REFERENCES

Book

- Alfonsius, A. (2017). Final Paper Writing Guidelines and Procedures of Final Paper Examination. Medan: Program Studi Management UPH Medan.
- Heath, J. (2020). Morality, Competition, and the Firm: The Market Failures Approach to Business Ethics (1st ed.). Oxford University Press.
- Mees, B. (2019). The Rise of Business Ethics (Routledge Studies in Business Ethics) (1st ed.). Routledge.
- Bailey, C. (2020). Customer Insight Strategies: How to Understand Your Audience and Create Remarkable Marketing (1st ed.). Kogan Page.
- Kormann, H., & Suberg, B. (2020). Topics of Family Business Governance: Insights on Structures, Strategies, and Executives (Management for Professionals) (1st ed. 2021 ed.). Springer.
- Naima, L. (2021). Entrepreneur Definition Notebook Gift: entrepreneurship Journal Present. Independently published.

Journal

Glava, M. L., Smith, T., Holt, L., Peixoto, P., Hu, I., Matthew, M. (2018). Sales Expertise,

Hofstede's Cultural Dimension & Ethics In China And The USA. https://www.igbr.org/wp-content/uploads/2018/10/2018-October-Conference-Proceedings.pdf#page=293

Lieven, T. (2016). Customers' choice of a salesperson during the initial sales encounter. *Journal of Retailing and Consumer Services*, 32, 109–116. https://doi.org/10.1016/j.jretconser.2016.06.005

Zilfania, Z. (2018). Pengaruh Periklanan, Promosi Penjualan, Publisitas, Penjualan Personal

Terhadap Keputusan Pembelian Kredit Pemilikan Rumah (KPR) Sistem Syariah (Studi Kasus pada Bank BRI Syari'ah Cabang Sidoarjo). Zannuba Zilfania_C34213080.pdf

Nurhidayah, I. J., Lutfie, H. (2017). Pengaruh Bauran Pemasaran Terhadap Proses Keputusan

Pembelian (Studi Pada Perum Perumnas Rumah Subsidi Bumi Parahyangan Kencana Sorean, Bandung 2017). 3728-6999-1-SM.pdf

Hartmann, N., Plouffe, C. R., Kohsuwan, P., & Cote, J. A. (2020). Salesperson influence tactics and the buying agent purchase decision: Mediating role of buying agent trust of the salesperson and moderating role of buying agent

regulatory orientation focus. *Industrial Marketing Management*, 87, 31–46. https://doi.org/10.1016/j.indmarman.2020.02.023

Website

Ferreira, N. M. (2021, April 19). What Is Entrepreneurship? Detailed Definition and Meaning.

Oberlo. https://id.oberlo.com/blog/what-is-entrepreneurship.

Sinha, D. K. (2014, May 22). Meaning of Family Business: Types and Characteristics. Your Article Library. https://www.yourarticlelibrary.com/business/meaningof-family-business-types-and-characteristics/41130

S, S. (2021, February 13). What is Family Business? definition, characteristics, types, structure and examples. Business Jargons. https://businessjargons.com/familybusiness.html

Hayes, A., & Drury, A. (2021). What You Should Know About Entrepreneurs. Investopedia. https://www.investopedia.com/terms/e/entrepreneur.asp

Jarvis, O. (2020, August 12). *Sales Ethics: How to Build a Sales Organization You're Proud Of.* ChartMogul. https://blog.chartmogul.com/sales-ethics/

Pipedrive. (2021, January 7). Sales Ethics: Is There a Code of Ethics for MarketingandSales?https://www.pipedrive.com/en/blog/sales-

ethics#:%7E:text=Sales%20ethics%20refers%20to%20a,people%20you%20s ell%20to%20first.&text=Higher%20customer%20spend%2C%20more%20en gaged,costs%20of%20running%20the%20business.

- Oster, K. V. (2016, October 26). *How to Measure Employee Ethical Standards*. Small Business - Chron.Com. https://smallbusiness.chron.com/measure-employeeethical-standards-35060.html
- Alfred, L. (2019, November 11). 8 Ethical Behaviors to Live and Sell by in Sales. Hubspot. https://blog.hubspot.com/sales/sales-ethics
- Team, D. J. (2021, January 14). What Is Consumer Buying Behavior? DemandJump. https://www.demandjump.com/blog/what-is-consumer-buyingbehavior#:%7E:text=Definition%20of%20Consumer%20Buying%20Behavio r,a%20variety%20of%20other%20actions.
- Clootrack Software Labs. (2021, April 28). What are the 5 Factors Influencing Consumer Behavior? Clootrack. https://clootrack.com/knowledge_base/majorfactors-influencing-consumer-behavior/

Consumer behavior in marketing - patterns, types, segmentation - Omniconvert Blog. (2021, May 12). Omniconvert Ecommerce Growth Blog. https://www.omniconvert.com/blog/consumer-behavior-in-marketingpatterns-typessegmentation/#:%7E:text=Consumer%20behavior%20is%20often%20influen ced,and%20figure%20out%20buyer%20trends.&text=Social%20factors%3A %20family%2C%20friends%2C,%2C%20all%20influence%20consumers'% 20behavior.

How to measure, understand, and influence buying behavior. (2021). SurveyMonkey. https://www.surveymonkey.com/mp/buying-behavior/

Mcleod, S. (2018). *What is a Hypothesis? / Simply Psychology*. Simplypsychology. https://www.simplypsychology.org/what-is-a-hypotheses.html

- Kadic-Maglajlic, S. (2017, June 6). Three Levels of Ethical Influences on Selling Behavior and Performance: Synergies and Tensions. Journal of Business Ethics. https://link.springer.com/article/10.1007/s10551-017-3588-1?error=cookies_not_supported&code=1b4a4fde-86f2-4325-880b-0ca3f92b9dc8
- SalesEthics, Inc. (2018, April 21). *How Sales Managers Can Establish Ethical Behavior in Sales Teams*. https://salesethics.net/blog/how-sales-managers-can-establish-ethical-behavior-in-sales-teams/
- Bhandari, P. (2021, February 15). *An introduction to descriptive statistics*. Scribbr. https://www.scribbr.com/statistics/descriptive-statistics/

 U. (2018, July 25). The Classic Asumption test (Autocorrelation, Heteroscedascity, Multicollinearity and Normality) For Panel Data (With SPSS, Eviews and Stata). Blogspot. http://learnforfinance.blogspot.com/2018/07/the-classicassumption-test.html

