REFERENCES

- Amen, Fadillah. (2019). Anthology of Public Administration and Development. Malang: UB Press.
- Andriani, Debrina P. (2019). Experiment Design and Analysis, For Quality Engineering. Malang: UB Press.
- Arsini, Ni Wayan and Ni Komang Sutriyanti. (2020). Internalization of Hindu Character Education Values in Early Childhood. Bali: Gandhi Puri Foundation.
- Arvianti, Eri Yusnita and Herdiana Anggrasari. (2018). Factors That Inhibit Character Education for Children of Farm Workers in Ponorogo Regency. Kendari.
- Dika Setiagraha. (2021). The Influence of Word of Mouth, Price Perception, and Product Quality on Purchase Decisions for Local Culinary Products Pempek in Palembang City
- Ding Chong (2022). The Influence of Advertising, Buyer Reviews and Product Quality on Purchasing Decisions.
- Dita Murinda Katarika and Syahputra. (2019). The Influence of Store Atmosphere on Purchasing Decisions in Coffee Shops in Bandung.
- Djaali, P. (2020). Marketing Management Theory. Jakarta: Mitra Discourse Media.
- Drummond, K. E., and Brefere, L. M. (2019). Nutrition for Foodservice and Culinary Professionals. John Wiley & Sons Incs Publishers, Canada.
- Company, Jubilee. (2020). Fluently Using SPSS For Beginners. Jakarta: Elex Media Komputindo.
- Fathoroni, Annisa, Nuraini Siti Fatonah, Roni Andarsyah and Noviana Riza. (2020). Tutorial Book for Decision Support Systems for Lecturer Performance Assessment Using the 360 Degree Feedback Method. Bandung: Creative Industrial Archipelago.
- Febriani, N.S., and Dewi, Wayan W.A. (2019). Theory And Practical: Integrated Marketing Communications Research. Jakarta: UB Press.

- Firmansyah, A. (2019). Product and Brand Marketing (Planning & Strategy). Publisher Deepublish Publisher, Yogyakarta.
- Firmansyah, A. (2020). Marketing Communications. Yogyakarta: Deeppublish Publisher.
- Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani (2020). The Influence of Digital Marketing, Word of Mouth and Service Quality on Service Purchasing Decisions at PT. Pegadaian VII Denpasar Regional Office.
- Ghodang, Hironymus. (2020). Quantitative Research Methods: Basic Concepts & Applications of Regression and Path Analysis Using SPSS. Medan: Group Partner Publishers.
- Hartini. (2021). Consumer behavior. Deepublish Publisher Yogyakarta Publisher.
- Hermawan, Iwan. (2019). Quantitative, Qualitative and Mixed Method Education Research Methodologies. Brass: Hidayat Quaran Brass.
- Ismainar, Hetty. (2019). Work Management Unit. Yogyakarta: Deeppublish Publisher.
- Jaya, IMLM (2019). Health Data Processing Using SPSS. Publisher Thema Publishing, Yogyakarta.
- Jaya, I Made Laut Mertha. (2020). Quantitative and Qualitative Research Methods. Publisher Thema Publishing, Yogyakarta.
- Marsam. (2020). The Influence of Leadership Style, Competency and Commitment on Employee Performance in the Technical Implementation Unit in the Yapis Branch of Biak Numfor Regency. Pasuruan: Qiara Media.
- Morissa. (2020). Advertising:Integrated Marketing Communications. Prenada Publishing Media Group, Jakarta
- Musfar, Tengku Firli. (2020). Marketing Management Marketing Mix as the Main Material in Marketing Management. Bandung: Indonesian Science Media.
- Mutiawati, C., et al. (2019). Performance of Highway Public Transport Services. Yogyakarta: Deeppublish Publisher.
- Nurdin, Ismail and Sri Hartati. (2019). Social Research Methodology. Surabaya: Media Friends of Scholars.

- Priyatno, Duwi. (2020). SPSS: Easy Guide to Data Processing for Students and the General Public. Yogyakarta: Andi Offset.
- Purnomo., Rochmat Aldy. (2019). Economic and Business Statistical Analysis Using SPSS. Ponorogo: UNMUH Ponorogo Press.
- Purwantinah, Aris. (2021). Retail Business Management (Skill Competency: Online Business and Marketing). Jakarta: Gramedia Widiasarana Indonesia.
- Rossanty, Y., Nasution, M. D. T. P., & Ario, F. (2020). Consumer Behavior in the Millennial Era. Publisher: Aqli Scientific Writing and Research Institute, Medan.
- Riyadi, Slamet. (2019). Management Accounting. East Java: Zifatama Publisher.
- Riyanto, S., & Aglis, A. H. (2020). Research Methods Quantitative Research in the Fields of Management, Engineering, Education and Experimentation. Yogyakarta: Deepublish Publisher.
- Sawlani, Dhiraj Kelly. (2021). Online Purchase Decisions: Website Quality, Security and Trust. Surabaya: Scopindo Media Pustaka.
- Setiana. (2020). Applied Midwifery Research. Cirebon: LovRinz Publishing.
- Sopiah and Etta Mamang Sangadji. (2019). Strategic Human Resource Management. Yogyakarta: Andi Offset.
- Sudarso, Adriasan. (2019). Marketing Management of Hospitality Services (Completed with Research Results on Star Hotels in North Sumatra. Yogyakarta: Deepublish Publisher.
- Sutiah. (2020). Hybrid Learning Learning Development. Sidoarjo: Nizama Learning Center.
- Tjiptono, F. & Diana, A. (2019). Customer Satisfaction-Concept, Measurement and Strategy. CV Publisher. Andi Offset, Yogyakarta.
- Untari, Dhian Tyas. (2019). Marketing Management: Cases in the Development of the Betawi Traditional Culinary Tourism Market. Purwokerto: Pena Persada.
- Wan Haddis Adyarinanda. (2019). The Effect of Store Atmosphere on Purchasing Decisions (Study on Bandung Coffee Roemah Consumers).

- Wardana, (2020). Introduction to the SPSS Application Version 20. Baubau: LPPM Muhammadiyah University Buton Press.
- Witdiawati, Laili Rahayuwa and Sheizi Prista Sari. (2020). Concepts and Applications of Research on the Lives of Breast Cancer Patients. Bandung: Unpad Press.
- Yuliawati, Livia. Lovelia Monica Christy, Nurul Layliya, Jessie Janny Thenarianto and Ika Raharja Salim. (2019). First Aid in Quantitative Time: A Practical Guide to Using JASP Software. Surabaya: Ciputra University.

