Influence of Consumer Decision Making, Supplier, and Competitive Advantage over Channel Distribution on Creative Economy with Pandemic COVID-19

Christiana Fransiska Sembiring
Master of Management Student Mercu Buana University
Jakarta, Indonesia

Setyo Riyanto
Associate Professor, Mercu Buana University
Jakarta, Indonesia

Abstract:- This research shows that the influence of consumer decision-making, suppliers, and competitive advantage over channel distribution in the creative economy affected by Pandemic COVID-19. The research aims to uncover the influence of these three factors on channel distribution to the affected creative economy. The study was conducted against 88 respondents in a simple random sampling. Some regression results show that decision making, the most influential factor in channel distribution, has the fewest influence compared to suppliers and competitive advantages for creative economic entrepreneurs in Indonesia.

Keywords:- Decision making; Competitive advantage; Channel distribution; COVID-19; Supplier.

I.   INTRODUCTION

Pandemic COVID-19 has been so extreme changing consumer behaviour. The change can be temporary, but it can also change to keep forming new normal. By reducing travelling to restrict contact with others, for example, consumers would be inclined to shop online, much to order meals through online delivery, or more movie watching at home (that's why Netflix's stocks jumped during the COVID-19 crisis). Learning from the SARS outbreak in China in 2004, the outbreak of the plague accelerates the behaviour of people online shopping. Intelligently, this change is utilized by JD.com and is now the largest online retailer in China. How the channel distribution faces changes in consumer behaviour as it intensified the influence of this deadly plague. To chart, the authors tried to divide the spread of COVID-19 into three phases, following their impact on changes in consumer behaviour, suppliers and competitive advantage.

FASE1: When the World Health Organization (WHO) sets the COVID-19 as a pandemic that spreads throughout the world and starts to have our identified community infected with this deadly virus. In this phase, consumer fears are getting real and start thinking that every moment they can be infected by this deadly virus. If in the previous phase they assumed "still far " Then in this phase they started to fret because "the threat is in front of the eyes". In this phase, the behaviour of a clean and healthy life increases sharply, for example: wearing masks, washing hands many times a day, consuming vitamins. Not only news and hoax, excessive social media is pushing for recentness, so they also start to set masks, hand sanitizer, wet tissue, flu medication, or a variety of vitamins to boost the immunity of the body.

Studies in affected countries have shown, consumers are so easily affected by the news developments in the spread of viruses and hoax news on social media which then translates into spontaneous purchase decision making. No wonder that some time ago the society of panic buying to hunt masks, hand sanitizer, or red ginger so it is rare in the market and if there is but the price skyrocketed. The psychology of consumer spending is unstable, volatile, and impulsive.

FASE2: The government announces the infected number of the exponential surge, and some infected patients begin to pass away. In this phase, the fear of crawling up and shadow of Wuhan city or Lombardy is empty because no more citizens are brave out of the house already shaded in mind. So, the housewives start to panic buying not only the anti-septic, cleanser, and flu-drugs, but other essential needs such as instant noodles, snacks, sauces, sardines, BOTTLED water, biscuits, and rice. They begin to consider the worst possibility of isolating and quarantining themselves at home. This "blocking" action will be firmer as the government's announcement of the number of infected and deceased people and the more a film star, athlete, or state official has contracted.

The community started restricting travelling outdoors so that malls, performances, sports games, nightclubs, cinemas, foodcourt, airports, terminals and TRAIN stations, and crowded places began to be deserted because of avoided frightened communities. Consumers start reducing shopping in markets and supermarkets, coffee at the coffee shop or eat at the mall. Then online shopping and food delivery service is a solution to get the daily necessities (grocery) they need.

FASE3: When the number of dead victims jumped sharply, and the government began to panic out a variety of handling policies such as lockdown, Travel ban, closure of crowded places, quarantine/isolation, until the holiday

office/school. In this phase, consumers are at the top of the fear, and environmental conditions of the community are so gripping. People have been really afraid out of the house to shop and decide to stay home for days (self-quarantined).

The deficit of staple materials in some areas reveals the classic problem of ineffective distribution governance. Therefore, all ministries and related institutions should promptly improve the distribution of governance, so that the basic needs material deficit does not add new issues during the COVID-19 pandemic period.

The effectiveness of the distribution of basic needs materials in the middle of the COVID-19 pandemic period is very clear urgency. COVID-19 has been a plague in all provinces. Social restrictions with all consequences cause the public to be uncomfortable. Do not let the deficit material need to add problems. The effectiveness of the material distribution of basic needs should be improved immediately so that no more areas should be subjected to the shortage of staple material needs. Anyone understands that when a basic needs deficit reaches an extreme scale, the issue will widen.

Online shopping for food products and groceries initial spiky sharply so will experience atom goods. With the scarp of goods, the price surge will occur, but the consumer is no longer sensitive to the price, in the midst of gripping fear, whatever price will be bought. The discomfort that is now felt together will also be prolonged. In order not to escalate new problems along with the COVID-19 pandemic, the issue of staple matter deficit should not occur.

In the past, the inter-island connectivity factor and transport factor often disrupts the distribution of basic material needs throughout the region. Another factor that is also worth researched is the possibility of different inter-institutional data or K/L about the needs and stocks. The ego sectoral problem is not uncommon as a factor that weakens coordination between institutions. Then, if the theme of provincial or territorial management is necessary, the attention and willingness to proactively become the head of the area become very important. High low demand and local staple stock needs should be the attention of regional heads from day to day to avoid the deficit of community material needs. In addition, since the COVID-19 pandemic raises anxiety on food availability, to prevent panic purchases, the lack of stock of any material requirement should not reach an extreme scale. Therefore, the implementation of social restrictions until PSBB (large-scale social restrictions) should not interfere with or damage the distribution chain of basic needs.

As a result, available commodities are not distributed to areas of need or deficit areas. Another problem that needs to be wary of is the possibility of disruption of the distribution chain from the surplus area to the deficit area due to the implementation of social restrictions. This should be promptly addressed by the Ministers and regional chiefs to prevent public panic. The safety of the basic material needs of the community in its region is very important. The application of social restrictions is still to continue. But attention to the application of social restrictions should not reduce the awareness or urgency of securing the stock of the basic needs of the community in each province. In the midst of shopping for food and health products, the shopping of secondary products such as motor/car, Home Appliance (durable goods), electronic goods, entertainment, until the education face-to-face directly stops.

The creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as a major production factor. Where this creative economy can provide solutions in creating a competitive advantage in the provision of daily necessities, with that background, the results of the study influence three variables affecting channel distribution in the pandemic time COVID-19.

II.   LITERATURE REVIEW

A. Decision

The sense of purchasing decision, according to Kotler & Amstrong (2001), is a stage in the decision-making process of buyers where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a buying decision is a buyer's decision about which brand was purchased. Consumers can form the intention to buy the most liked brand. A purchase decision is a decision-making process of a purchase that includes determining what to buy or not to make a purchase (Kotler and Amstrong, 2008). According to Peter and Olson (2000), Purchasing decisions are the process of combining knowledge to evaluate two or more alternative behaviours and choose one of them. The purchase decision, according to Schiffman and Kanuk (2000), is the selection of an action from two or more alternative options.

Setiadi (2003), said the decision making taken by consumers could be referred to as problem-solving. In the decision-making process, consumers have the goals or behaviours they want to do to achieve that goal. This can help to solve the problem. Further described problem-solving is a continuous flow of reciprocal among environmental factors, cognitive and affective processes and behavioural actions. In the first stage is an understanding of problems. Further evaluation occurs on existing alternatives, and the most appropriate action is chosen. In the later stages, the purchase is expressed in an action that is ultimately selected, or designated item will be used, and the consumer will re-evaluate the decision he has taken.

Pranoto (2008), also describes the behaviour of decision-making by consumers to make purchases of products or services beginning with the awareness of the fulfilment of needs or wishes and aware of the next problem, the consumer will take several stages that eventually arrive at the post-purchase evaluation stage.

Processes in buying decision according to the most common understanding, a decision is a selection of two or more alternative options. Here are some expert opinions on the decision-making process of buying consumers.

According to Kotler (2009), There are five purchasing decision processes that are passed by each individual in making a purchase, namely:

➢ Introduction of needs of the initial stage of buying decision, consumers recognize the problem of necessity of the product to be purchased. Consumers feel 13 There is a difference between real state and desired circumstances. The need is highly triggered by the internal (need) and external.

➢ The information search phase of the purchase decision that can be the consumer to seek more information. Consumers may only increase attention or maybe actively seeking information.

➢ Alternative evaluation The process by which consumers use the information obtained to evaluate an existing alternative, the process of selecting the product to be purchased.

➢ Consumer purchase decisions plan to purchase a product and then purchase a specific product for the fulfilment of the needs.

➢ Post-purchase conduct follow-up after buying based on the satisfaction or whether the consumer is satisfied with the product it uses.

B. Supplier

In general, the sense of supply chain is a description that describes how an organization (suppliers, manufactures, distributors, retailers and customers) is interconnected. Supply chains have dynamic properties but involve three constant streams, i.e. information flow, products and money. The main purpose of each supply chain is to meet the needs of consumers and generate profits (Chopra and Meindl, 2007). The integrated supply chain will increase the overall value generated by the supply chain.

Supplier is one of the business partners that play a very important role in ensuring the availability of supply goods and quality required by a business or SME. A healthy and efficient business will not be able to compete with its competitors when its suppliers are not able to produce quality raw materials or are not able to fulfil the delivery in a timely manner. In general, most of the SMEs assess the supplier only focuses on the price of goods, the quality of goods, and the timeliness of delivery provided without seeing any influence on the total cost. Often supplier assessments require various other criteria that the company considers important.

A good supplier is a supplier who (Bailey et al., 1994): Deliver goods on time, set quality consistently, provide the best price, have a good background and stable, provide good after-sales service, provide good supply services, do what will be done, provide technical consulting services, always inform the progress of the process to consumers.

Whereas broadly, the objectives of the supplier's assessment are: to know the performance of suppliers, by conducting continuous research, assisting SMEs to determine with which suppliers will be doing the cooperation for the future and the best at present, and providing feedback for subsequent performance improvements.

C. Competitive Advantage

Competitive advantage is the essence of performance in market competition because the competition is the core of the company's success or failure (Lasalewo, 2016). Competitive advantage is a set of factors that differentiate a company from its competitors. The key to business success is the development of a unique competitive advantage, which results in a difficult thing that competitors and value customers (Adiputra, 2017) have to emulate. According to Respatya (2001), companies that produce products and services should pay attention to the concept of competitive advantage so that the company can survive, which will eventually earn the profit.

D. Channel distribution

According to Buchari Alma (2005), distribution is a group of institutions that connect with each other to conduct the distribution of goods or services so that they are available for use by consumers (buyers). Furthermore, according to Daniel's distribution is an activity of an organization that aims to facilitate the distribution of goods or services from producers to consumers (Dilihatya, 2014). According to Swastha (2007), channel distribution for goods is a distribution channel used by manufacturers to distribute the goods to consumers or industrial users. Broadly, the distribution can be interpreted as marketing activities that try to facilitate and facilitate the delivery of goods and services from the manufacturer to the consumer, so that the use is as needed (Tjiptono, 2008).

III. METHODOLOGY OF RESEARCH

Research is done using the method of Deskriftif with a quantitive approach. This assessment is done to determine the influence and relationship between variables. This research was conducted in the year 2020. By emphasizing a quantitative approach, the study was to explain the partial and simultaneous influence between the variable influence of consumer decision-making (X1), Supplier (X2), and competitive advantage (X3) against channel distribution (Y). This research uses primary data obtained from questionnaires distributed to 88 respondents. This study uses multiple linear regression analyses. This analysis is used to measure the strength of two or more variables and also indicate the direction of the relationship between dependent variables and independent variables. Data collected, then processed and also analyzed using SPSS version 25.0. Testing was conducted to test whether the data in this study were distributed normally and had no symptoms of multicollinearity, as well as the symptoms of heteroskedasticity. Multiple linear regression analysis methods are assessed from the coefficient of determination, T-Test, and F-Test. The type of research used in this study

is associative research aimed at seeing the relationship or influence between variables in research conducted by researchers.

A. Test normality

Santoso (2002:322) argues to determine the normal presence of data independent variables can be performed by looking at the normal plot graph (Probability Plots) in the SPSS program comparing the cumulative distribution of the normal distribution.

B. Multicholinerity Test

Sugiyono and Susanto (2015:332) This test aims to determine the multicollinearity between variables by looking at the correlation value between the free variables. The reliability test is used to demonstrate the level of reliability of the internal consistency by measuring the coefficient of Cronbach's Alpha where variables can be considered reliable when they have an Alpha value greater than 0.60 (Riyanto, 2019).

C. Heteroskedastisity Test

Sugiyono and Susanto (2015:336) The Heteroskedastisity test aims to determine which bully variables in the regression equation have the same variance or not. If it has the same variance, it means there is no heteroskedasticity. Whereas if it has a variance that is not the same, then there is heteroskedasticity.

D. Hypothesis Testing

The hypothesis test used in the study was the hypothesis test using the simultaneous test of F, and hypothesis testing using a partial test of T. Simultaneous test F can be known by using the processed results of SPSS data, in the ANOVA table by looking at the comparison between F count and F table and also the significant value (SIG) specified is 5% ($\alpha \leq 0.05$), whether collectively dependent variables affect the state of independent variables. While the partial test of T can be known using the processed results of SPSS data, in the table Coefficients by comparing the value of table T and T count and also significant value (SIG) specified is 5% ($\alpha \leq 0.05$).

E. Multiple regression analysis

The regression equation in this study is to find out how large the independent variable influences are consumer decision-making (X1), Supplier (X2), and competitive advantage (X3) against channel distribution (Y).
Common forms of this equation include:

$$Y = \alpha + ß1.X1 + ß2.X2 + ß3.X3 + e$$

Description:
Y = Channel distribution α = Constants
1. ß1, ß2, ß3 = regression coefficient
2. X1 = Decision Making
3. X2 = Supplier
4. X3 = Competitive Advantage
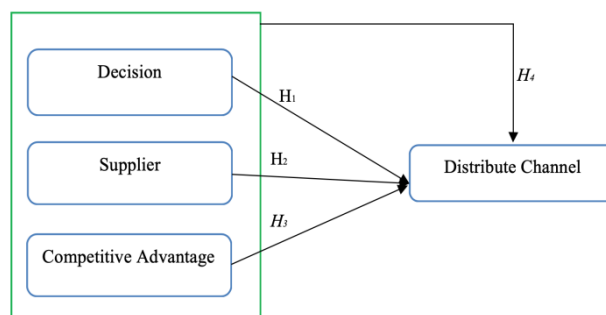e = Default Error

Fig 1:- Framework Model

F. Hypothesis

H1: Simultaneous decision making of channel distribution
H2: allegedly simultaneously suppliers against channel distribution
H3: Allegedly simultaneously competitive advantage over channel distribution
H4: Suspected simultaneous decision-making, supplier, competitive advantage over channel distribution

IV. RESULT AND DISCUSSION

The validity and reliability of any questions asked to respondents. The Output states that all variables in the study have a valid, which all values are already above the R table (r = 0.2096). From here, it is also known descriptions of characteristics of respondents in the following studies:

Description	Type	Amount
Gender	Man	40
	Woman	48
Education	High School	23
	Diploma	2
	Bachelor	58
	Master	5
Age	20-30 Years	50
	31-40 Years	24
	41-50 Years	7
	More than 50 years	7

Type of Business	Culinary	55
	Fashion	20
	Services	25
Length of effort	1 year – 5 years	64
	6 years – 15 years	14
	More than 15 years	10
Income	s/d Rp 5.000.000,00	50
	Rp 5.100.000,00 - Rp10.000.000,00	16
	Rp 10.100.000,00 - Rp 15.000.000,00	10
	Rp15.100.000,00 – Rp 20.000.000,00	5
	More than Rp 20.000.000,00	7

Table 1:- Description of Research Objective
Source: Data Processing Results 2020

In table 1, the results of data processing and discussion in this study were obtained from the dissemination of questionnaires to 88 small micro Enterprises (MSMES) as primary data. The results of the descriptive analysis showed that respondents aged 20 years to 30 years 50 respondents (56.80%), 31 to 40 years as many as 24 respondents (27.30%), ages 41 to 50 as many as 7 respondents (8%) and ages more than 50 years as many as 7 respondents (8%). Female gender 48 respondents (54.5%) While men were 40 respondents (45.50%). The last education of senior High School was 23 respondents (26.10%), a Diploma of 2 respondents (2.30%), a Bachelor of 58 respondents (65.90%), and a master of 5 respondents (5.70%). The type of culinary sub-sector as many as 55 respondents (55%), a fashion sub-sector of 20 respondents (20%), and a sub-sector of services 25 respondents (25%). The duration of the effort is 1 year to 5 years as many as 64 respondents (72 .%), 6 years to 10 years as many as 14 respondents (15.9%) And more than 10 years as many as 10 respondents (11.4%). Revenue of Rp 5,000,000.00, 50 respondents (56.80%), Rp 5,100,000.00 to Rp 10,000,000.00, 16 respondents (18.20%), Rp 10,100,000.00 to Rp 15.000.000, 00, 10 respondents (11.40%), Rp 15,100,000.00 to Rp 20,000,000.00 as many as 5 respondents (5.70%) And more than Rp 20,000,000.00 as many as 7 respondents (8%). This kuisoner consists of 23 question items outlined based on several variables to be researched i.e. decision making influence (X1), Supplier (X2) and competitive advantage (X3) against channel distribution (Y).

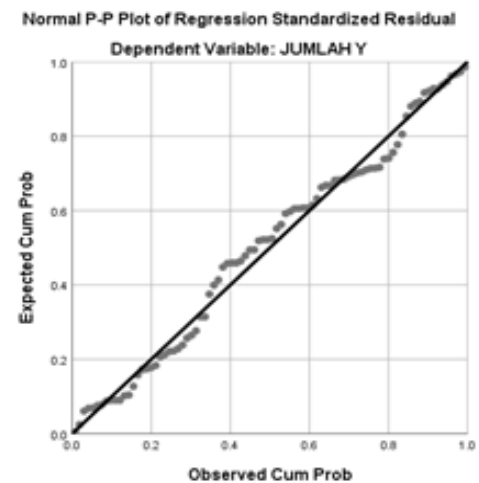❖ *Classic assumption Test Result*
A. *Test normality*

Fig 2:- Normal P-Plot
Source: Data Processing Results 2020

Figure 2 shows that the dots are spreading around the diagonal line and following the direction of the diagonal line of the chart which means that the regression model used in the study fulfills the assumption of normality.

B. *Multicolinearity Test*
This analysis is used to determine the direction of the relationship between the dependent and independent variables, whether each of them is independent positive or negative, and to predict the value of the dependent variable when there is an increase or decrease in independent variables (Maida, 2017). The results of multiple linear regression analyses can be seen in the table below.

Coefficients^a							
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.549	2.724		1.670	.099		
	consumer decision making (X1)	.205	.103	.207	1.991	.050	.882	1.134
	Supplier (X2)	.075	.080	.094	2.936	.352	.951	1.052
	competitive Advantage (X3)	.166	.057	.303	2.911	.205	.875	1.143
a. Dependent Variable: channel distribution Y								

Table 2:- Multicolinearity Test
Source: Data Processing Results 2020

Based on table 2 states that all variables indicate tolerance > 0.1. The value of VIF is < 10, that the coefficient tolerance the decision-making variable is 0.882 greater than 0.1 and the VIF of 1,134 is smaller than 10. The supplier coefficient is 0.951 greater than 0.1 and the VIF of 1.052 is smaller than 10. The coefficient of competitive advantage is 0.875 greater than 0.1 and VIF of 1,143 is smaller than 10. This proves that there is no symptom of multicholinerity in all the free variables used in this study. Therefore, this regression model deserves use in research studies.

$$Y = 4,549 + 0.205\ X1 + 0.075\ X2 + 0.166\ X3 + E$$

Table 2 shows the results of multiple linear regression variable decision making (X1) obtained the calculated T value by 1,991 and T table of 1,989. It shows that the X1 variable has a significant effect on channel distribution as it has a larger counting t compared to t tables. Whereas, the supplier variables (X2) obtained a calculated t value of 2,936 and T tables of 1,989. It shows that variable X2 has significant effect on channel distribution because it has a larger count than T table. In the variable competitive advantage (X3) obtained the calculated value of 2,911 and T table at 1,989, it shows that the variable X3 affects significantly against the distribution of the channel because it has a larger count than T table.
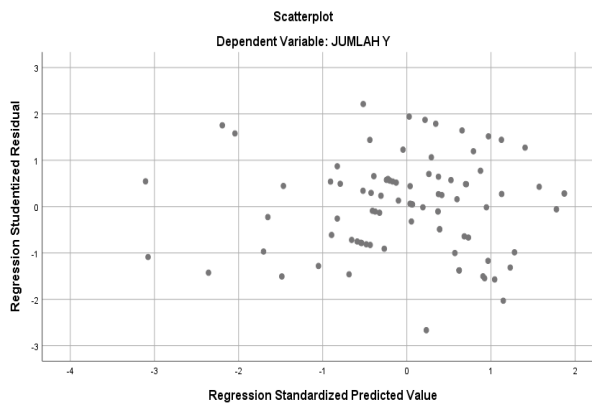

Fig 3:- Scatterplot Analysis
Source: Data Processing Results 2020

Figure 3 shows that the dots are spreading around the diagonal line. It can be concluded that the study meets heterokedasticity test and the value of the residue is normal.

C.   Test F (simultaneous)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.558	3	51.186	7.079	.000^b
	Residual	607.339	84	7.230		
	Total	760.898	87			
a. Dependent Variable: channel distribution (Y)						
b. Predictors: (Constant), competitive Advantage (X3) Supplier (X2) consumer decision making (X1)						

Table 3:- The Result of F-Test
Source: Data Processing Results 2020

The result of regression analysis in table 3 using F count = 7,079 with a significant rate is the probability of 0.000 < 0.05 where the value of F table = 2,710, it can be concluded that the variable consumer decision making (X1), Supplier (X2), and competitive Advantage (X3) jointly influence significantly on the channel distraction.

D.   T Test (partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	4.549	2.724		1.670	.099
	consumer decision making (X1)	.205	.103	.207	1.991	.050
	Supplier (X2)	.075	.080	.094	.936	.352
	competitive Advantage (X3)	.166	.057	.303	2.911	.205

a.   Dependent Variable: channel distribution (Y)

Table 4:- The Result of Multiple Linear Regression Analysis
Source: Data Processing Results 2020

In table 4 shows that the value of a decision-making regression in the determination of the rate of 0.050, this value is equal to 0.05 or the value of the $< \alpha$ sig, this means that the research hypothesis stating that decision-making significantly affects channel distribution is acceptable. From the table, the value of supplier regression coefficient has a cyclisification rate of 0352, this value is greater than 0.05 or the value of the $< \alpha$ sig, this means that the research hypothesis stating the supplier has significant effect on channel distribution, acceptable. From the table seen that a competitive advantage regression coefficient value has a cyclisification rate of 0.205 This value is smaller than 0.05 or a $< \alpha$ sig value, this means the research hypothesis stating the competitive advantage of significant effect on channel distribution is acceptable.

E.   Correlation coefficient (R)
The double correlation analysis is used to look for connections between two or more free variables that are collectively associated with their variables so that they can be known for the large donation of all the free variables that are the research objects of their variables. The reliability test results based on Cronbach's Alpha formula can be seen in the table below.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749[a]	.202	.173	2.689	2.067
a. Predictors: (Constant), competitive Advantage (X3) Supplier (X2) consumer decision making (X1)					
b. Dependent Variable: : channel distribution (Y) Source: Data Processing Results 2020					

Table 5:- Koefisien Korelasi (R)

From table 5 visible R value of 0.749 or 74.9%. This indicates that there is a relationship of 74.9% between the consumer decision-making variable (X1), the Supplier (X2), and the competitive Edge (X3) against the Chanel in.

With an R count value of 0749 greater than the critical value of 0.60 it indicates that the question item on each variable can be said to be reliable for measuring the variables.

F.   Coefficient of determination (R2)
The coefficient of determination essentially measures how far the ability of the model describes the variation of the dependent variable. The value of coefficient of determination is between 0-1.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749[a]	.202	.173	2.689	2.067
a. Predictors: (Constant), competitive Advantage (X3) Supplier (X2) consumer decision making (X1)					
b. Dependent Variable: : channel distribution (Y) Source: Data Processing Results 2020					

Table 6:- The Result of the Coeffiecient of Determination

From the table above can be obtained the value of coefficiencies determination as follows:

$$KD = R^2 \text{ x } 100\%$$
$$= (0.749)^2 \text{ x } 100\%$$
$$= 56\%$$

In table 6 It can be known that the value of R2 is 0749 or 56%. This indicates that the dependent variable distribution channel (Y) can be described by independent variables i.e. variable consumer decision-making (X1), Supplier (X2), and competitive advantage (X3), amounting to 56% while the remaining 44% can be influenced or explained by other factors beyond variables or other variables that are not conscientious in this study.

V. CONCLUSION

The conclusion of the study is:

➤ Results of partial analysis indicate that the variable of decision making, significant effect on channel distribution in the creative economy with the COVID-19 pandemic.

➤ Simultaneous analysis results indicate that the supplier variables have significant effect on the distribution of channels in the creative economy with the COVID-19 pandemic.

➤ Simultaneous analysis results showed that the variable competitive advantage significantly affects channel distribution of the creative economy with the COVID-19 pandemic.

➤ Simultaneous analysis results showed that variable decision making, suppliers and competitive advantages have significant influence on channel distribution in the creative economy with the COVID-19 pandemic.

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