

REFERENCES

- Acs, Z. J., Estrin, S., Mickiewicz, T., &Szerb, L. (2018). Entrepreneurship, institutional economics, and economic growth: an ecosystem perspective. *Small Business Economics*, 51(2), 501-514.
- Al-Dmour, R., Hammdan, F., Dmour, H., Alrowwad, A. A., &Khwaldeh, S. (2017). The effect of lifestyle on online purchasing decision for electronic services: the Jordanian flying e-tickets case. *Asian Social Science*, 13(11), 157-169.
- Allen, M. (2017). causality. sage research methods.
- Ariella, I. R. (2018). PengaruhKualitasProduk, Harga Produk dan Desain Produkterhadap Keputusan PembelianKonsumenMazelnid. *PERFORMA: JurnalManajemen dan Start-Up Bisnis*, 3(2).
- Almira, A., &Sutanto, J. E. (2018). PengaruhInovasiProduk Dan KualitasProdukTerhadap Keputusan Pembelian Maison Nob. *PERFORMA: JurnalManajemen Dan Start-Up Bisnis*, 3(2), 250-259.
- Blackburn, R., De Clercq, D., &Heinonen, J. (Eds.). (2018). The SAGE handbook of small business and entrepreneurship. Sage.
- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Etikan, I., &Bala, K. (2017). Combination of probability random sampling method with non probability random sampling method. *Biometrics & Biostatistics International Journal*, 5(6), 1-5.
- Gandhy, A., &Hairuddin, J. A. (2018). Analysis of Promotion and Product Differentiation of Jukajo on Consumer Purchase Decision. *Binus Business Review*, 9(1), 9-18.
- Ghozali, I. (2016). AplikasiAnalisis Multivariate dengan Program IBM SPSS 23 (edisikesembilan). Semarang: Universitas Diponogoro.
- Goertzen, M. J. (2017). Introduction to quantitative research and data. *Library Technology Reports*, 53(4), 12-18.
- Hanum, Z., &Hidayat, S. (2017). Faktor–Faktor Yang MempengaruhiPerilakuKonsumenDalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan. *Jurnal Bis-A: JurnalBisnisAdministrasi*, 6(1), 37-43.
- Hatta, I. H., Rachbini, W., &Parenrengi, S. (2018). Analysis Of Product Innovation, Product Quality, Promotion, And Price, And Purchase DECISIONS. *South East Asia Journal of Contemporary Business, Economics and Law*, 16(5), 2289-1560.
- Hikmawati**, M. (2017). MetodologiPenelitian. Depok: PT Raja. GrafindoPersada. <http://www.ekonomi.bisnis.com>, retrieved on 18th November 2019.
- Husna**, As., & **Suryana**, B. (2017). *MetodologiPenelitian* dan Statistik.
- Jasmani, J., &Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *PINISI Discretion Review*, 1(1), 165-174.

- Kurniawan, A. (2018).** Metodologi Penelitian Pendidikan. Bandung: Remaja Rosdakarya.
- Lubis, A. T., Irawati, N., & Sembiring, B. (2020). The Impact of Life Style and Social Media on Purchasing Decision in B-one Cafe Medan. International Journal of Research and Review, 32-40.
- Lubis, D. I. D., & Hidayat, R. (2019). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian Sekolah Tinggi Ilmu Manajemen Sukma pada Medan. *Jurnal Ilman: Jurnal Ilmu Manajemen*, 5(1).
- Malecki, E. J. (2018). Entrepreneurship and entrepreneurial ecosystems. *Geography compass*, 12(3), e12359.
- Mazzarol, T., & Reboud, S. (2020). Entrepreneurship and Innovation in Large Firms. In Entrepreneurship and Innovation (pp. 95-129). Springer, Singapore.
- Priyatno, D. (2017) *SPSS: Panduan Mudah Olah Data bagi Mahasiswa dan Umum*. Yogyakarta: Penerbit Andi.
- Rahadi, D. R. (2017). Transformasi Inovasi Bisnis Keluarga Dalam Mendukung Ekonomi Kreatif. *Jurnal Ecoment Global: Kajian Bisnis dan Manajemen*, 2(1), 1-11.
- Rukaiyah, S. T. (2020). Effect of Product Quality and Product Value on Customer Loyalty: Empirical Study on Seaweed SME. Point Of View Research Management, 1(4), 144-153.
- Setiawan, F. Y. (2016). Analisis Perencanaan Proses Sukses Bisnis Keluarga pada PT Xyz Group. *Agora*, 4(1), 736-747.
- Sugiyono, (2017). Metode penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, dan R dan D). Bandung: Alfabeta.
- Singhdong, P., & Setyawan, H. (2017). Analysis of Effect of Product Quality, Product Design and Distribution Channel toward Purchase Decision of Soy Milk with ABC company. International Journal of Applied Computer Technology and Information Systems, 6(2), 34-39.
- Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis of the Effect of Product Quality on Customer Satisfaction and Customer Loyalty of Indihome ATPT Telkom: Regional 1 Sumatera, Medan, North Sumatra, Indonesia. American International Journal of Business Management (AIJBM), 2(3), 26-37.
- Suhardi, D., & Taufik, N. (2018). The Analysis of Ease of Use, Trust, and Website Quality towards Purchasing Decision in Lazada. co. id. Indonesian Journal Of Business And Economics, 1(1).
- Sujarweni, V. (2017). Metodologi Penelitian Bisnis. Pustaka Baru Press.
- Susanti, N., & Jasmani, J. (2020). The Influence of Product Quality and Service Quality on Customer Satisfaction at Mitra 10 in Depok. *Jurnal Office*, 5(2), 75-84.
- Sunyoto. Danang. (2016). **Konsep Dasar Riset Pemasaran** dan Perilaku Konsumen. Yogyakarta: CAPS.
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: evidence from

- convenience stores in Vietnam. *The Journal of Asian Finance, Economics, and Business*, 7(9), 517-526.
- Wahyuni, S., &Ginting, M. (2017). The impact of product quality, price and distribution on purchasing decision on the Astra motor products in Jakarta. *Arthatama*, 1(1), 18-26.
- Yusup, F. (2018). Uji validitas dan reliabilitas instrumen penelitian kuantitatif. *Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1).
- Zellweger, T. (2017). Managing the family business: Theory and practice. Edward Elgar Publishing.

