

## References

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2018). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 35(1), 1-13.
- Almahdali, Abubakar. 2020. Inovasi Rumah Coklat: Studi Kasus Hilirisasi Industri Coklat di Provinsi Sulawesi Tengah. Sulawesi Tengah: Intelgensia Media.
- Amanah, D., & Harahap, D. (2018, September 01). Directory of open access journals. Retrieved February 02, 2023, from <https://doaj.org/article/be23b1f29dc3443b88d379391dad7c69>
- Angelina, & Meisyaroh, S. (2022). The effect of hooman.id product on Instagram product sales promotion on ... *The Effect Of Hooman.id Product On Instagram Product Sales Promotion On Purchase Decisions Among The Indonesian Chihuahua Community.*, from <http://eprints.kwikkriegie.ac.id/4187/18/RESUME.pdf>
- Angelyn, A., & Kodrat, D. (2021, June 17). The effect of social media marketing on purchase decision with Brand Awareness as mediation on Haroo Table: Semantic scholar. Retrieved April 10, 2023, from <https://www.semanticscholar.org/paper/The-Effect-of-Social-Media-Marketing-on-Purchase-as-Angelyn-Kodrat/58c86981f2b195e7f68fa49072ab911d656135e5>
- Ansari, S., Ansari, G., Ghori, M., & Kazi, A. (2019, July 28). Impact of brand awareness and social media content marketing on Consumer Purchase Decision.

Retrieved March 14, 2023, from

<https://readersinsight.net/index.php/JPVAI/article/view/896>

Awwabiin, S. (2021, September). Penelitian Kuantitatif: Pengertian, tujuan, jenis-jenis, Dan Langkah Melakukannya. Penerbit Deepublish. Retrieved October 2021, from <https://penerbitdeepublish.com/penelitian-kuantitatif/>

Baek, T. H., Yu, J., & Kim, M. (2019). A meta-analysis of the effects of different types of sales promotions on post-promotion behaviors. *Journal of Business Research*, 101, 436-448.

Brosius, J. P. (2020). Fundamentals of scientific research. Springer International Publishing.

Chang, S. Y., Wu, P. C. S., & Hsiao, C. Y. (2018). Antecedents and consequences of attitude functions: An empirical investigation in the context of luxury brands. *Journal of Business Research*, 92, 65-77.

Chen, C., Zhang, C., & Li, X. (2019). Impact of online consumer reviews on product sales: A joint sentiment-topic analysis. *Decision Support Systems*, 117, 66-77.

Chen, S. C., Liu, M. T., & Chen, Y. C. (2020). Exploring the effects of interactive mobile marketing on consumer attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 55, 1-10.

Chen, Y., & Lai, C. H. (2020). The impact of sales promotion on consumers' purchase intention and purchase behavior: Evidence from a mobile application. *Journal of Retailing and Consumer Services*, 53, 101926.

Chicco, D., Warrens, M. J., & Jurman, G. (2021). The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation. *PeerJ Computer Science*, 7, e623.  
<https://doi.org/10.7717/peerj-cs.623>

Choi, S. M., & Rifon, N. J. (2018). It's a match: The impact of congruence between celebrity image and consumer ideal self-congruence on endorser credibility and brand attitudes. *Journal of Advertising*, 47(4), 436-450.

Choi, Y. G., Lee, J. A., & Song, Y. (2019). The effect of price promotion framing on brand evaluation: Moderating role of brand commitment and promotion proneness. *Journal of Business Research*, 97, 78-88.

Chu, H. H., Liao, Y. W., & Chen, Y. C. (2018). Investigating the effects of perceived value on customer loyalty: A study of retail chain stores in Taiwan. *Journal of Retailing and Consumer Services*, 40, 246-258.

Chu, S. and Kim, Y. (2018). Understanding customers' responses to social media marketing: the roles of perceived value and flow experience. *Internet Research*, 28(4), pp.934-957.

Dadang. 2020. Pengaruh Pengembangan Sumber Daya Manusia, Etos Kerja dan Semangat Kerja Terhadap Kinerja Pegawai Pada Badan Pemberdayaan Perempuan dan Keluarga Berencana Kabupaten Biak Numfor. Jawa Timur: Qiara Media.

Dant, R. P., Hardie, B. G., & Jain, D. C. (2020). Empirical generalizations about retail assortment decisions: A review and conceptual framework. *Journal of Retailing*, 96(2), 154-162.

Fader, P. S., Hardie, B. G., & Zhang, Y. (2018). Customer-base analysis in a discrete choice model. *Marketing Science*, 37(6), 981-1000.

Fink, A. (2019). Conducting research literature reviews: From paper to the internet (5th ed.). Sage publications.

Freedman, D., Pisani, R., & Purves, R. (2018). Statistics (4th ed.). W.W. Norton & Company.

Gao, Y., Winer, R. S., & Wang, X. (2019). The joint effects of variety and assortment organization on consumer choice. *Journal of Marketing Research*, 56(5), 715-732.

Gerald, B. (2018). A Brief Review of Independent, Dependent and One Sample t-test. *International Journal of Applied Mathematics and Theoretical Physics*, 4(2), 50.  
<https://doi.org/10.11648/j.ijamtp.20180402.13>

Gilbert, D. (2022) 4 reasons why assortment planning matters, DotActiv. Available at:  
<https://www.dotactiv.com/blog/why-assortment-planning>

Grewal, D., Iyer, G. R., & Levy, M. (2018). Enhancing consumer choice: A behavioral decision theory approach to promoting assortments. *Journal of Retailing*, 94(1), 19-33.

Gunawan, Ce. 2018. *Mahir Menguasai SPSS (Mudah Mengolah Data Dengan IBM SPSS Statistic 25)*. Yogyakarta : Deepublish Publisher.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.

Han, H., Nguyen, H. N., & Kim, W. (2019). The effects of marketing mix elements on customer satisfaction in the restaurant industry. *Journal of Hospitality and Tourism Technology*, 10(2), 292-307.

Haryani, D. (2019, March). Pengaruh periklanan Dan Promosi penjualan Terhadap Keputusan pembelian pada perumahan Griya Puspandari asri tanjungpinang. Retrieved March 17, 2023, from <https://www.journal.unrika.ac.id/index.php/jurnaldms/article/view/1827>

Hassan, L. M., Lien, N. H., & Liu, Y. (2019). Determining factors and decision-making process of consumer impulse buying on live streaming social commerce. *Telematics and Informatics*, 38, 89-97.

Hollensen, S. (2019). "Essentials of global marketing." Pearson Education Limited.

Homburg, C., Hoyer, W. D., & Koschate-Fischer, N. (2018). Brand awareness literature review: Scale, scope, and brand heterogeneity. *Journal of Marketing*, 82(4), 1-21.

Hosseini, S. J., Smets, S., & Pauwels, K. (2020). Should retailers customize assortment across channels? *International Journal of Research in Marketing*, 37(2), 337-356.

Hsu, C. L., Chang, K. C., Chen, M. C., & Chuang, H. W. (2020). Antecedents and consequences of consumers' purchase intentions in social commerce: A cultural perspective. *Journal of Interactive Marketing*, 51, 62-76.

Hu, M., Liu, L., & Li, C. (2020). The effect of promotion duration on consumer response: A meta-analysis. *Journal of Retailing and Consumer Services*, 54, 1-10.

Hu, M., Liu, L., & Song, Y. (2018). Time-limited promotion or permanent low price? The framing effect on consumers' response. *Journal of Retailing and Consumer Services*, 44, 51-59.

Hultman, M., Andersson, T. D., & Sköld, B. (2018). Product assortment and the online grocery store: The impact of variety and perceived control. *Journal of Retailing and Consumer Services*, 41, 251-258.

Ismail dan Bambang Triyanto. 2020. Penulisan Karya Ilmiah (Skripsi): Suatu Pedoman. Klaten: Lakeisha.

Jain, A. and Singh, S. (2019). Sales promotion and consumer purchase intention: The mediating role of perceived value and perceived risk. *Asia Pacific Journal of Marketing and Logistics*, 31(2), pp.427-445.

Jaya, I. (2019). *Basic Statistics for Research*. Yogyakarta: Deepublish.

Kannan, P. K., Li, H., & Bin Guo, X. (2019). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 36(1), 16-34.

Kaplan, A. M., & Haenlein, M. (2019). "Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence." *Business Horizons*, 62(1), 15-25.

Karampourniotis, P. I., Mamalis, S., & Theodoridis, P. K. (2021). The influence of sales promotions on brand equity: Evidence from three Southern European countries. *Journal of Retailing and Consumer Services*, 58, 1-9.

Kerlinger, F. N., & Lee, H. B. (2019). *Foundations of behavioral research*. Cengage Learning.

Khan, I., Rahman, Z., & Khan, Z. (2018). Influence of social media platforms on purchase decision process: A gender-based perspective. *Journal of Retailing and Consumer Services*, 47, 221-230.

Kim Fam, Pedro Q. Brito, Mahesh Gadekar, James E. Richard, Ugtakh Jargal, Wenchao Liu, (2019) "Consumer attitude towards sales promotion techniques: a multi-

country study", Asia Pacific Journal of Marketing and Logistics,  
<https://doi.org/10.1108/APJML-01-2018-0005>

Kim, J., & Park, J. (2018). How assortment size affects online consumer satisfaction: Moderating role of information load. International Journal of Information Management, 38(1), 65-73. doi: 10.1016/j.ijinfomgt.2017.08.010

Kim, M. J., Kim, H. Y., & Lennon, S. J. (2018). How do time-limited promotions influence purchase behavior? The moderating role of perceived scarcity. Journal of Business Research, 82, 229-238.

Kim, M. J., Kim, J., & Park, M. (2020). Do consumers see price discounts as bribes? Exploring the effects of discount levels on consumer responses. Journal of Retailing and Consumer Services, 54, 1-9.

Kotler, P., & Armstrong, G. (2018). Principles of Marketing (17th ed.). Pearson.

Kotler, P., & Keller, K. L. (2019). "Marketing management." Pearson Education Limited.

Kotler, P., Kartajaya, H., & Setiawan, I. (2019). "Marketing 4.0: Moving from traditional to digital." John Wiley & Sons.

Krishnamurthy, S., & Kucuk, S. U. (2018). Sales promotion effectiveness and profitability: A contingency analysis. Journal of Business Research, 90, 130-141.

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2019). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing*, 80(1), 7-25.

Kurniasari, M., & Budiatmo, A. (2018, July 01). Pengaruh social media marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan minat beli Sebagai Variabel intervening Pada J.co Donuts & Coffee Semarang. Retrieved March 14, 2023, from <https://ejournal3.undip.ac.id/index.php/jiab/article/view/20968>

Li, G., Wang, X., Li, W., & Zhang, Z. (2018). Assortment planning and pricing under reference effects. *Management Science*, 64(9), 4353-4370.

Lin, Y. C., Chen, Y. L., & Chen, C. J. (2019). The effects of influencer credibility and product involvement on purchase intention: The moderating roles of product type and product price. *Journal of Global Marketing*, 32(3), 179-193.

Ling, K. C., Cheng, X., Zhang, C., & Ho, C. S. (2020). Determinants of perceived value in internet shopping: A hierarchical study. *Information & Management*, 57(4), 1-14.

Ling, K. C., Tan, C. T., Phang, K. F., & Loo, C. K. (2020). Product variety and purchase decision: The mediating role of decision paralysis. *Journal of Retailing and Consumer Services*, 52, 101931. doi: 10.1016/j.jretconser.2019.101931

Marzuki, Agustina, Crystha Armereo dan Pipit Fitri Rahayu. 2020. Praktikum Statistik. Malang: Ahlimedia Press.

Mehta, R., Sood, S., & Dutta, S. (2021). Impact of online consumer reviews on sales promotions: Evidence from a field experiment. *Journal of Marketing Research*, 58(4), 738-756.

Melis, K., Campo, K., & Breugelmans, E. (2020). An analysis of assortment composition and price promotion effects on consumer purchase behavior. *Journal of Retailing*, 96(2), 163-179.

Mochon, D., Johnson, K. M., & Schwartz, J. (2018). What are you missing? Retail assortments under limited consumer search. *Journal of Marketing Research*, 55(5), 709-724.

Ndung'u, G., & Obuba, R. (2022, July 18). Effect of sales promotion on sales performance of Kenya Tea Packers Ltd. Retrieved January 06, 2023, from <https://journalajeba.com/index.php/AJEBIA/article/view/760>

Nikolopoulou, K. (2022) What is purposive sampling?: Definition & examples, Scribbr. Available at: <https://www.scribbr.com/methodology/purposive-sampling/>

Novia, Ema Ainun, Woro Isti Rahayu dan Cahyo Prianto. 2020. Sistem Perbandingan Algoritma K-Means dan Naïve Bayes Untuk Memprediksi Prioritas Pembayaran Tagihan Rumah Sakit Berdasarkan Tingkat Kepentingan. Bandung: Kreatif Industri Nusantara.

Oliveira, T., Martins, M. F., & Gonçalves, R. (2020). The marketing mix and customer loyalty in the banking sector. *International Journal of Bank Marketing*, 38(1), 54-69.

Pasaribu, Endi Zunaedy, Siska Yulia Rahmi, Mesra Wati Ritonga, Ronal Watrianthos, Wahyu Azhar Ritonga, Rizki Kurniawan Rangkuti dan Nurhanna Harahap. 2020. Belajar Statistika Siapa Takut Dengan SPSS. Medan: Yayasan Kita Menulis.

Priyatna, Surya Eka. 2020. Analisis Statistik Sosial Rangkaian Penelitian Kuantitatif Menggunakan SPSS. Medan: Yayasan Kita Menulis.

Priyatno, Duwi. 2018. SPSS : Panduan Mudah Olah Data Bagi Mahasiswa dan Umum. Yogyakarta: Andi Offset.

Puccinelli, N. M., Chandrashekaran, R., Grewal, D., & Suri, R. (2018). Are men seduced by red? The effect of red versus black prices on price perceptions. *Journal of Retailing*, 94(3), 285-300.

Purnomo., Rochmat Aldy. 2017. Analisis Statistik Ekonomi dan Bisnis Dengan SPSS. Ponorogo: UNMUH Ponorogo Press

Rajapathirana, R., Harker, P. T., & Harker, D. M. (2020). The impact of product assortment strategies on sales and profitability. *Journal of Retailing*, 96(2), 200-214.

Rana, N. P., & Dwivedi, Y. K. (2019). Effect of social media marketing activities on customer engagement, trust and brand loyalty. *Journal of Enterprise Information Management*, 32(4), 524-539.

Reddy, S. (2018) Primary data, Scribd. Available at:  
<https://www.scribd.com/presentation/602338947/Primary-Data>.

Riyanto, Slamet dan Aglis Andhita Hatmawan. 2020. Metode Riset Penelitian Kuantitatif di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen. Yogyakarta: Deepublish Publisher.

Safitri, S. T., Kusumawardani, D. M., Wiguna, C., Supriyadi, D., & Yulita, I. (2020). MEASUREMENT OF VALIDITY AND RELIABILITY OF CUSTOMER SATISFACTION QUESTIONER in E-BOARDING APPICATIONS. Jurnal Pilar Nusa Mandiri, 16(1), 1–6. <https://doi.org/10.33480/pilar.v16i1.1069>

Sereliciouz, Q. (2020, October). Mean, median, Dan Modus. Quipper Blog. Retrieved October 2021, from <https://www.quipper.com/id/blog/mapel/matematika/mean-median-dan-modus/>.

Shao, Y., Lee, S., & Srinivasan, K. (2018). The effect of product assortment on customer retention: The role of perceived variety and fit. Journal of Retailing, 94(1), 84-98. <https://doi.org/10.1016/j.jretai.2017.11.001>

Sweeney, G. (2022) Sales Promotion, Explained: Pros, Cons, & Tips for Success, Revenue Grid: Sales Promotion, Explained: Pros, Cons, & Tips for Success. Available at: <https://www.dotactiv.com/blog/why-assortment-planning> (Accessed: 18 April 2023).

Team, A.C. (2022) 15 benefits of social media marketing | adobe, 15 benefits of social media marketing. Available at: <https://business.adobe.com/blog/basics/smm-benefits> (Accessed: 10 May 2023).

Trusov, M., Bucklin, R. E., & Pauwels, K. (2018). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site. *Journal of Marketing*, 73(5), 90-102.

Tsai, M. F., Huang, C. H., & Hsu, L. C. (2021). The effect of consumer self-construal on decision-making styles in the context of online and offline purchases. *Journal of Retailing and Consumer Services*, 61, 1-10.

Uakarn, C., Chaokromthong, K. and Sintao, N. (2021) Sample Size Estimation using Yamane and Cochran and Krejcie and Morgan and Green Formulas and Cohen Statistical Power Analysis by G\*Power and Comparison, tci-thaijo.org. Available at: <https://so04.tci-thaijo.org/index.php/ATI/article/download/254253/173847/938756> (Accessed: 27 April 2023).

Verma, R., Nguyen, B., & Pal, R. (2021). Online shopping attitude and purchase behavior: A moderating role of gender. *Journal of Retailing and Consumer Services*, 61, 1-11.

Wang, D., Li, X., & Liang, X. (2020). How do information sources affect consumers' purchase intention in the mobile commerce context? An empirical investigation. *Information & Management*, 57(2), 1-13.

Wang, D., Li, X., & Zhang, Z. (2021). Personalization in recommendation systems: A hierarchical Bayesian perspective. *Journal of Retailing and Consumer Services*, 58, 1-11.

Wangsa, I., Rahanatha, G., Yasa, N., & Dana, I. (2022, April 02). [PDF] the effect of sales promotion on electronic word of mouth and purchase decision (study on Bukalapak users in Denpasar City): Semantic scholar. Retrieved February 21, 2023, from <https://www.semanticscholar.org/paper/The-Effect-of-Sales-Promotion-on-Electronic-Word-of-Wangsa-Rahanatha/84aba3386d665a18aef6d9278cda8496c1f7645c>

Wästlund, E., Gustafsson, A., & Öström, Å. (2018). The influence of product and situational factors on purchase decision-making: A study of online buying behavior. Journal of Retailing and Consumer Services, 40, 191-197.  
<https://doi.org/10.1016/j.jretconser.2017.09.015>

Wu, I. L., Chen, J. V., & Chen, Y. T. (2018). The influence of online reviews on consumer's holistic evaluation intentions. Journal of Retailing and Consumer Services, 43, 1-8.

Wu, Y., Wei, J., & Gao, Y. (2020). The impact of online social networks on purchase decision: An empirical study. Journal of Business Research, 116, 25-34.  
<https://doi.org/10.1016/j.jbusres.2019.11.050>

Xu, Y., & Chen, L. (2019). Managing product assortment in e-commerce: A review and research agenda. International Journal of Production Economics, 208, 1-16.  
<https://doi.org/10.1016/j.ijpe.2018.11.006>

Yoo, B., Donthu, N., & Lee, S. (2019). Does a firm's sales promotion harm its premium brand image? *Journal of the Academy of Marketing Science*, 47(2), 333-351.

Yusuf, Muhammad dan Lukman Daris. 2018. Analisis Data Penelitian Teori & Aplikasi Dalam Bidang Perikanan. Bogor: IPB Press.

Yuv, A. (2020, December). Statistik Deskriptif: Pembahasan Lengkap Dan Contoh. Blog Yuva. Retrieved October 2021, from <https://yuvalianda.com/statistik-deskriptif/>.

Zhang, Y., & Mao, Z. (2018). The impact of social media marketing and sales promotion on online purchase intention. *Journal of Internet Commerce*, 17(2), 103-121.

Zhang, Y., Mantrala, M. K., & Luo, W. (2019). Optimal assortment customization under multivariate customer heterogeneity. *Marketing Science*, 38(2), 265-284.

Zhang, Y., Zhao, S., Yang, M., & Zheng, X. (2021). The effects of online-offline integrated sales promotion on brand equity: The moderating roles of promotion timing and message congruence. *International Journal of Information Management*, 58, 1-12.