

# Application Of Marketing Mix: Study On Two-Wheeled Vehicle Users In Deciding To Buy Fuel On Roadside Unofficial Kiosks (At Samarinda Indonesia)

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**Abstract:** The study aims to investigate of marketing mix application on two-wheeled vehicle users in deciding to buy retail fuel in the roadside unofficial kiosk. The study examines marketing mix factor as customer solution, customer cost, convenience and communication, are saw by consumer perception, besides, psychological factors are also adding by a complement. Personal interview data took about 210 respondents as two-wheeled vehicle users of fuel buyer at unofficial roadside kiosks, as a source of data for testing empirical hypotheses about the relationship between variables. The conceptual model investigates the relevant relationships among the variable, and descriptive research design was used and quantitative research was conducted, with multiple linear regression analysis through SPSS 25<sup>th</sup> version software. The research result shows that customer solution, customer cost, convenience, communication as partially not related to buying decision, however, psychological factors can dominant influence the purchasing decision significantly. There has been a contradiction in the application of marketing mix theory from the point of view of consumers, especially two-wheeled vehicle users or as consumers. So, it is necessary to add psychological factors in the marketing mix as complementary. The local governments need to review their policies to support the welfare of the people.

**Index Terms:** Marketing Mix, Two-Wheeled Vehicle users, Roadside Unofficial Kiosk, Consumer Buying Decision.

## 1 INTRODUCTION

Some time ago, the news was widely stated that the sale of retail gasoline based on the rules of Law Number 22 the Year 2001 regarding oil and gas, their existence was declared illegal (Pemerintah Indonesia, 2001). Even before the retail gasoline sellers who used bottles were never discussed at all. The presence of the fuel sale using the name Pertamina, indirectly makes Pertamina fretful as the official fuel retailer at this time. Even though Pertamina and Pertamina have no business relationship at all. The demand for fuel oil has increased significantly from overtime, along with a rapid increase of motorcycle use, but this is not accompanied by a balanced supply of infrastructure. In this case, it appears that there are limitations to the provision of public fueling stations. Consumer buying behavior refers to the purchasing behavior of end consumers.

Many factors, specificities, and characteristics affect the individual in what he is and consumers in the decision making the process, shopping habits, buying behavior, brands to be purchased, or that must be passed by retailers. Purchasing decisions are the result of each and all of these factors. An individual and consumer are led by culture, subculture, social class, group membership, psychological factors, family personality, etc (Pinki Rani, 2014). The profound analysis institutes those social and physical factors along with marketing mix elements that are sturdily associated with consumer buying behaviour.

Psychological factors such as consumer motivation, perception, and attitude are believed to be the main decider of a consumer purchasing decision. Those psychological factors will process all the stimulators from the marketers then affect the entire consumer decision-making process (Gunawan, 2015). Consumers' purchasing decisions are influenced by many factors, including personal, psychological, social and cultural factors, making it difficult for marketers to predict how consumers buy certain products (Mramba, 2015). Consumer buying behavior is "the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to meet their needs and their impact on consumers and society (Hawkins and Mothersbaugh, 2010). Consumer purchasing behavior can be most influenced by psychological factors that originate from within a person, which is motivation, attitudes, and perceptions of consumers (Schiffman and Wisenblit, 2015). There are many unofficial refuel kiosks on the roadside of Samarinda city. This has become commonplace because needed by motorcycles. As for the official refueling system managed by Pertamina, it seems that it cannot accommodate it. So that it often causes a very long vehicle queue and spend a lot of time. Thus, unofficial refuel kiosks on the roadside have become one of the solutions for motorcycle users, so the law of demand and supply can work well. The research only

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focuses on a two-wheeled motorized fuel consumer on the unofficial retail fuel kiosk sideroad. The aims of the study is to know and to analyze the impact of customer solutions, customer costs, convenience, communication and psychology on customer buying decision. In this study, the marketing mix role, does not correlate consumer buying decisions. There are precisely psychological factors that can have a significant effect. This situation shows that the level of urgent need can be influencing human perception.

## 2 LITERATUR REVIEW

### 2.1 Marketing Mix

Every company wants to increase its sales and market share as extensively. For this, a consumer-centric approach is required which aims to satisfy the needs, wants, and demands of the consumers. These activities will definitely have an impact on the buying behavior of customers and the image of the brand. Marketing mix as the set of controllable marketing variables that the firm bleads to produce the response it wants in the target market and can be measured through products, prices, distribution, and promotion. (Waters and Storz, 2009). Due to the ever-changing market the 4P's (Price, Product, Place & Promotion) have been replaced by the 4C's (Customer value, Cost, Communication & Convenience). These 4C's would impact the brand image which would in-turn impact the customer buying behavior (Ali, Ilyas and Abdul Rehman, 2016a). The important role of field consumers of modern marketing has arisen the need for marketers to become customer focus, not product or producer focus. This transition has indeed revitalized the theory of marketing mix elements but with a modified form of the 4P 4th paradigm C. The increasing role of customers in the marketing philosophy of all products and services, regardless of their nature, scope, and significance has signaled the need to switch from producer centric to consumer-centric. Significant increase in the number of motorcycles makes the public fuel filling station must be able to improve services to customers so that long queues do not occur when customers make fuel purchase transactions, but efficiency from all aspects. But in reality, fuel oil is scarce. For Fuel oil that still has the government-subsidized, it is no longer to be sold by retailers of fuel oil on the roadside. In reality, many retail fuel oil merchants still sell it. The discourse of eliminating the premium type of fuel is also one of the evidence of the government's support for automotive companies so that vehicles made in certain years, must be used according to the manufacturer's recommendations. The purchase of gasoline at retailers, in fact is more expensive, this is we deliberately ignore the reason, that there is no need to queue and there are many other stale reasons. It is undeniable that its presence in remote villages is very helpful for the wider community to get gasoline without having to go far to get it. Honestly, I also sometimes buy it when the vehicle's gasoline is running out, rather than running out of gas in the middle of the road. The present, fuel oil retailers at the roadside, are increasingly crowd and survive, due to high public demand. This shows that the law of demand and supply is running well. In this case, the psychological factor is the dominant impact on the buyer's decision.

### 2.2 Customer Psychology

The situation could be to make consumer motivation and to

create a new buying behavior in society. According (Kotler, 2011), consumer buying behavior is "the study of how people buy, what they buy, when they buy and why they buy." As well as, based on (Schiffman and Wisenblit, 2015), psychological factors such as consumer motivation, perception and attitude are predicted as the main decider of consumer purchasing decisions. Psychological factors such as consumer motivation, perception and attitude are believed to be the main decider of consumer purchasing decision. Those psychological factors will process all the stimulators from the marketers then affect the entire consumer decision-making process. The results showed that there was a significant influence of motivation, perceptions and attitudes towards consumer purchasing decisions and there were consumer behavior similarities and differences between different location (Gunawan, 2015). According to the results of research conducted by Yacub Durmaz (2014) shows that psychological factors can significantly influence consumer buying behavior. In all business industry, motivation plays an important role in consumer buying process. Motives originated from individual need where there is a strong pressure to seek satisfaction and pleasure (Kotler and Armstrong, 2008). Motivation occurs because there is a need. Need forces people to act and fulfill their need where it is end up with satisfaction. Based on Maslow Hierarchy of Needs (Page and Page, 2018), there are 5 levels of human needs, which are physiological need as the basic need of human being to live. It covers the need of hunger, thirst, sleep and sex. Safety need as the second layer of need hierarchy covers the need to feel safe and secure. The starting point in the buying process is recognition of needs, and needs are defined as the lack of something useful. Someone motivated to buy a product is caused by the sake of comfort, style, prestige, self-esteem, or equal to others (Khan, 2006).

### 2.3 Customer Buying Decision

Reported in empirical research findings of the relationships between brand image and brand purchase behavior, with considered socio-demographics and national cultural characteristics as moderator variables between product-brand image and brand purchase behavior (Hsieh, 2002). Considered by a model in which consumers learned about the product they bought in the first period, and then in the second period, they made choices/preferences about the competing products that had been given in the first period (Villas-Boas, 2004), (Tsai, 2005). Repurchase intention behavior was influenced by the types of brand purchase value that were anteceded by the constructs of perceived image, emotional experience, perceived quality, and price acceptability (Tsai, 2005). The study were found that consumer solution, consumer convenience, consumer communication have positive and strong connection with the customer buying behavior. Whereas consumer cost have negative relationship with consumer buying behavior (Ali, Ilyas and Abdul Rehman, 2016a). One of the features of consumer buying practice is disclosure towards stimulus. Thus purchasing is a responsive behavior, in the way that customer depicts certain reaction when uncovered to stimulus in buying situation. One other important feature is the instantaneous nature of behavior. When disclosed to stimulus, customer senses an irresistible impulse of buying concerned products (Rook, 1987). The changing market conditions also affect 4Ps (price, product, place, and promotion), that has been changing the consumer's

perspective or become 4C (customer value, cost, communication, and comfort). This 4C will have an impact on individual customer perceptions and will also on customer buying behaviour (Ali, Ilyas and Abdul Rehman, 2016b).

## 2.4 Research Framework

Based on the description of the theory and empirical study, the research framework can be put forward in Fig.1 as follows:

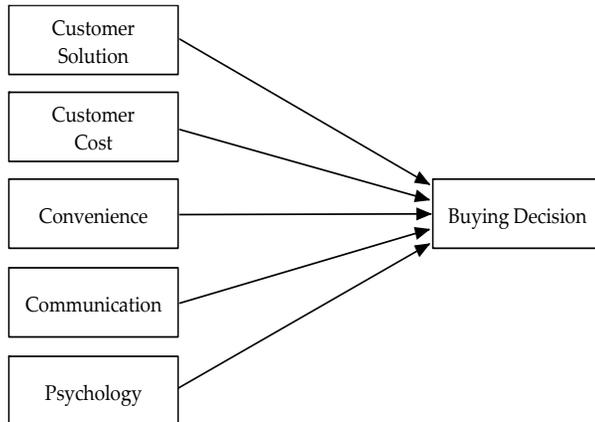


Fig 1. Reseach Conceptual Model

## 2.5 Hypothesis

Based on the above discussion and the conceptualization of the modified model, the following research hypotheses are established:

- H<sub>1</sub>: Customer solution has a positive impact on buying decision  
 H<sub>2</sub>: Customer cost has a positive impact on buying decision  
 H<sub>3</sub>: Convenience has a positive impact on buying decision  
 H<sub>4</sub>: Communication has a positive impact on buying decision  
 H<sub>5</sub>: Physicology has a positive impact on buying decision

## 3 METHODOLOGY

### 3.1 Population and Sample

The population in this study are all two-wheeled vehicle users who buy fuel in roadside unofficial kiosks throughout the city of Samarinda, Indonesia. The sampling method used is the sampling method by multiplying the number of indicators in the questionnaire by 21 question items by 10 times the amount of variables substances questions in the survey used, as the number of variables to be tested at 21 items questions (as variables indicator), so that it becomes 210 samples (Hair et al., 2010). It was also stated that the sample size was no more than 500 respondents (Sekaran and Bougie, 2016). Therefore, the sample size used in this study was 210 respondents by the month of october 2019. Primary data collection was carried out through questionnaires to all respondents with Likert Scale. This scale is used to measure the respondent level of frequency participation in decision making. This scale was developing by White and Ruh (1973), consisting of five question items with five answer choices that indicate frequencies ranging from disagree strongly, disagree, neutral, agree and agree strongly (Karlina Aprilia dan Imam Ghozali, 2013).

## 3.2 Data Collection and Analysis

In this study, primary data collection through questionnaire media, so that as many as 210 questionnaires were distributed in several locations of roadside unofficial fuel kiosk, with the aim being consumers of vehicle users who buy fuel oil. The results of the questionnaire re-collection, as perceptions of respondents' answers, were then recapitulated into the tabulation of data. The results of the primary data tabulation are used for the subsequent analysis process. The statistical analysis method used to test the relationship between one dependent variable (metric) with more is to use multiple regression (Ghozali, 2013).

## 4 FINDINGS

The study analysis results have passed data validity and reliability. In the validity test using the Pearson correlation method or the Corrected item-total Correlation method, it shows that all values of all item items (21 items) with a significance level of 0.05 with a 2-sided test are valid, where the all variable indicators r-count value is greater than r-table or > 0.1381. Likewise, with data reliability testing using Cronbach's Alpha method, it shows that all data are reliable. Cronbach's Alpha value for customer solution was 0.731, for customer cost was 0.747, for convenience was 0.791, for communication was 0.744 and for physicology was 0.728, for buying decision was 0.729. Reliability for all questionnaires was measured and produced a value of 0.746. Cronbach's Alpha standard values for all variables are above 0.70. The result shows that the research instruments are the entirely reliable and acceptable direction (Sekaran and Bougie, 2016) (Nunnally and Bernstein, 1994) or which represents that internal consistency exists among all the elements of each scale. In this study, all 210 questionnaire sheets were distributed to respondents, through submission and direct interviews in several locations of unofficial fuel oil seller. The results of the re-collection of questionnaire sheets that had been answered by the respondents showed 210 respondents had given the perception of the answer. The respondents demographic results in this study were as follows:

TABLE 1  
DEMOGRAPHIC RESULT

| Variable            | Frequency | Percentage |
|---------------------|-----------|------------|
| 1. Gender           |           |            |
| Male                | 168       | 80%        |
| Female              | 42        | 20%        |
| Total               | 210       | 100%       |
| 2. Age              |           |            |
| Less than 18        | 0         | 0%         |
| 18-23               | 23        | 10.95%     |
| 24-29               | 32        | 15.24%     |
| 30-35               | 68        | 32.38%     |
| 36-41               | 51        | 24.29%     |
| 42-47               | 24        | 11.43%     |
| 48-53               | 7         | 3.33%      |
| More than 53        | 5         | 2.38%      |
| Total               | 210       | 100%       |
| 3. Education Level  |           |            |
| High School & below | 93        | 44.29%     |
| Diploma             | 74        | 35.24%     |
| Bachelor or Higher  | 43        | 20.47%     |
| Total               | 210       | 100%       |
| 4. Marital Status   |           |            |
| Yes                 | 116       | 55.23%     |
| No                  | 94        | 44.77%     |
| Total               | 210       | 100%       |

Based on Table 1 above, most respondents are from male gender, aged between 30 years to 35 years old, education levels are mostly high school and below, and all most are married. The results of the analysis through multiple linear

regression can be displayed as follows:

**TABLE 2**  
ANOVA<sup>a</sup>

| Model        | Sum of Squares | df  | Mean Squares | F      | Sig.              |
|--------------|----------------|-----|--------------|--------|-------------------|
| 1 Regression | 304752.295     | 5   | 60950.459    | 34.939 | .000 <sup>b</sup> |
| Residual     | 335878.662     | 204 | 1744.503     |        |                   |
| Total        | 660630.957     | 209 |              |        |                   |

a. Dependent Variable: Buying Decision  
b. Predictors: (Constant), Psychology, Communication, Customer Cost, Customer Solution, Convenience

From the table 2 above, it can be seen that customer solution, customer cost, convenience, communication, and psychology simultaneously have a significant effect. It is proven that the calculated f-value is greater than the f-table value or  $5.350 > 2.26$  as significant effect. These results can also be seen through the level of significance (Sig.) Producing a value of 0,000 or  $< 0.05$  (level of confidence) as acceptance criteria which shows a significant effect. These results also show that product, price, place, promotion and psychology together have a significant effect on buying decisions. Likewise, the analysis results of the level of relationship and influence between independent variables on the dependent can be shown in Table 3 below:

**TABLE 3**  
MODEL SUMMARY

| Model | R                 | RSquare | Adjustment R Square | Std Error of The Estimate |
|-------|-------------------|---------|---------------------|---------------------------|
| 1     | .679 <sup>a</sup> | .461    | .448                | 41.76725                  |

Dependent Variable: Buying Decision  
Predictors: (Constant), Psychology, Communication, Customer Cost, Customer Solution, Convenience

In table 3 above shows that the relationship level between customer solution, customer cost, convenience, communication, and psychology on buying decisions is strong, and the influence level between four independent variables on the dependent variable is 46.1%. The partial relationship between the independent variables and the dependent variable is presented in Table 4 below:

**TABLE 4**  
COEFFICIENTS<sup>a</sup>

| Model | Coefficients      | Unstandardized |            | Standardized |        | Sig. |
|-------|-------------------|----------------|------------|--------------|--------|------|
|       |                   | B              | Std. Error | Beta         | t      |      |
| 1     | (Constant)        | 74.587         | 34.807     |              | 2.143  | .033 |
|       | Customer Solution | .031           | .057       | .032         | .541   | .589 |
|       | Customer Cost     | .078           | .056       | .076         | 1.394  | .165 |
|       | Convenience       | .069           | .083       | .051         | .832   | .407 |
|       | Communication     | .040           | .060       | .039         | .667   | .505 |
|       | Psychology        | .636           | .060       | .069         | 10.647 | .000 |

a. Dependent Variable: Buying Decision

From the table 4 above, shows that the p-values or sig. (customer solution) as not significant effect, where  $0.589 > 0.05$  and so we are 95% confident the impact of customer solution to buying decision is not significant effect, and so H1 rejected. The value or sig. (customer cost) as not significant effect, where  $0.165 > 0.05$  and so we are 95% confident the impact of customer cost to buying decision is not significant effect, and so H2 rejected. The value or sig. (convenience) as not significant effect, where  $0.407 > 0.05$  and so we are 95% confident the impact of convenience to buying decision is not significant effect, and so H3 rejected. The value or sig. (communication) as not significant effect, where  $0.505 > 0.05$  and so we are 95% confident the impact of communication to buying decision is not significant effect, and so H4 rejected. The value or sig. (psychology) as significant effect, where  $0.000 < 0.05$  and so we are 95% confident the impact of psychology to buying decision is significant effect, and so H5 accepted.

## 5 DISCUSSION

This study is proposed and tested the marketing mix model developed by Kotler and Armstrong (2014), and Ali Ilyas and Abdul Rehman (2016), where the role of the marketing mix can influence consumer decisions in buying. Besides, this study also examines the opinions expressed by Kotler and Armstrong (2008), Page and Page (2018), Schiffman and Wisenblit (2015) and Gunawan (2015) in which, psychological factors influence the purchasing decision. The aim is to provide a better understanding of the marketing mix theory to evaluating its application to consumers of two-wheeled vehicles in deciding to buy fuel at the unofficial retail kiosks on the roadside. The aim was to provide a better understanding on the way in which service. The results of this study also show that consumers who buy the most fuel for motorbike vehicles are male, in the age range of 30-35 years, high school education level and below, and are married. These social factors can influence a person's psychological to be able to decide to buy. Seeing from a type of goods sold, as motorcycle fuels are rare relatively that is consumers' tendency does not pay attention to the marketing mix (product, price, place, and promotion) and even, in noisy conditions, consumers still decide to buy. In general, the effect of the marketing mix element can run as well and can significantly influence consumers' decisions to buy. Products, prices, distribution and promotion can play a good role in shaping consumer perceptions to make buying decisions. However, psychological factors turned out to be considered worthy of consumer decisions in buying. The results of this study are quite surprising, where marketing mix factors (product, price, place, and promotion) are not able to influence the consumer's decision to buy. Users of two-wheeled vehicles buy fuel at roadside stalls, not because of product superiority, price suitability, location, and promotion, but because of psychological factors, which are caused by situations and conditions that require speed and rational thinking. The results of this study, in large part, contradict the marketing mix theory and previous findings, where product, price, place, and promotion factors do not affect consumers' decision to buy. Except for psychological factors that can influence consumer buying decisions. In other words, the marketing mix factor can be refined again by adding psychological factors, to strengthen

marketing stimulation to consumers. The conditions or circumstances can influence consumer psychology to make purchasing decisions, and this is even able to contradict previous theories. Marketing mix element is not capable of the impact if it does not involve psychological factors.

## 6 CONCLUSION

Although the sale of fuel oil for motorcycles is only sold at official gas station stations, the urgent and psychologically demanding needs of two-wheeled vehicle users to perceive marketing stimuli, then decide to buy the fuel with other alternatives, through unofficial roadside kiosk, even though overshadowed with certain risks for the future. The results of this study can show that the role of government as a regulator and supervisor of regulations must be able to see the real situation and conditions in the field so that improvements will be made that can solve problems in the community. Finally, the further study should explore the relevance of other factors for examining consumer buying decisions. Marketing mix factors must pay attention to psychological factors that can influence dominantly, with the situation as in the object of this study. The novelty of this research is that the concept of marketing mix from the point of view of consumers, in the form of customer solutions, customer costs, convenience, and communication partially does not significantly influence purchasing decisions, except psychological variables, which are dominantly influential. There has been a contradiction in the application of marketing mix theory from the point of view of consumers, especially two-wheeled vehicle fuel consumers. So, it is necessary to add psychological factors in the marketing mix for this situation. The results of this study recommend that the government to review the distribution system regulation of fuel for the user community, and add general refueling stations special only for two-wheeled vehicle, adjusting the fuel stock quota with community needs, and to increase the operation time duration of public refueling stations, given the limited availability and operating hours of public refueling stations.

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