

The Effect of Promotion, Price and Brand Image on the Decision to Choose a Computer Course Institution at Fiara Computer LKP in Selat Besar Village

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Abstract

This study aims to examine and analyze the effect of promotion, price, and brand image on students' decisions to choose a computer course in LKP Fiara Computer. Therefore, Selat Besar Village, Bilah Hilir district, Labuhanbatu Regency. Data Collection was carried out by means of a questionnaire. This study took a sample of 60 respondents from students in 2020 at LKP FIARA Selat Besar, Labuhanbatu. The hypothesis was tested using path analysis using SPSS Version 24 and Amos Version 23. The result of this study indicates that promotion and price have a significant effect on brand image. In this study indicates that promotion and price have a significant effect on brand image. In addition in this study, promotion, price and brand image have a significant influence on the decision to choose a computer course institution at LKP FIARA computer in Selat Besar village, Bilah Hilir District, Labuhanbatu Regency. From the data studied, the promotion, price and brand image can increase promotion in marketing and set prices according to the image given.

Keywords

promotion; price and brand image; computer course institution



I. Introduction

The development of technology and information at this time is very rapid and bring changes to human life (Lubis *et al*, 2019). Computers are electronic components that are currently a very important need for all groups such as offices, agencies and students and even students. The development of an increasingly modern era requires everyone to be able to follow technological developments, one of which is computer technology. The weakness of the computerized program, of course, lies in inadequate human resources (HR), especially for senior workers who are used to the manual method and don't want to be bothered with learning computers because they are seen as objects that make it complicated and confused. However, computer operating skills require office workers and agencies to try to learn again for the sake of the sustainability of the careers that have been achieved and will be achieved. When people need a job and knowledge about modern technology, people really need knowledge or skills to operate technological tools such as computers, there is a computer Course and Training Institute at LKP FIARA KOMPUTER Selat Besar village which is an opportunity to advance the welfare of the surrounding community.

The Course and Training Institute (LKP) is a non-formal education organized and provided for people who need knowledge, skills, welfare of life, and attitudes to develop themselves, develop professions, work, independent businesses, and develop abilities and to continue their education to a higher level. higher, (permendiknas number 81 of 2013 article: 1 paragraph 4). In addition, people can also hone their knowledge and take advantage of their spare time to learn computers. LKP FIARA KOMPUTER was

established in 2016 and is present in the midst of the many needs of students to study computers more deeply. The FIARA Computer Course and Training Institute (LKP) which is strategically located more precisely in the village of Selat Besar, Bilah Hilir District, Labuhanbatu Regency, is the choice of students to be able to gain knowledge of computer skills.

LKP FIARA KOMPUTER is one of the training institutions that has been officially registered with the Education Office and is one of the institutions that is in great demand. This can be seen in the graph of Fiara Computer LKP since 2016 until now the number of students taking computer training and courses at the institution has increased from year to year.

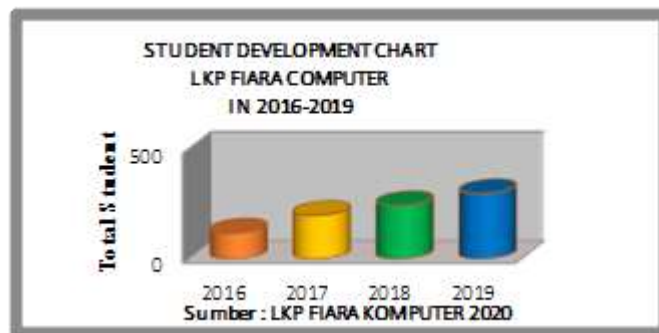


Figure 1. Students Development 2016-2019

The graph above can illustrate that the number of students in the FIARA Computer course and training institution which is located in Selat Besar village, Bilah Hilir District, Labuhanbatu Regency for 5 years. Starting from 2016 which had 120 students, then 2017 increased to 200 students, in 2018 the number of students who took the course became 245 students, then in 2019 students taking courses at Fiara Computer LKP to 300 students and in 2020 the number of students taking courses and training to 235 students. So it can illustrate that there has been a significant increase from 2016 to 2019.

Promotion is one part of an important marketing effort to be carried out by a marketer in a company, agency or institution to increase income as well as at Fiara Computer LKP. Promotions are designed to attract attention, awareness or remind, provide information, develop attitudes and even persuade who will later expect an action from prospective students which in the end producers will benefit.

The purpose of promotion is to introduce goods or services through forms of communication or mass media in order to interpret the quality of a product or service based on the needs and desires of consumers. According to (Mahar, 2018) promotion has the main goal of providing information, influencing, and reminding targeted customers about the company and the marketing mix. In doing marketing promotion is very often used because it has a very positive purpose so as to attract the interest of consumers.

Kotler and Keller (Mahar, 2018), provide a statement about price, which is the amount of money given or exchanged for a product or service, or the amount of value that consumers exchange for the benefits that are owned or used for the product or service. Price will be one of the most important parts in marketing because with the price set it will affect consumers in choosing the product or service offered if it is in accordance with the benefits obtained. According to Mahar, (2018), "Consumers before making a decision to buy a certain product or brand, generally consumers will try to research first by looking for information (advertising) they receive through a series of certain stages that include information from what they see, understanding, evaluating the information, experimenting,

and receiving the information. So from the process, these stages will then generate consumer interest which then becomes a purchasing decision so that the stages carried out are quite influential and are not in vain.

Brand image according to Limakrisna & Purba, (2017) states that brand image is how your product is seen and judged according to reality. Brand image is the most important thing to attract consumers to use the products offered.

II. Review of Literature

2.1 Definition of Promotion

Promotion of services requires more confidence to improve the quality of services performed (Permana & Surabaya, 2017). In carrying out promotions, it is not only introducing a product advantage but promotion is done to be able to communicate with consumers so that companies can introduce, influence and persuade consumers to buy products or services that have been offered by the company to consumers (Permana & Surabaya, 2017). This is very useful in building a company's brand image about consumer opinions on the products offered. The more often a product is promoted, it is possible that the product will encourage consumers to try (Giri & Jatra, 2014)

2.2 Definition of Price

According to Fandy Tjiptono, (2015) the price can be adjusted or changed depending on what you want to have. Price determines the company's profit. The price of a product will also affect the demand and sales of marketers (Sugiharto, 2013) As the overall loyalty that consumers do to get special products and services according to Grewal and Levly, (Tjiptono, 2015). The loyalty consists of the money that must be paid to the seller in order to get the product, as well as other loyalties both in monetary and non-monetary terms. In addition, according to Tjiptono et al (in Setiawati, 2018) price is a financial unit that is exchanged in order to obtain ownership rights or use of the goods or services. With this, consumers are able to have the desired product or service.

2.3 Definition of Brand Image

Creating a good brand is one of the strategies that must be decided by the company (Misra et al., 2021). Consumers are strongly directed to make the brand image of service products as a goal before deciding to own and use the products and services offered so that companies must be able to create a better brand image by using more attractive offers and explaining the benefits of products that are in accordance with consumer desires so that business done is very useful and has a clear purpose (Bagus, 2014). According to Sugiharto, (2013) brand image shows an accurate and clear view of a service product brand offered so that consumers are able to recognize it.

Brands have various functions, such as corporate identity that distinguishes them from other competing products, as a promotional tool to introduce products so as to make the appeal of the product by providing confidence, quality assurance to consumers to overcome marketing (Noverita Wiryanthy, 2019). Brand image is a logo that is known by consumers if they want to use a product or service from a marketer.

2.4 Definition of the Decicion to Choose

Making a decision can be influenced by two factors, namely individual consumer factors and environmental influence factors. Tatic, (2013) Decision making is the process of receiving and evaluating certain product information. According to Suryani, (2013a)

making a decision can be seen from the system consisting of input, process and output. External factors that influence decision making in output are the efforts made by marketing through marketing strategies and mixes and external factors such as the social environment such as family, social class, informal and commercial sources, culture and sub-culture (Suryani, 2013b). Consumers have the right to determine their voting rights in making decisions to own or use the products and services offered by marketers.

2.5 Hypotheses Development

Promotion is an essential source of marketing, which consists of incentive tools, mostly short term designed for quicker or greater purchase of products and services by consumers in trade (Bernardo et al., 2015). Promotion is a marketing technique that is often used in introducing the brand image of a product so that potential consumers are more familiar with the brand that we market. Brand image is not what marketers create, but what is formed in the hearts of consumers for marketing efforts to communicate their brand. Changing the image in a brand means changing what consumers think and want (Marnis, 2015). Brand image is a symbol that is no less important to introduce a product or service.

Meanwhile, according to Alma, (2011) that the price is the value of an item expressed in the form of money. According to (Sudirman, 2019) that brand image is created simultaneously with products or services that have a high level of differentiation, are unique in their quality values or can represent statements about users.

The results showed that promotion is a variable that influences student decision making in choosing a Computer Course Institute at LKP Fiara Computer. Sales promotion is one of the marketing communication mixes that is often used by the market in the short term to be offered to customers and intermediaries to attract purchases of goods or services (Indratama, 2014). Meanwhile, according to Hermawan, (2012) sales promotion is a marketing activity that proposes added value from a product within a certain period of time to encourage consumer purchases.

H3: Sales promotion has a significant positive effect on student decision making in choosing a Computer Course Institution at LKP Fiara Computer Selat Besar Village, Bilah Hilir District.

Price is a monetary unit consisting of goods and services that are exchanged in order to have ownership rights or use of an item or service (Eni, 2016). Price is something that consumers often pay attention to when making a purchase. As consumers even identify price with value. If a product requires consumers to incur costs that are greater than the benefits received, then the product has a negative value (L.Sari:2014, 2014). According to Assauri, (2011) price is the only element of marketing that generates sales revenue, while the other elements are only elements of cost. Prices can be referred to in various terms such as rental rates, fees, interest, wages, commissions, salaries, honorariums, tuition fees and so on.

From the results of these studies, it can be seen that brand image is a variable that influences students in choosing a computer course institution at LKP Fiara Computer, Selat Besar Village, Bilah Hilir District. According to Aditya, (2014) brand image is a brand that is considered as a group of associations that connect consumer thoughts to a brand. If consumers do not have experience with a product, they will be more likely to trust a preferred or well-known brand. These reasons are enough to encourage a company to strengthen its brand position in order to create a positive brand image and convince consumer choices (Aditya, 2014). The overall brand image is formed by the information

received and the consumer's experience of the brand so as to make confidence in consumers.

Based on the literature review above, the researcher formulated several hypotheses:

Hypothesis 1: Promotion has a significant positive effect on brand image

Hypothesis 2: Price has a significant positive effect on brand image

Hypothesis 3: Brand image has a significant positive effect on the decision to choose

Hypothesis 4: Price has a significant positive effect on the decision to choose

Hypothesis 5: Promotion has a significant positive effect on the decision to choose

III. Research Methods

In conducting research, the most important step is to collect data, because in research the main goal is to get data, so researchers will not get data that meets the expected standards (Mahar, 2018). In conducting the research, in order to get the data, the researchers spread 60 questionnaires to the respondents, so that the respondents in this study were 60 respondents. The variables in this study consisted of 4 variables, namely promotion, price, brand image and student decisions. Promotions are taken from Ekatadeus, (2017), prices are taken from Satriani,(2019), brand image is taken from Satriani, (2019) and student decisions are taken from Satriani, (2019). The measurement scale was carried out using a Likert scale, namely 1-5 (1 = strongly disagree, 2 = disagree, 3 = disagree, 4 = agree, 5 = strongly agree).

This study uses quantitative data, in this case the researcher conducted a questionnaire to get respondents through the distribution of google forms and then analyzed through SPSS version 24 and Amos version 23. The population in this study was training students in 2020 at the Fiara Computer LKP Computer Course Institute, it was known for sure the number of students from June to December 2020 was 235 students. The number of students participating in training at the Fiara Computer LKP decreased in 2020 due to the Covid-19 virus which required people to reduce activities outside the home.

IV. Results and Discussion

4.1 Result

a. Normality Test

The normality test is carried out to determine whether the data to be analyzed is normally distributed or not, data that is normally distributed can be identified through the histogram shape like a bell. According to (Schumacker, 2010) the criteria for normality of a research data can be seen from $\leq \pm 2.85$. Skewness and Kurtosis values of all indicators are below < 2.85 (Schumacker, 2010). The results of the normality test as shown in Table 1 below show that the CR value is -0.257 . This shows that the data is normally distributed. For more details can be seen in table 1 below;

Table 1. Normality Test

Variable	Min	max	skew	c.r.	kurtosis	c.r.
Price	32.000	40.000	.133	.418	-1.498	-2.349
Promotion	40.000	50.000	-1.415	-4.437	1.432	2.245
Brand Image	28.000	40.000	-.295	-.926	-.813	-1.275
Voting Decision	24.000	30.000	-.726	-2.277	-.890	-1.395

Multivariate	-0.463	-0.257
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b. Hypothesis testing

This study has three hypotheses that were tested using the Path Analysis technique. Path analysis is an extension of regression analysis to estimate the quality relationship between variables that have been previously determined based on theory. To determine whether a hypothesis is accepted or not, it can be seen from the recommended Critical Ratio value, which is greater than > 1.96 and the sig probability value is less than 0.05 (Byrne, 2013). The results of hypothesis testing in this study can be seen from table 2 below:

Table 2. Hypothesis Testing

			Estimate	S.E.	C.R.	P	Label
Brand Image	<---	Promotion	.531	.168	3.162	.002	par_1
Brand Image	<---	Price	.407	.137	2.975	.003	par_2
Voting Decision	<---	Brand Image	-.148	.072	-2.050	.040	par_3
Voting Decision	<---	Price	.333	.081	4.137	***	par_4
Voting Decision	<---	Promotion	.485	.100	4.865	***	par_5

The first hypothesis test has a significant effect between promotion (X1) on brand image (X3). The results of this study indicate that the calculated t value (CR) is $3.162 > 1.96$ and the P-value is $0.002 < 0.05$. This means that the promotion variable (X1) has a positive effect on brand image (X3). The second hypothesis test is that there is a significant effect between price (X2) on brand image (X3). The results of this study indicate that the calculated t value (CR) is $2,975 > 1.96$ and the P-value is $0.003 < 0.05$. This means that the price variable (X2) has a positive effect on brand image (X3). The third hypothesis test is that there is a significant influence between brand image (X3) on student decisions (Y). The results of this study indicate that the calculated t value (CR) is $-2.050 > 1.96$ and the P-value is $0.04 < 0.05$. This means that the brand image variable (X3) has a positive effect on the decision to choose (Y). The fourth hypothesis test is that there is a significant effect between price (X2) on student decisions (Y). The results of this study indicate that the calculated t value (CR) is $4.137 > 1.96$ and the P-value is $0.000 < 0.05$. This means that the price variable (X2) has a positive effect on the decision to choose (Y). The fifth hypothesis test is that there is a significant influence between promotions (X1) on student decisions (Y). The results of this study indicate that the calculated t value (CR) is $4.865 > 1.96$ and the P-value is $0.000 < 0.05$. This means that the promotion variable (X1) has a positive effect on the decision to choose (Y).

4.2 Discussion

This study examines the effect of promotion, price and brand image on the decision to choose, in this study research was conducted at a computer course institution at LKP Fiara Computer, Selat Besar village. This research uses testing with the help of SPSS version 24 and Amos version 23.

In testing the first hypothesis, it can be seen that there is a significant positive effect between promotion on the brand image of the Fiara Computer LKP course institution in Selat Besar village. This means that if the promotion continues to be improved, it can encourage consumers to know more about it. This study is adapted to research from Bernando et al., (2015) Promotion is a core source of marketing, which consists of

incentive tools, mostly short term designed for quicker or greater purchase of products and services by consumers offered by consumers trading. Promotion is the method most often used in marketing and is the most important technique so that consumers can be more familiar with the products or services offered because promotions are often carried out.

In testing the second hypothesis, it is known that price has a significant effect on brand image. In this case, if the price determination is adjusted to the image of the institution, it will further increase the consumer's desire to take courses at LKP Fiara. In this case, as stated by Citra et al., (2015) that price is the amount of a value given by consumers so that they get the benefits of owning or using the goods or services. The price in the offer of a brand image is indeed very influential, therefore compare the price and the brand offered in order to be able to get the attention of consumers.

The results of testing the third hypothesis that brand image has a significant effect on student decisions in choosing a course institution at LKP Fiara Computer, Selat Besar village. Where in this case the image in an institution is very important in introducing the institution to consumers. As stated by Aditya, (2014) gives the opinion that brand image is a brand that is considered as a group of associations that connects consumer initiatives to a brand offered. When offering a brand image of a product, a marketing technique is needed that is able to attract consumer interest to better recognize the brand being introduced.

Testing the fourth hypothesis is known that the price has a significant positive effect on the decision to choose. In this case, if the price is adjusted to the quality provided, it will greatly influence consumers to choose the Fiara Computer LKP institution, other researchers say that if a product requires consumers to incur costs that are greater than the benefits received, then the product has a value that tends to be negative (L.Sari:2014, 2014). It is recommended to provide a price that is in accordance with the benefits provided so that consumer interest is higher and is sure to use the product or service provided.

The results of testing the fifth hypothesis are known that the promotion has a significant positive effect on the decision to choose a computer course institution at the Fiara Computer LKP. In this case, if the promotion continues to be improved, it will greatly encourage consumers to join in computer courses at LKP Fiara Computers. (Hermawan, 2012) states that promotion is a marketing activity that provides added value from a product within a certain period of time to encourage consumer purchases of the products offered. Promotion is indeed very necessary in marketing, if promotion is increased, it is possible to attract consumers to use the products offered.

V. Conclusion

Based on the results of the data analysis above, the following conclusions can be drawn:

1. Of the 60 respondents, who made the decision to choose a computer course institution at LKP Fiara Computer, Selat Besar village with the respondent's criteria, namely gender, age, and occupation. Students who take a lot of courses are college students or students with age criteria 17-20 years old and female.
2. Promotion is a variable that has a significant effect on brand image and the decision to choose a computer course institution at LKP FIARA Computer Selat Besar village. It is concluded that in this study the promotion used is increasingly being used, the more it influences consumers to recognize brand image and influence in choosing the Fiara Computer institution.
3. Price is a variable that is also very influential on brand image and the decision to choose a computer course institution at LKP Fiara. This can increase if the price offered

is in accordance with the quality of the brand, it will increasingly influence consumers in choosing LKP FIARA KOMPUTER institutions.

4. Promotion, price and brand image are variables that have a very positive effect on decisions in choosing a computer course institution at Fiara Computer LKP.

Recommendation

Based on the research results obtained that promotion, price and brand image are the most important factors for a computer course institution at Fiara Computer LKP because it has a very important role to advance LKP. In this case the author recommends to further improve promotions, prices and brand image so as to be able to give more influence to consumers in choosing LKP Fiara Computers. And it is hoped that Fiara Computer LKP will be able to ensure to consumers the stability that is obtained in accordance with the costs that have been applied

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