school, there are several considerations from students, both in terms of location, entrance fees or other factors, these need to be considered in school management so that students are interested in enrolling in the schools we manage. From the data of incoming students, both from year to year, it should be an evaluation of the school in improving things that encourage students to enroll in school, just like SMA Mulia Buana also needs to see the extent of student interest in choosing a school, such as below is the Admission Data for SMA Mulia Buana students from 2010-2020, as follows.



Source: Mulia Buana High School Administration 2020

**Figure 1.** New Student Admission Data for SMA Mulia Buana 2010-2020

Based on the data above, it can be concluded that the number of student admissions at SMA Mulia Buana has fluctuated. This can be presumably caused by many factors, such as the location of the school, price, and so on. One example is the location of SMA Mulia Buana which is not located on the side of the road, giving rise to student considerations in choosing the school they want



**Figure 2.** Comparative List of Entrance Fees for 3 TP Schools 2020/2021

From the data above, it can be seen that there is a difference in the entrance fee to SMA Mulia Buana with other schools. It can be concluded that the total entrance fee for new students for SMA Mulia Buana is still higher than the other 2 schools which are quite close. As for the results of the researcher's observations, there are many equal schools in the area, namely around SMA Mulia Buana.

In essence, one of the goals of education, quoted by Husnul Abdi (2020) regarding the Purpose of National Education According to the Law, is "National Education According to Law No. 20 of 2003 Article 1 paragraph 2 is education based on Pancasila and the Act. The 1945 Constitution of the Republic of Indonesia, which is rooted in religious values, Indonesian national culture, and is responsive to the demands of changing times, this is of course done so that all future generations of the nation can receive and attend proper education, in accordance with the goals of Indonesian national education. ."

Reinforced in a theory regarding certain characteristics in learning activities according to Edi Suardi in Mas'adi, M., Effendy, AA, et al (2021) including "Learning to teach has a goal, namely to shape students in a certain development and designed to achieve the stated goals."

The learning objectives can be in line with one of the missions of SMA Mulia Buana, namely "Developing self-ability according to the competencies possessed, so as to be able to compete locally and globally." Therefore, SMA Mulia Buana is a place to produce a reliable and competent generation so that they can compete in the current era of globalization. Although high school graduates are still underestimated by some people, because there is still a mindset of the surrounding community who considers high school graduates difficult to get a job and do not have the skills.

Therefore, in overcoming the paradigm of society that still considers high school graduates to be seen as lacking in selling power after graduation, SMA Mulia Buana has another mission, namely, "Developing more creative and innovative education administration" so that students can be equipped with creative and innovative power that high after graduating from SMA Mulia Buana.

In supporting the school's mission, teaching staff can also be trained to be able to utilize creative and innovative learning media, as according to Nasution in Effendy, A. A., et. al. (2020) that "Learning characteristics are reviewed based on sources, including making full use of all sources of information as a source for lessons including audio-visual tools and providing opportunities to plan learning activities taking into account available sources.

Based on the background of the research above, the authors are interested in conducting research on "The Influence of Price and Location on Student Decisions in School Selection (Case Study at SMA Mulia Buana Parung Panjang, Kab. Bogor)".

## **II. Research Method**

The population in this study were all new students of class X SMA Mulia Buana, amounting to 52 students. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus the sample in this study the sample used amounted to 52 respondents. This study uses a quantitative associative research method with a correlational approach, where data is collected through the distribution of questionnaires or questionnaires. The data collected through the questionnaire results are then processed with statistics, then interpreted, analyzed and described in accordance with the research objectives. In analyzing the data used validity

test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis test.

### III. Results and Discussion

#### 3.1 Results

##### a. Data Quality Test (Instrument)

###### 1. Validity Test

Validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the symptom or event being measured. Questionnaire items are declared valid if the value of  $r_{count} > r_{table}$ . The following are the results of the validity test of the research instrument:

**Table 1.** Validity Test Results

<i>r count X<sub>1</sub></i>	<i>r count X<sub>2</sub></i>	<i>r count Y</i>	<i>r table</i>	Description
0,346	0,580	0,435	0,2732	Valid
0,618	0,568	0,561	0,2732	Valid
0,548	0,727	0,554	0,2732	Valid
0,410	0,815	0,696	0,2732	Valid
0,520	0,717	0,812	0,2732	Valid
0,350	0,605	0,728	0,2732	Valid
0,592	0,448	0,812	0,2732	Valid
0,405	0,615	0,717	0,2732	Valid
0,615	0,793	0,547	0,2732	Valid
	0,775		0,2732	Valid

The table above shows that all questions are greater than  $r_{table}$ . Thus, all the questions can be declared valid and all the questions can be used and can be trusted.

###### 2. Reliability Test

This test aims to measure whether the respondents' answers to the questions asked are consistent from time to time using the SPSS program. The results are as follows:

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha Value	Standart Cronbach's Alpha	Description
Price ( $X_1$ )	0,602	0,600	Reliable
Location ( $X_2$ )	0,860	0,600	Reliable
Student Decision ( $Y$ )	0,823	0,600	Reliable

Based on table 2 above, it shows that the value of Cronbach's alpha in each variable is greater than 0.600, so the respondents' answers to the statements used to measure each variable are consistent and reliable.

##### b. Data Analysis Test

This analysis is intended to determine the effect of the independent variable on the dependent variable. The test results are as follows:

## 1. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

**Table 3.** Multiple Linear Regression Coefficient Test Results

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	8.111	4.004		2.026	0.048	0.065	16.157
	Harga (X1)	0.513	0.127	0.445	4.037	0	0.257	0.768
	Lokasi (X2)	0.26	0.07	0.412	3.735	0	0.12	0.4

a. Dependent Variable: Student Decision (Y)

Based on the results of the table above, it can be obtained the following regression-regression equation formula:

$$Y = 8,111 + 0,513 X_1 + 0,260 X_2$$

The meaning of these numbers is as follows:

- Constant value of 8.111 means that if the price and location are constant (fixed), then the student's decision is 8.111,
- The regression coefficient for the price variable (X1) is 0.513, meaning that if the price variable increases by one unit, the student's decision will increase by 0.513 units. Assuming the other variables are fixed,
- The regression coefficient for the location variable (X2) is 0.260, meaning that if the location variable increases by one unit, the student's decision will increase by 0.260 units. Assuming other variables are fixed.

## 2. Correlation Coefficient Analysis

The correlation coefficient analysis is intended to determine the level of strength of the relationship of the independent variable to the dependent variable. The test results are as follows:

**Table 4.** Results of Correlation Coefficient and Coefficient of Determination (R2)

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.738 <sup>a</sup>	.545	.526	2.551	.545	29.319	2	49	.000

a. Predictors: (Constant), Location (X2), Price (X1)

b. Dependent Variable: Student Decision (Y)

In the table above, the correlation coefficient (R) is 0.738, which means that there is a strong correlation or relationship because it is in the 0.600-0.799 interval between the independent variables consisting of price, and location, which together have a strong relationship with student decisions.

### 3. Coefficient of Determination Analysis

The analysis of the coefficient of determination is intended to determine the percentage of the influence of the independent variable on the dependent variable. The test results are as follows:

Based on Table 4 above, the results of testing the value of determination or coefficient of determination (adjusted R<sup>2</sup>) are 0.545 or 54.5%, which means that the independent variables consisting of price and location can contribute 54.5% to student decisions while the rest (100%-54.5% = 45.5%) is influenced by other factors not discussed in this study.

### 4. Hypothesis Test

The basis of decision making for this partial test is to compare the significance with an alpha of 0.05 (5%). If it is significant < alpha (0.05), then Ho is rejected and Ha is accepted or vice versa if it is significant > alpha (0.05), then Ho is accepted and Ha is rejected.

The t-test was carried out with a significant level of alpha 0.05 (5%) divided by 2 into 0.025 (2-sided test) or in other words alpha divided by 2, degrees of freedom (df) = n-2, where n is the number of samples, k is the number of independent variables. If n = 52, then degree of freedom (df) = 52-2 = 50 and /2: 0.05/2 = 0.025, then ttable = 2.009.

#### a) t test (Partial)

**Table 5. T-Test Results (Partial)**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	8.111	4.004			2.026	0.048
1 Harga (X1)	0.513	0.127	0.445		4.037	0
Lokasi (X2)	0.26	0.07	0.412		3.735	0

a. Dependent Variable: Student Decision (Y)

#### 1) Price Variable (X1) on Student Decision (Y).

Based on the output in the table above, it is obtained that tcount for the price variable (X1) is 4.037. By using the t distribution table that is sought at = 5%: 2 = 0.025 (2-sided test) with df (degree of freedom) n-2 or 52-2 = 50, the results obtained for ttable are 2.009 because the value of tcount > ttable (4,037 > 2,009) with a value (sig) of 0.000 > 0.05 then Ho is rejected, meaning that the price (X1) partially has a significant positive effect on student decisions (Y).

#### 2) Location Variable (X2) on Student Decision (Y).

Based on the output in the table above, the tcount for the Location variable (X2) is 3.735. By using the t distribution table that is sought at = 5%: 2 = 0.025 (2-sided test) with df (degree of freedom) n-2 or 52-2 = 50, the results obtained for ttable are 2.009 because



the value of  $t_{count} > t_{table}$  ( $3.735 > 2.009$ ) with a value of (sig)  $0.000 < 0.05$  then  $H_0$  is rejected, meaning that the location (X2) partially has a significant positive effect on student decisions (Y).

b) F Test (Simultaneous)

The F test is used to test whether together all the independent variables (Location and Price) have a significant effect on the dependent variable. The basis for making decisions on the F test is done with a significant level of  $\alpha = 0.05$ , degrees of freedom 1/degree of freedom 1 ( $df = k-1$ ), where k is the sum of all variables (independent variables and dependent variables). And degrees of freedom 2/degree of freedom 2 ( $df = k-1$ ), where n is the number of samples. Then the formula is  $n-k-1$  which can be produced  $52-2-1 = 49$ .

The following is the result of the data processed by SPSS version 25.0, F test

**Table 6.** F Test Results (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	360.012	2	180.006	25.925	.000 <sup>b</sup>
	Residual	340.218	49	6.943		
	Total	700.231	51			

a. Dependent Variable: Student Decision (Y)

b. Predictors: (Constant), Location (X2), Price (X1)

From the table above, it is obtained that the  $F_{count}$  value is greater than  $F_{table}$  of 25.925 with a significance value smaller than the probability value of 0.05, by looking at table F, namely  $nk-1$  ( $52-2-1$ ) = 49 at a significance level of 0.05, the  $F_{count}$  value is obtained.  $> F_{table}$  or  $25,925 > 3,19$  and significant  $< 0.05$  ( $0.000 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, which means that the price variable (X1) and location (X2) together or simultaneously have a significant effect on the variable student decision (Y) SMA Mulia Buana Parung Panjang- Bogor.

**3.2 Discussion**

- a. Price (X1) has a significant positive effect on student decisions (Y) at SMA Mulia Buana Parung - Panjang, Bogor, with a  $t_{count} > t_{table}$  ( $4,037 < 2,009$ ) with a value (sig)  $0,000 > 0,05$  then  $H_0$  is rejected, meaning that the price (X1) partially has a significant positive effect on student decisions (Y). The correlation value (R) is 0.644, that the correlation or relationship between Student Decisions on Prices has a strong relationship level of 0.664, because it is in the interval 0.600 - 0.799. The result of determination is (R<sup>2</sup>) 41.5% and the remaining 58.5% is influenced by other factors. And the obtained simple linear regression equation is  $Y = 9.133 + 0.742 X1$ . This means that if the price variable increases by one unit, the student's decision will increase by 0.742 units.
- b. Location (X2) has a significant positive effect on student decisions (Y) at SMA Mulia Buana Parung - Panjang, Bogor, with a  $t_{count} > t_{table}$  ( $3.735 > 2.009$ ) with a (sig)  $0.000 < 0.05$  then  $H_0$  is rejected, meaning that Location (X2) partially has a significant positive effect on student decisions (Y). The correlation value (R) is 0.627, that the correlation or relationship between Student Decisions on Prices has a strong relationship level of 0.627, because it is in the interval 0.600 - 0.799. The result of determination is (R<sup>2</sup>) 39.3% and the remaining 60.7% is influenced by other factors. And the obtained simple linear regression equation is  $Y = 19.390 + 0.456 (X2)$ . This means that if the location variable increases by one unit, the student's decision will increase by 0.456 units,

- c. Location (X1), and Price (X2) simultaneously have a significant positive effect on student decisions (Y) SMA Mulia Buana Parung - Panjang, Bogor. The results of the correlation coefficient (R) of 0.738 which means that there is a strong correlation or relationship because it is in the interval 0.600 - 0.799 between the independent variables consisting of price, and location, together have a strong relationship to student decisions. The magnitude of the coefficient of determination (adjusted R<sup>2</sup>) is 0.545 or 54.5%, which means that the independent variables consisting of price and location can contribute 54.5% to student decisions while the rest (100% - 54.5% = 45.5%) is influenced by other factors. The multiple linear regression equation obtained is  $Y = 3.986 + 0.596 X_1 + 0.290 X_2$ . So it means that the constant value is 8.111, meaning that if the price and location are constant (fixed), then the student's decision is 8.111. And the results of the Hypothesis Test (F test) are jointly or simultaneously with the value of  $F_{count} > F_{table}$  or  $25.925 > 3.19$  and significant  $< 0.05$  ( $0.000 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, which means the price variable (X1) and location (X2) together or simultaneously have a significant effect on student decision variables (Y) SMA Mulia Buana Parung Panjang- Bogor.

#### IV. Conclusion

- a. Price (X1) has a significant positive effect on student decisions (Y) at SMA Mulia Buana Parung - Panjang, Bogor, with a  $t_{count} > t_{table}$  ( $4,037 > 2,009$ ) with a value (sig)  $0,000 > 0,05$  then the price (X1) is partially significant positive effect on student decisions (Y),
- b. Location (X2) has a significant positive effect on student decisions (Y) at SMA Mulia Buana Parung - Panjang, Bogor, with a value of  $t_{count} > t_{table}$  ( $3.735 > 2.009$ ) with a value (sig) of  $0.000 < 0.05$  then Location (X2) is partially significant positive effect on student decisions (Y),
- c. Location (X1), and Price (X2) simultaneously have a significant positive effect on student decisions (Y) with  $F_{count} > F_{table}$  or  $25.925 > 3.19$  and significant  $< 0.05$  ( $0.000 < 0.05$ ), then the price variable ( X1) and location (X2) simultaneously have a significant effect on student decision variables (Y) SMA Mulia Buana Parung Panjang- Bogor.

#### Suggestion

1. It is suggested that the price (X1) at SMA Mulia Buana is considered to be one of the factors that can influence the decision of students (Y) to be interested in enrolling at Sekolah Mulia Buana, especially instrument number 7, namely regarding "SMA Mulia Buana cooperates with the bank in tuition payment method." with the lowest total score of 177 or an average of 3.40 or categorized as good. So the School Management needs to work together with several banks so that students can easily and safely pay tuition from any bank and the school should provide discounts or fees for underprivileged students,
2. It is suggested that the location (X2) at SMA Mulia Buana is considered to be one of the factors that can influence the decision of students (Y) to be interested in enrolling at Sekolah Mulia Buana, especially instrument number 3, which is about "Traffic around the location of SMA Mulia Buana is sufficient. congested." with the lowest total score of 152 or an average of 2.92 or categorized as less good. So the school wants to take part in regulating traffic around the school location so that it is not too crowded and



should tidy up the places or trees around the school so that the location of SMA Mulia Buana can be seen from the highway.

3. It is recommended that the Student Decision (Y) at SMA Mulia Buana, pay attention so that students can be interested in enrolling at Sekolah Mulia Buana, especially instruments number 6 and 8, namely regarding "The information received is positive so that students choose SMA Mulia Buana and According to Students, SMA Mulia The school access is easy to pass from the city center." That is both with the lowest total score of 202 or the average of both is 3.88 or categorized as good. So the school should be able to provide information that is received positively so that students can choose SMA Mulia Buana and should also be able to provide alternative access so that the school is easier to pass from the city center.

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