

EFFECTIVENESS OF CONSUMER PURCHASING DECISIONS AT J.CO DONUTS FORESTA BSD TANGERANG

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ABSTRACT

Consumers demand a product that matches their wants, price, service, lifestyle, and needs. This causes companies to experience intense competition due to the increasingly complex demands of consumer desires. This research examines explicitly consumer perceptions regarding the effectiveness of purchasing decisions at J.Co Donuts Foresta Tangerang. This research is a type of causality with a quantitative approach to analysis. The research population is consumers from J.Co Donuts Foresta BSD Tangerang with a sample of 93 respondents using Slovin's calculations. The analysis technique uses multivariate analysis with multiple linear regression techniques. The study results show that promotions and services significantly affect consumer purchasing decisions of J.Co Donuts Foresta BSD Tangerang with positive direction regression coefficients both simultaneously and partially. The effectiveness of consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang only contributes 26.5 percent based on Promotion and Service factors.

Keywords: *Promotion, Service, Effectiveness of Consumer Purchasing Decisions*

INTRODUCTION

In running a business, consumer behavior is difficult to predict and varied, causing the business world to claim changes so quickly. Consumers demand a product that matches their wants, price, service, lifestyle, and needs. This forces companies to experience intense competition due to the increasingly complex demands of consumer desires (Firmansyah, 2019, hal. 37). Over time, companies facing competition must display the best products and be able to meet consumer tastes that are continually developing and changing. Therefore, companies need to know and understand consumer behavior which is constantly evolving, because by understanding consumer behavior we will know consumer buying decision-making.

Decision-making can be applied to various applications of everyday life, for example, decisions on user-friendly concepts to identify and process technology implementation (Quintania, Faturachman, Husain, Pasupati, & Taufik, 2021). Specifically, a purchase decision according to Buchari Alma (2014, hal. 96) suggests that a purchase decision is a consumer decision that is influenced by economics, finance, technology, politics, price, location, promotion, physical evidence, people, process. Purchase decisions made by consumers repeatedly and continuously can be Sales within the company is a goal and these goals are influenced by various things and

increase consumer satisfaction with their products (Firmansyah A. , 2018, hal. 10). Well-executed promotion and service factors generate consumer confidence to return to using the services/products offered by the company, such as the case with J.CO Donuts & Coffee which was initiated initially with the concept of salon business, to become a modern coffee brand that is known and has many branches in Indonesia (Zakawali, 2022).

Based on data from J.Co Donuts Foresta BSD Tangerang, this causes different buying behavior for each target market, from promo number one where promotions can apply to customers who use Edc Cards in the gold and platinum categories, while not all customers use EDC cards, then promo number two where the promotion only applies to customers who use a Mandiri debit card is the same as promo number one where not all customers use a Mandiri debit card, besides that the promo also only applies to direct purchases at outlets where in the current era many customers use a purchasing system online. Promo number 3 with terms and conditions where purchases can only be made through the application, but here the application from J.Co Donuts Foresta BSD still has a lot of shortcomings, from frequent errors, long delivery times, and shipping costs which are more expensive than other application services. and promo number four which applies to buyers who have been vaccinated, but many buyers have not been vaccinated. The

many weaknesses of the promotion cause a decrease in the number of consumers who come. In addition to promotions, it is suspected that purchasing decisions at J.Co Donuts Foresta BSD Tangerang have decreased due to service. Philip Kotler and Kevin K Keller (2018, hal. 464) explain that service is an action or performance that can be given to other people to achieve customer satisfaction. Good service will certainly provide satisfaction to customers and ultimately make purchases of an item. Service affects purchases directly, this is in line with previous research conducted by (Sasangka & Rusmayadi, 2018) and (Kencana & Kasdiyo, 2020) who obtained research results that service has a positive and significant effect on purchasing decisions. Other problems that occur in complaints on service indicators at J.Co Donuts Foresta BSD Tangerang still occur a lot, especially from empathy and assistance service indicators, this can directly influence purchasing decisions because the existing services are still not very good, so it is not providing service satisfaction to customers. If this is not evaluated and corrected, the number of consumers who come to make purchases will not increase. From the problems identified above, this research places more emphasis on consumer perceptions regarding the effectiveness of purchasing decisions at J.Co Donuts in Foresta Tangerang.

According to Fandy Tjiptono (2019, hal. 21) defining consumer purchasing decisions is a process where consumers know the problem, and seek information about a particular product or brand. Philip Kotler and Kevin K Keller (2018, hal. 194) state that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas, or experiences satisfy needs and their wishes. Purchasing decisions are inseparable from the nature of a

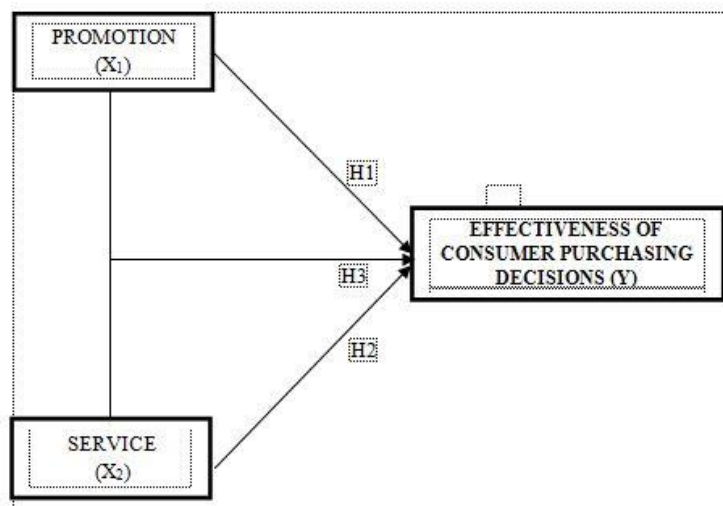
consumer so each consumer has different purchasing habits.

According to Sistaningrum (2002:98) the meaning of promotion is an effort or company activity to influence actual and potential consumers so that they want to make purchases of the products offered now or in the future (Syamsuddinnor, 2021). Promotion according to Moekijat (2020:443) is a company activity to encourage sales by directing convincing communications to buyers (Dewi, 2022). Not only that, in addition to implementing a promotional strategy, companies must also pay attention to other elements such as the influence of the product on consumers and how it can be utilized. Promotion is one of the souls in a company related to sales. Therefore we need the right strategy. That way product sales can be increased and get the right target market. Promotion is a company activity to increase sales through marketing communications, marketing mix, and others to increase sales.

Armistead and Clark (1999, hal. 56-57) stated that service is the ability of employees to carry out their duties, namely providing service and support with total commitment and the ability to solve problems when the service delivery takes place. Then, Rusydi Abubakar (2018, hal. 39) argues that service quality is a company's ability to provide the best service, namely quality compared to its competitors. Lewis and Booms (2019, hal. 142) add that service quality can be interpreted as a benchmark for how well the level of service provided can match the expectations or expectations of customers. Service is the company's ability through employees to guarantee good service quality from commitments, facilities, solutions, and others to satisfy customers.

Developing a hypothesis should begin by constructing a model constellation in a framework to formulate an alternative research statement.

Figure 1: Framework of Thinking



Promotion is important for companies in determining the right business strategy to reach a purchasing decision, as well as promotions with offline systems (sales promotions, publicity, and word-of-mouth) as well as online social media (IG, Facebook, and Twitter) which aim to give the impression and interesting experiences directly to visitors (Syamsuddinnor, 2021). Several other studies such as (Dewi, 2022) with the SWOT approach emphasize social media with educational techniques on the importance of the concept of a healthy lifestyle and also in research (Putri, et al., 2020) which uses J.CO Donuts & Coffee with analysis to find out the marketing situation J.Co Donuts & Coffee. Thus, the 1st alternative hypothesis is stated:

H₁: Promotion has effectiveness on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang

Service is also a factor that is no less important in determining the effectiveness of a purchasing decision to satisfy customers, whereas service in research (Kencana & Kasdiyo, 2020) shows that there is a significant influence on customer satisfaction. Service Services at Honda Wahana Ciputat Dealers. Several other studies such as (Sasangka & Rusmayadi, 2018) in an empirical study on Minimarket Minamart'90 on reliability, responsiveness, assurance, empathy, and physical evidence of being able to increase sales volume and also in research (Rini, 2018) using J.CO Donuts & Coffee in the city of Malang with significant findings on service quality variables on purchasing decisions. Thus, the 2nd alternative hypothesis is stated:

H₂: Services have effectiveness on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang

Promotions and services will be tested to determine the effectiveness of a purchase decision together because they are inseparable from the nature of consumers who have different purchasing habits. Thus, the 3rd alternative hypothesis is stated:

H₃: Promotions and services together have an effectiveness on consumer purchasing decisions of J.Co Donuts Foresta BSD Tangerang

RESEARCH METHODS

This research is a type of causality, also known as an explanatory study conducted to identify the extent and nature of causal relationships (Zikmund, Babin, Carr, & Griffin,

2013). The variables in this study are promotion (X₁) and service (X₂), while the effectiveness of purchasing decisions is the dependent variable (Y). The research approach uses quantitative analysis.

The location of this research was conducted at J.Co Donuts Foresta, South Tangerang, BSD. As for the respondents, namely consumers of J.Co Donuts & Coffee, the research was conducted from December 2021 to June 2022

The entire scope of the population subjects in this study were all consumers from J.Co Donuts Foresta BSD Tangerang who purchased 1,421 products in 2021 according to consumer data provided by J.Co Donuts Foresta BSD Tangerang. For the population in this study, not everyone can be used as research respondents. Determining the number of samples from a population, there are various ways put forward by experts. However, this study uses Slovin's formula, namely:

$$n = \frac{1,421}{1 + 1,421(10)\%^2}$$

$$n = \frac{1,421}{1521}$$

$$n = 93.42$$

then the minimum sample size used in this study using a precision of 10 percent is 93.42 rounded up to 93 respondents. The Likert scale is set with certain gradations from the lowest level to the highest level (Sugiyono, 2018).

Data analysis used multivariate techniques with multiple regression models, which were developed from the stages of a structured approach, such as modeling in multivariate analysis (Husain, Ardhiansyah, & Fathudin, 2021). The analysis stage is carried out by requiring tests on classical assumptions such as data normality, multicollinearity, heteroscedasticity, and autocorrelation which after fulfilling the BLUE (Best Linear Unbiased Estimator) requirements in the Gauss-Markov theory can proceed to hypothesis testing by looking at the t-statistic value and probability value. The t-table value used is dF of 89, which is 1.66 so the criteria for accepting or rejecting the hypothesis are that H_a is accepted and H₀ is rejected when the t-statistic is > 1.66 or if the probability value is < 0.05 or vice versa. Data analysis uses the help of the IBM Statistics SPSS Ver25 application.

RESULTS AND DISCUSSION

Results

J.Co Donuts & Coffee was founded by a salon entrepreneur originally from Indonesia

named Johnny Andrean. The idea to establish J.Co Donuts & Coffee originated from Johnny's habit of frequent business trips to the United States. At that time Johnny liked to taste various American donuts. From this hobby, Johnny was inspired to start a typical American donut business. From the donut business idea, initially, Johnny intended to collaborate with a Native American donut franchise. However, this expectation was not realized due to limitations regarding product variants and quality monitoring processes. Finally, Johnny Andrean decided to start his donut business independently.

Donuts weren't quite as glamorous, let's rewind to the early 2000s when donuts were drier, cake-like, and downright too sweet when smothered in heavy icing and artificial toppings. J.Co Donuts & Coffee is here to create appetizing combinations of all kinds of premium toppings to go with our soft and fluffy donuts. We paired these delicious donuts with their perfect accompaniment which is coffee.

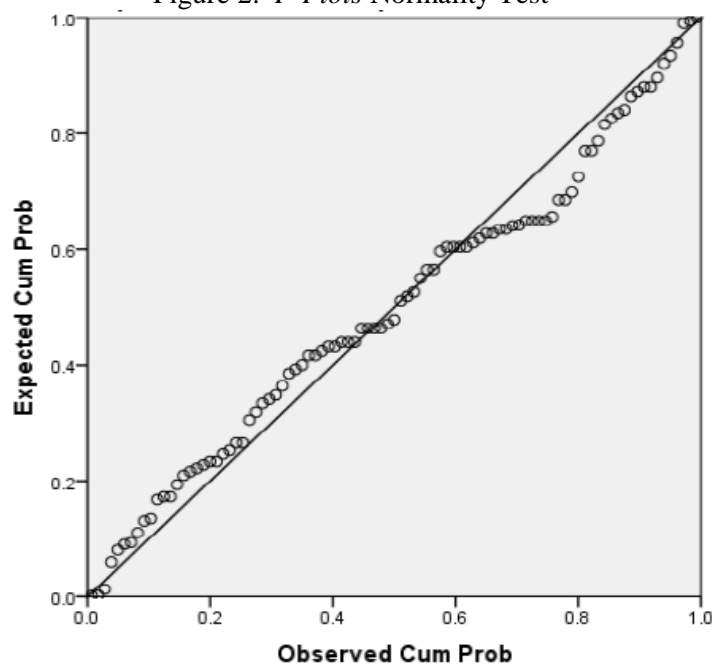
We change and adapt to local tastes and flavors and we love that each country brings new taste discoveries and new cultures for us to explore. With more than 300 stores worldwide, our passion for exploration and innovation will continue to drive our dream of sharing wherever J.Co Donuts & Coffee is.

The first J.Co Donuts & Coffee store opened in May 2006 in Indonesia as a result of

years of research and development and a genuine love for our products. On June 26, 2005, the first J.Co Donut & Coffee outlet was officially opened in the Supermal Karawaci area, Tangerang. It turns out that the business concept of this modern donut shop can attract people's attention and interest. J.Co Donut & Coffee outlets are always packed with visitors who are curious or addicted to tasting the delicious premium donuts. The success of J.Co Donut & Coffee was followed by the opening of J.Co Donut & Coffee outlets in other areas. In just one year, J.Co Donut & Coffee has managed to open 16 outlets with a total of 450 employees. Several big cities in Indonesia such as Jakarta, Bandung, Surabaya, Makassar, and Pekanbaru have had the opportunity to taste the delicious donuts a la J.Co Donut & Coffee which is so legendary. In 2007 J.Co Donuts & Coffee opened its first branch in Malaysia. In 2008, J.Co Donuts & Coffee opened its first branch in Singapore.

J.Co Donuts & Coffee continues to innovate and expand its wings to various countries, 2012 J.Co Donuts & Coffee opened its first branch in the Philippines and in 2016 J.Co Donuts & Coffee opened its first branch in Hong Kong while celebrating 10 years of J. .Co Donuts & Coffee. The results of this study were then carried out by the classical assumption test with the results of the data normality test presented in Figure 2 below:

Figure 2: *P-Plots* Normality Test



Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the P-Plots above, shows that there is a straight line across from the lower left corner to the upper right or forming a diagonal direction so that it can be called a reference for normality. Around the normality reference line, you can see the data represented by these points around the reference line. It can be seen that the data spread around the diagonal line and follows the direction of the diagonal line. Therefore the regression model meets the assumption of normality. This shows that the residuals are

normally distributed, so the regression model is feasible to use.

The multicollinearity test is a test to see a linear relationship between independent variables in the regression model. The test method that can be used is by looking at the Variance Inflation Factors (VIF) value and the Tolerance value. If the value obtained from the program output is greater than 0.5 and VIF is less than 5, then the regression model does not have a multicollinearity problem.

Table 1. Multicollinearity Test Yields

Independent Variable	VIF Score	Tolerance Score
Promotion (X ₁)	0.661	1.512
Services (X ₂)	0.661	1.512
Illation No Multicollinearity		

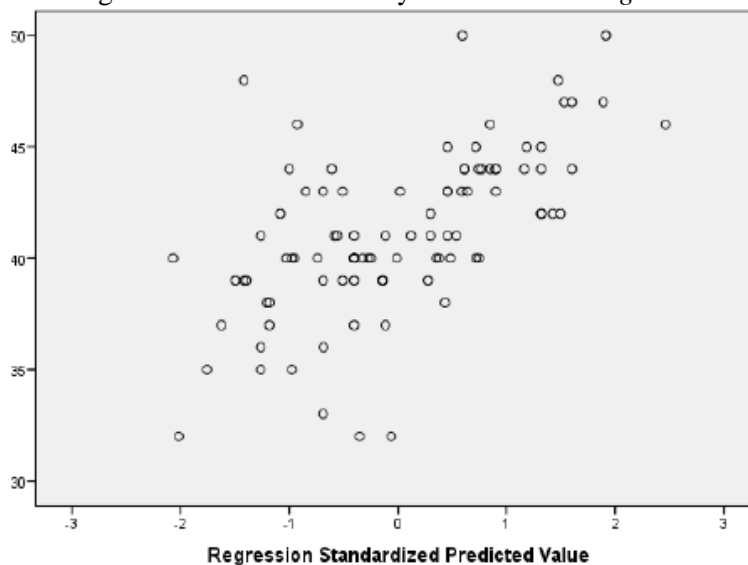
Source: Data Processed by Researchers with the SPSS Program (2022)

Based on table above, it shows that the VIF (Variance Inflation Factors) value is 1.512 less than a score of 10 and the Tolerance value is 0.661 (greater than 0.1) in all variables used in the study. This shows that there is no perfect or near-perfect linear relationship between the independent variables. So the regression model in this study did not find multicollinearity problems and met the requirements of a good regression model and could proceed to further tests.

out by looking at the plot graph (scatter diagram) between the predicted value of the dependent variable ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the graph between SRESID and ZPRED where the X and Y axes have been predicted and the Y axis is the residual (Y prediction – Y actually). The results of heteroscedasticity in this study are presented in Figure 3 below:

According to Imam Ghozali (2018, hal. 125-126), the heteroscedasticity test was carried

Figure 3: Heteroscedasticity Test: Scatter Diagram



Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the Scatter-Diagram above, it shows that there is no clear pattern, and the points spread above and below the number 0 on the Y

axis, it can be concluded that there is no heteroscedasticity in the regression model so the model is suitable for use in testing.

The multicollinearity test is a test to see a linear relationship between independent variables in the regression model. The test method that can be used is by looking at the Variance Inflation

Factors (VIF) value and the Tolerance value. If the value obtained from the program output is greater than 0.5 and VIF is less than 5, then the regression model does not have a multicollinearity problem.

Table 2. Autocorrelation Test Yields

dW Score	dU Score	dL Score
1.767	1.7066	1.6188
Illation	Between values dU and 4-dU	

Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the table above, it shows that the Durbin Watson (dW) value obtained is 1.767 which is the difference between the dU score and the 4-dU value (1.82934) so that H_0 is accepted. This means that there is no autocorrelation in the regression model and non-autocorrelation

assumptions. The results of multivariate analysis with multiple regression obtained the following equation analysis:

$$Y = 14.992 + 0.241X_1 + 0.195 X_2 + e$$

Table 3. Regression Test Yields

Variable	Regression Coefficient	Probability of Significance	Illation Hypothesis Testing
Constant Score	14.992		
Promotion (X_1)	0.241	0.000	H_1 Accept
Services (X_2)	0.195	0.001	H_2 Accept

Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the table above on the partial test results, a significant value of the Promotion variable (X_1) is obtained for J.Co Donuts Foresta BSD Tangerang Consumer Purchasing Decisions of $0.000 < 0.05$, meaning that Promotion has significant effects on J.Co Donuts consumer purchasing decisions Foresta BSD Tangerang in a positive direction. The first hypothesis concluded that it has significance for the relationship of the

above variables and accepts the alternative hypothesis. Services variable (X_2) also have a significant effect on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang in a positive direction ($0.001 < 0.05$). The second hypothesis concluded that it has significance for the relationship of the above variables and accepts the alternative hypothesis.

Table 4. ANOVA Test Yields

F Score	Probability of Significance	Illation Hypothesis Testing
16.210	0.000	H_3 Accept

Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the table of the results of joint testing (ANOVA), significant values were obtained for the Promotion (X_1) and Service (X_2) variables for their effectiveness on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang

with a significant probability of $0.000 < 0.05$ meaning that both have signed on the relationship of the variables above to accept the alternative hypothesis.

Table 5. Determination Coefficient Test Yields

R ² Score	Conclusion Determination Testing
0.265	Rather weak contribution

Source: Data Processed by Researchers with the SPSS Program (2022)

Based on the table of the test results for the coefficient of determination, an R² score of 0.265 (close to 0.4) is obtained, so it can be concluded that the contribution of the influence of Promotion and Service variables on their effectiveness on consumer purchasing decisions of J.Co Donuts Foresta BSD is 26.5 percent and the rest 73.5 percent influenced by other factors not examined.

Discussion

The effect of promotion on its effectiveness on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang from the results of the study involved 93 respondents who proved the statements in the first alternative hypothesis. This finding is in line with previous research such as (Syamsuddinnor, 2021) which concluded the importance of promotional factors in determining its business strategy to reach a purchasing decision, with offline systems and online social media in providing direct experiences and impressions to visitors, then testing the concept of a healthy lifestyle in the new normal era with an emphasis on social media as a promotional tool with SWOT analysis (Dewi, 2022) and with a marketing situation analysis approach at J.CO Donuts & Coffee. Consumers of J.Co Donuts Foresta BSD Tangerang in this study it is empirically proven that significant effects on consumer purchasing decisions make an important factor in how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences are to satisfy their needs and wants.

The effect of service on its effectiveness on consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang from the results of the study involved 93 respondents who proved the statements in the second alternative hypothesis. This finding is in line with previous research such as (Kencana & Kasdiyo, 2020) which concluded that it has a significant effect on service customer satisfaction, and also research (Sasangka & Rusmayadi, 2018) on empirical studies at Minimarket Minamart'90 Bandung and J.CO Donuts & Coffee in Malang City research (Rini, 2018) with significant findings on service quality variables on purchasing decisions.

The effect of promotion and service on their effectiveness on consumer purchasing

decisions J.Co Donuts Foresta BSD Tangerang from the results of a study involving 93 respondents who proved the statements in the second alternative hypothesis. The magnitude of the R-Square value indicates that only 0.265 contributes to its effectiveness in purchasing decisions for J.Co Donuts Foresta BSD Tangerang Consumers. The remaining 73.5 percent can be determined by factors other than promotion and service but not tested empirically in this study.

CONCLUSION

Inference

Based on the output of data processing and the results of empirical research and discussion, it can be concluded that in this study, promotions and services have significant effects on consumer purchasing decisions of J.Co Donuts Foresta BSD Tangerang with a positive direction regression coefficient both simultaneously and partially. The effectiveness of consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang only contributes 26.5 percent based on Promotion and Service factors.

Suggestion

An important suggestion for this research in achieving effectiveness of consumer purchasing decisions J.Co Donuts Foresta BSD Tangerang must be maintained and further enhanced by evaluating the current promotion strategy, especially by using promotional techniques with a more creative mix both online and offline, especially during the new normal era during the Covid-19 pandemic. Services must also be improved while maintaining the expectations of old customers and innovating to better identify the expectations of potential new customers. Because the contribution of determination is only 26.5 percent. The addition of other variables is needed, such as the price factor which must be reviewed periodically, intrinsic factors and other extrinsic factors are also involved in forming purchasing decisions on the agenda for future research.

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