



Analysis of the Effect of Product Line Strategy on the Consumptive Behaviour of Polban Students in E-commerce
Analisis Pengaruh Strategi Lini Produk terhadap Perilaku Konsumtif Mahasiswa Polban pada Transaksi Online

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ABSTRACT

This study analyzes the effect of product line strategy on consumptive behaviour. This research case study was conducted on active POLBAN students for the 2019-2022 class. The method used is a quantitative descriptive method where primary data is the source of this research. Primary data was collected from G-Forms questionnaire distribution data distributed to 110 respondents. Primary data has been obtained and analyzed using a data processing validity test, reliability test, normality test, hypothesis test, and correlation analysis. Data analysis was obtained by simple linear regression. This data processing was processed using SPSS 26 software. The results of this study indicate that the product line strategy has a 5.55% influence on consumptive behaviour in online transactions (e-commerce). The magnitude of the proportion is a positive and significant influence. The larger the strategic product line, the higher the consumptive behaviour.

Keywords: Product Line Strategy, Consumptive Behaviour

ABSTRAK

Penelitian ini menganalisis pengaruh strategi lini produk terhadap perilaku konsumtif. Studi kasus penelitian ini dilakukan kepada mahasiswa aktif POLBAN untuk angkatan 2019-2022. Metode yang digunakan adalah metode deskriptif kuantitatif dimana data primer sebagai sumber penelitian kali ini. Pengambilan data primer bersumber dari data penyebaran kuesioner *google form* yang disebarakan kepada 110 responden. Data primer yang telah didapat, dianalisis menggunakan pengolahan data uji validitas, uji realibilitas, uji normalitas, uji hipotesis dan analisis kolerasi. Penganalisisan data diperoleh dengan regresi linear sederhana. Pengolahan data ini diolah menggunakan bantuan software SPSS 26. Hasil dari penelitian ini menunjukkan bahwa strategi lini produk memiliki pengaruh 5,55% terhadap perilaku konsumtif pada transaksi online (*e-commerce*). Besarnya persentase tersebut merupakan pengaruh yang positif dan signifikan. Artinya, semakin besar strategi lini produk yang dilakukan maka semakin tinggi perilaku konsumtif yang ada.

Kata Kunci: Strategi Lini Produk, Perilaku Konsumtif

Received: 10.06.2022

Accepted: 29.12.2023

DOI: 10.61242/ijabo.23.244

JEL Classifications: L10, M10



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INTRODUCTION

Digital transformation is a change in aspects of a business or organization; these aspects start from human resources, processes, strategy, and structure to the adoption of technology to improve performance (Royyana, 2018). The polarization of society's perspective is increasingly opening up towards progress; this can be seen from the increase in technology in the current era of globalization. People's behaviour has also changed in line with society's increasingly modern perspective. Modernization brings increased convenience, prosperity, effectiveness, and efficiency of human activities if it is implemented in a positive direction. Human activities are camouflaged according to civilization, where human needs slowly become more complex over time.

Based on data from the Central Statistics Agency (BPS), Gross Domestic Bruto (GDP) household consumption expenditure reached IDR 2.42 quadrillion in the first quarter of 2022. Public consumption was recorded to have grown 4.34% in the first quarter of 2022 compared to the first quarter of the previous year (*year on year/yoy*). This increase in needs is a trigger for buying and selling transactions. To meet this need, sellers use several strategies in transactions. However, this is contrary to the concept of consumer behaviour or society from the perspective of the globalization era, where desires are prioritized over needs when buying. Consumers will feel satisfied if their psychological needs have been met. Where the fulfilment of desires rooted in the needs of a consumer is branching out nowadays, their needs now tend towards elements of security, comfort, health, welfare, and other things at the second level of Maslow's level of motivation (*safety needs*).

Seeing these conditions, exchange rate transactions that have recently shifted to e-commerce platforms must be aligned with human needs, especially regarding consumer behaviour. Marketing strategies that are transforming towards digital with the emergence of new e-commerce remind sellers to keep up with the times. Because of this, there needs to be adaptation starting from devices, features, and other sophistications in e-commerce. However, you need to know that apart from these technical factors, other factors must be aligned, namely the factor of meeting consumer needs. Marketing mix, which is related to marketing strategy, constructs current online buying and selling transactions. Price, product, and promotion are marketing elements that are closely related to consumers. At the same time, place is not so closely related due to the presence of e-commerce platforms in the current era. Therefore, the choice of strategy for a product needs to be adjusted to consumers from one generation to another.

This marketing strategy correlates with consumer behaviour styles in increasing online sales in this era of globalization. A study by Mujahidah (2020) said consumptive behaviour is shown by shopping continuously, resulting in a high interest in an item. Interest in this item will, of course, arise if the product has more value. The application of the product line strategy itself is a marketing strategy that increases product quality; therefore, consumer behaviour can be combined so that the application of the product line strategy will be optimal. This combination supports increasing sales if done correctly and well.

LITERATURE REVIEW

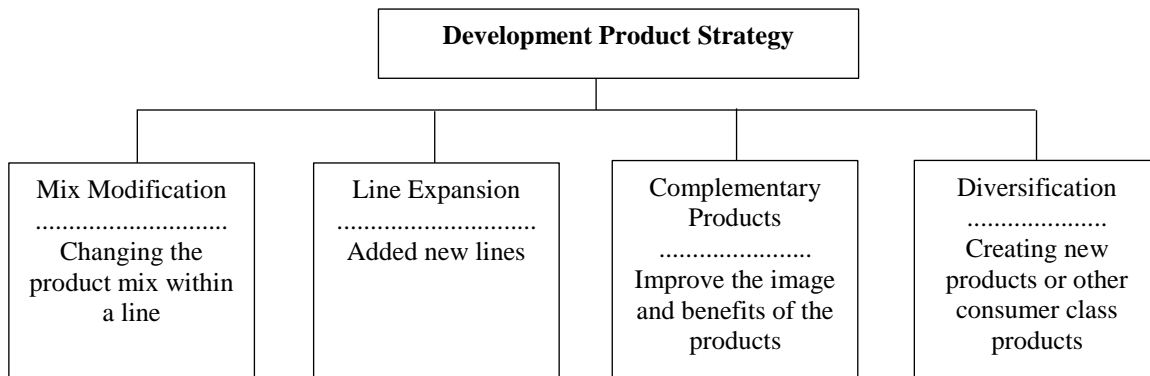
Product Line

A product line is a marketing strategy carried out by sellers who offer several types of products to consumers. These products consist of several types with various variations in

size, colour, quality, or price. In contrast, a product line is a group of closely related products because they have the same function (Kotler and Armstrong (2007:4).

Abdullah and Tantri (2012: 164) say that this product line is a combination of all products that are related because they have the same or almost similar function, are marketed through the same distribution channels, or have a certain price range. Product line decisions involve whether the product line is long or short. This can be seen from the large number of products offered. Knowing the product line offered can lead to marketing decisions related to profit in a business.

Development Product Strategy



Source : Kotler dan Keller, 2009

Product line (also known as product diversity) will influence the elements in a business that can be recognized. The influence of these elements appears when the product development strategy is carried out in a positive direction in terms of the marketing mix. This happens if the strategy can influence greater profits because the production of several products is adjusted to consumer needs; then, some of the sales losses of one item can be covered by profits from other goods (Lucius, 2015; Efawati and Juhandi, 2020). Below are elements of a product development strategy to achieve diversification in a marketing mix:

1. Product Line Management

In its implementation, product line management has risks, but on the one hand, it can provide an opportunity to achieve optimal market opportunities. Several product line management policies contribute to providing other benefits, such as the following:

- a. There are savings in advertising costs
This is achieved if product line management is carried out on a more economical scale.
- b. Uniformity of packaging patterns
The packaging pattern is the same in one product diversification (product line), even though there are unique characteristics of each product in each product manufacturer.
- c. Standardized components
Product line management will be created one way when a component to contain a product has been standardized
- d. Efficient distribution and sales
Variations of product items in one line utilize distribution channels without wasting time, energy, and other costs.

1. Product Line Length

Longer product lines emerge when the company has pursued high market share and market growth; therefore, the product line is influenced by the company's goals. As time goes by and products are added, product lines tend to increase in length.

2. Widening downwards (downward stretch)

3. Upward Stretch

4. Two-way-stretch two-way expansion)

5. Filling the Product Line

The addition of products in a product line can be extended to the range of lines currently in use. The reasons for filling your product line are to gain additional profits, meet customer needs, try to be an all-line company at the top of the market share, and try to fill so that competitors do not enter.

6. Highlight the Product Line

The prominence of a product in a line is usually the manager who will determine the product line to be one or several types. It can be concluded from each element of this product line theory that there are wide varieties or kinds of products from product completeness such as type, brand, colour, material, size, and quality, as well as the availability of these product items in the store.

Consumptive Behavior

Consumptive behaviour is no longer based on rational considerations but rather because of desires that have reached a level that is no longer rational (Mufarizzaturrizkiyah, Aziz, & Leliya, 2020). Kanserina, Haris, & Nuridja (2015) explained that consumptive behaviour can be interpreted as an act of using a product that is incomplete or in the sense that a person has not finished using a product and has used the same type of product from another brand. Agustina (2016) also explained that consumptive behaviour is the behaviour of consuming goods excessively without seeing whether the goods are included in one's needs or not.

Sumartono (in Agustina 2016) stated that consumer behaviour consists of several things, namely buying products because of the lure of gifts, buying products because of attractive packaging, buying products to maintain appearance and prestige, buying products based on price considerations (not based on benefits or usefulness), buying a product to maintain a status symbol, using a product because of an element of conformity to the model that advertises it, assessing that buying a product at a high price will create high self-confidence, and trying more than two similar products. Yudasela & Krisnawati (2019) explained that the dimensions of consumer behaviour include impulsive purchases, irrational purchases, and waste.

Consumer behaviour tends to make purchases uncontrolled and with the aim of satisfying desires rather than fulfilling needs. Apart from that, the purchases made are often beyond the reach (capabilities) just for their existence, which will cause the goods purchased to be unproductive. Someone in the current era of social media really wants to show off luxury that indicates exclusive status, thereby giving the impression that they come from a high social class.

Framework

This research analyzes the influence of product line strategy on students' consumptive style in online transactions (e-commerce) in case studies at the Bandung State Polytechnic (Polban). In this research, the object of research is consumer style (Y) as the dependent variable and product line strategy (X) as the independent variable.

This research will explain product line strategy analysis of student consumer behaviour in online transactions (e-commerce). Where to see opportunities for businesses to use this product line strategy to accelerate their business, this research is broken down into two dimensions so that the research can be in accordance with the problem to be solved. The product line strategy dimension emphasizes the influence of greater profits because the production of several products is tailored to consumer needs, so profits from other goods can cover some of the sales losses of one item in terms of marketing strategy (Lucius, 2015). Meanwhile, the dimensions of consumptive behaviour indicators are impulsive buying, waste, and seeking pleasure.

H0 : There is no influence of product line strategy on the consumer behaviour of Bandung State Polytechnic students in online transactions (*e-commerce*).

Ha : There is an influence of product line strategy on the consumer behaviour of Bandung State Polytechnic students in online transactions (*e-commerce*).

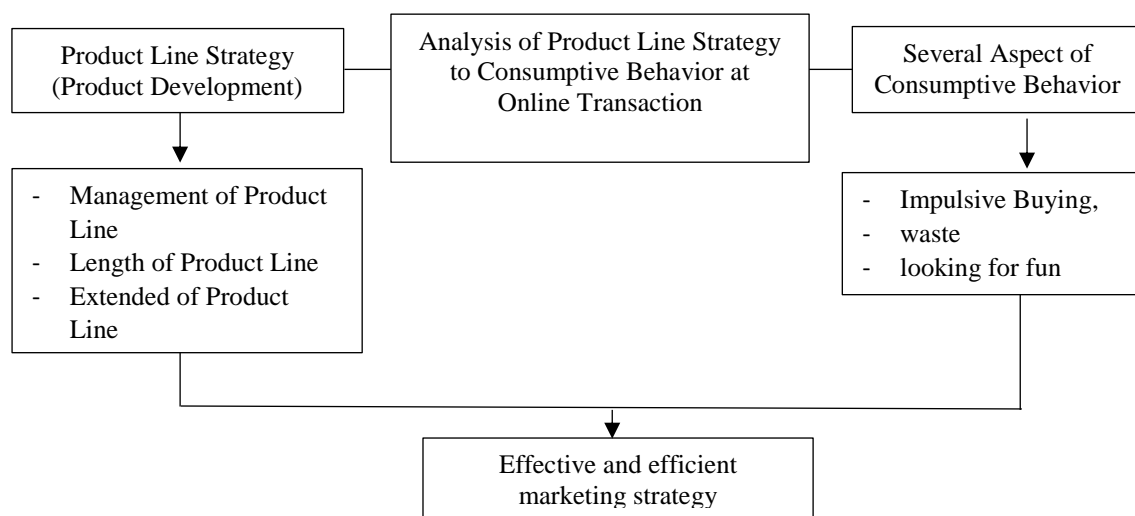


Figure 1: Framework

E-Commerce

It can be said that the term electronic commerce still sounds unfamiliar to some Indonesian people. Generally, e-commerce transactions are carried out from the middle to upper class. Until now, there has been no standard understanding regarding the definition of this term, which is also known as electronic commerce (e-commerce) transactions. E-Commerce originally came from English, and this word is a combination of two words, namely the word E, which stands for Electronic, and the word Commerce. Etymologically, the meaning of this term is as follows: (E) Electronic is the science of electronics (electrical charges), electronic devices, or all things related to the world of electronics and technology. Meanwhile, (C) commerce is trade and commerce. By definition, word for word, it can be said that E-Commerce is trade transactions via electronic media connected to the Internet.

Some experts argue that the definition of e-commerce is a whole device for trading goods and services electronically. Some of these experts are Onno W. Purbo and Aang Arif; they said that e-commerce is a dynamic set of technologies, applications, and business processes that connect companies, consumers, and certain communities through electronic transactions and trade in goods, services, and information. Done electronically. Another definition put forward by Amir Hartman in more detail defines "as a type of electronic business mechanism that focuses on individual-based business transactions

using the Internet as a medium for exchanging goods or services either between two institutions (B-to-C) or inter-institutional and direct consumer (B-to-c).

RESEARCH METHODS

The object of this research is product line strategy and consumer behaviour, with the subjects of this research being Bandung State Polytechnic (POLBAN) students who are still active as students, namely the class of 2019-2022. Where data was sampled using Google Forms for 110 total POLBAN student respondents, namely as buyers in e-commerce, the number of respondents exceeded the sample requirements of the unknown population formula. (Levy & Lemeshow, 2013). The method in this research is a quantitative descriptive method. For data processing, this research carried out validity tests, reliability tests, normality tests, hypothesis tests, and correlation analysis, where analyzing the data was obtained using simple linear regression. This data processing was processed using SPSS 26 software.

RESULT AND DISCUSSION

Research Result

The following analysis of respondents' demographic calculations is as follows:

Table 1 Respondent Demographic

	Demographic	Frequency	Percentage
Gender	Female	83	75,45%
	Male	27	24,55%
Age	< 20 years old	42	38,18%
	20-25 years old	68	61,82%
Department	Business Administration	44	40%
	Accounting	20	18,18%
	Electric Engineering	18	16,36%
	Energy Conversion Engineering	10	9,09%
	Chemical Engineering	7	6,36%
	Civil Engineering	3	2,72%
	Machine Engineering	3	2,72%
	English	2	1,81%
	Computer & Informatic Engineering	2	1,81%
	Refrigeration & Air Conditioning Engineering	1	0,95%
Income/ Pocket Money per Month	Less from dari Rp 500.000	33	30%
	Rp 501.000 – Rp. 1.000.000	51	46,36%
	Rp. 1.001.000 – Rp 2.000.000	19	17,27%
	Rp 2.001.000 – Rp. 3.000.000	3	2,72%
	More than Rp 3.000.000	4	3,64%
Amount transactions at the e-commerce platform	1-5 times	38	34,54%
	6-10 times	8	7,28%
	More than 10 times	64	58,18%
Sum of e-commerce platform that used	1-3 platform of e-commerce	87	79,09%
	3-6 platform of e-commerce	18	16,36%
	7-9 platform of e-commerce	2	1,81%
	More than 10 platforms of e-commerce	3	2,74%

Validity and Reliability Test

Validity Test

Research results that are reliable, stable, and can be used to forecast research output can be obtained when research measurements have good validity and reliability (Chaniago, et

al., 2023). The validity test is measured using a formulation of the comparison of the calculated r-value (correlated item-total correlation) with the table r value for the degree of freedom (df) = n-2 (n is the number of samples). The validity test is used at the beginning, before the reality test, as an instrument test for the variables to be measured in the research. Meanwhile, the reality test measures the consistency of variables. Where you will see the calculation of whether the data is real by looking at Cronbach's alpha > 0.6. The review of the results of the validity of data processing from 30 respondents and the reliability of data processing from 110 respondents in this study is as follows:

Table 2: Validity Test Result

Variable	Statement	Pearson Correlation (R count)	
(Variable X)	X1	0.676	VALID
	X2	0.766	VALID
	X3	0.849	VALID
	X4	0.882	VALID
	X5	0.612	VALID
	X6	0.766	VALID
	X7	0.655	VALID
	X8	0.715	VALID
	X9	0.760	VALID
	X10	0.814	VALID
	X11	0.601	VALID
	X12	0.705	VALID
Consumptive Behavior (Y)	Y1	0.588	VALID
	Y2	0.521	VALID
	Y3	0.677	VALID
	Y4	0.814	VALID
	Y5	0.781	VALID
	Y6	0.705	VALID
	Y7	0.609	VALID
	Y8	0.783	VALID

Reliability Test

The data obtained shows that Cronbach's Alpha value is 0.928 for the reality value of the product line strategy variable (X), while the value obtained for the consumer behaviour variable (Y) is 0.868. Where both values are more than 0.6 with a significance rate of 5%, from this test, it can be seen that the data is real, meaning the information can be trusted and relied upon for solving research problems.

Table 3: Reliability Test Result
 Variable of Line Product Strategy (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	12

Table 4: Reliability Test Result
 Variable of Consumptive Behavior (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	8

Normal Distribution Test

Based on the results of the normality test, it is known that the significance value is $0.200 > 0.05$ using the Kolmogorov-Smirnovs method. Based on the normality test data obtained, it can be concluded that the residual values are normally distributed. The residual value here is the data value of product line strategy and consumer behaviour. The statement that the data is normally distributed is supported by the Normal Probability Plot graph. The graph depicts normally distributed data if there are distribution points around the diagonal line and following the direction of the diagonal line (Ghozali, 2018: 163). The histogram is depicted as forming a mountain or bell, and the histogram image also shows normally distributed data.

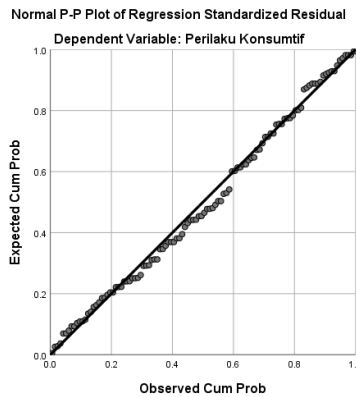


Figure 2: Normality Test Result - *Normal Probability Plot Graphic*

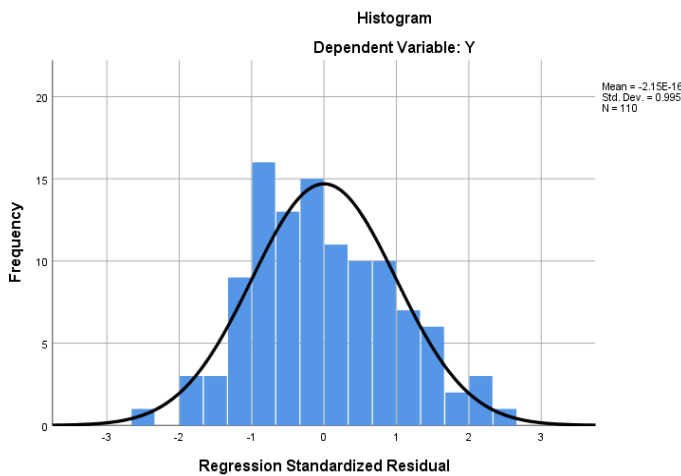


Figure 3: Normality Test Result – *Histogram*

Linear Regression Simple of Analysis

Table 5: Anova of Linear Regression Simple

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261.932	1	261.932	6.292	.014 ^b
	Residual	4495.968	108	41.629		
	Total	4757.900	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Simple linear regression analysis can see the size of the variable (X) product line strategy against the variable (Y) consumer behaviour. Therefore, to see whether the two have a relationship, it is necessary to look at the significance value first. Table 5 shows that the two variables have a relationship, which is indicated by the calculated F value = 6.292 with a significance of 0.014 (0.014 < 0.05). So, the regression model can be used to predict the participation variable or, in other words, the influence of the product line strategy variable (X) on the consumer behaviour variable (Y). How big the influence of the relationship is can be seen in Table 6 below:

Table 6: Model Summary of Simple linear regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.235 ^a	.055	.046	6.452

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the linear regression test summary table above it can explain the magnitude of the correlation/relationship value (R), which is 0.235. From this output, a coefficient of determination (R Square) of 0.055 is obtained, which means that the influence of the independent variable (product line strategy) on the dependent variable (consumptive behaviour) is 5.5%.

Table 7: Coefficients of Simple Regressions Linear

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	14.664	3.812		3.847	.000		
	X	.197	.079	.235	2.508	.014	1.000	1.000

a. Dependent Variable: Y

Referring to the simple linear regression coefficient table, the regression value for the product line strategy is 0.235 with a constant of 14.664. So, the regression equation formula obtained from this research is as follows:

$$Y = 14.664 + 0.235 X$$

Result in Hypothesis Test

Significant Test Result – T-Test

It can be seen that there is an influence of the independent variable on the dependent variable because the conditions for the significance test are met, namely the significance value < 0.05 and t count > t table. The result is a smaller significance value of 0.05 (0.014 < 0.05) and a calculated t of 2.508 (see table 7) > t table of 1.662. This means that the hypothesis is accepted and cannot be rejected. It can be concluded that there is a significant influence of the product line strategy variable (independent variable) on the consumer behaviour variable (dependent variable).

Feasibility Testing Results - F Test

It can be seen that there is an overall joint influence between the independent variables and the dependent variable because the feasibility test requirements are met, namely the significance value < 0.05 and calculated F > F table. The result is a smaller significance value of 0.05 (0.014 < 0.05) and a calculated F of 6.292 (see table 5) > F table of 3.08.

This means that the hypothesis is accepted (H_a), and the null hypothesis is rejected (H_0). It can be concluded that there is a significant influence of the product line strategy variable (independent variable) on the consumer behaviour variable (dependent variable).

DISCUSSION

Research to test the influence of product line strategy on consumer behaviour. This research was conducted to find out the difference between the past era without the Internet and the current era, which is heavily connected to the Internet. Research testing conducted on POLBAN students was used as representative data because internet users are predominantly teenagers. Indonesian teenagers use the Internet the most compared to other age groups. This can be seen from the survey results of the Indonesian Internet Service Providers Association (APJII), where the internet penetration rate reached 99.16% in 2021-2022.

Testing the independent and dependent variables validity influences 5.55%, where this figure significantly influences variables X and Y on online transactions (e-commerce), and the remaining 94.45% is other factors not explained in this research. The H_a hypothesis was accepted, and H_0 was rejected by testing the T-test and F-test, which met the requirements for a significant value (0.014) smaller than 0.05. Therefore, the influence of product line strategy has a positive and significant effect, and it can be said that the higher the product line strategy in online transactions (e-commerce), the more linear it will be in increasing consumer consumptive behaviour.

One research that is still relevant is based on research by Endang Sutrasmawati (2008). This product line strategy can have the potential for sales where the results of his research show that developing product line strategies well and appropriately, such as product differentiation and diversification, product variations, and product innovation, will produce products that have a value that will be able to provide satisfaction and stability for customers to continue using our products and provide a good image for the product. From this research and this research, it is understood that consumer consumptive behaviour will be a point of opportunity for many product purchases from sellers. Suppose the product line strategy and product diversification, differentiation, and innovation in online transactions (e-commerce) are implemented. In that case, an effective marketing strategy can be obtained against consumer wasteful behaviour in the current digital marketing era.

Thus, the influence between product line strategy and consumer behaviour is in line with previous researchers, who said that there is a need for good and appropriate product line strategy development. In detail, these factors, such as product differentiation and diversification, product variety, and product innovation, will produce value products. In this research, only one supporting element of the product line strategy is the product line, so the results are logically likely to be small. This research shows that the relationship between the two variables is only 5.55%, and other factors influence the rest. Overall, when you want to know efficient and effective marketing from product line strategies regarding consumer behaviour, complete product development is needed to get maximum profits from online transactions (e-commerce).

CONCLUSION

This research obtained data on the influence of 5.55% of the product line strategy variable on consumer behaviour for 110 respondents and the remaining 94.45% for other factors not explained in this research. For this reason, the research objective is to find effective

marketing strategies that must be developed by conducting further research. By revealing what product line strategy variables have the most influence on consumer behaviour in online transactions now and in the future. For this reason, it is recommended that further research be carried out because the R square obtained is 0.235, which is still in the low category. Apart from this research, it is still said to be rare and new because not many previous researchers have studied it in the same context. In conclusion, the objectives of this research will be compatible when other product line strategy variables are included so as to obtain more optimal data accuracy research results.

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