

e-ISSN: 2721-303X, p-ISSN: 2721-3021  
Received: 2 September 2021, Revised: 22 September 2021, Publish: 28 October 2021  
DOI: <https://doi.org/10.38035/dijefa.v2i4>  
<https://creativecommons.org/licenses/by/4.0/>



## Influence of Purchase Decision: Analysis of Logo, Product Quality and Company Image

**Ding Chong**

Lecturer of Hubei University of Chinese Medicine, Wuhan, China, email: [295968170@qq.com](mailto:295968170@qq.com)

Corresponding Author: Ding Chong

**Abstract:** The Literature Review article on the Effect of Purchasing Decisions: Logo Analysis, Product Quality and Corporate Image is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Logo has an effect on Purchase Decisions; 2) Product Quality has an effect on Purchase Decisions; and 3) Company Image has an effect on Purchase Decision. Apart from these 3 exogenous variables that affect endogenous variables, there are many other factors including the variable.

**Keywords:** Logo, Product Quality, Company Image, Purchase Decisions

### INTRODUCTION

As a business actor or company, of course, they expect the sale of their products or services to be of interest to consumers. With these sales, it is able to bring benefits that are beneficial for employees and company operations. Of course, someone does not immediately decide to buy the products or services that we offer. There are various factors that determine someone to make a purchase. In this study these factors are: Logo, Product Quality and Company Image. In some products, the logo is one of the things that stands out and is often displayed in the product design. For consumers who have high loyalty to the brand, of course the existence of a logo on the product is not a problem, but for consumers who have different tastes, of course the existence of the logo will be a factor in determining purchasing decisions.

#### Formulation of problem

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:

1. Does the Logo affect the Purchase Decision ?

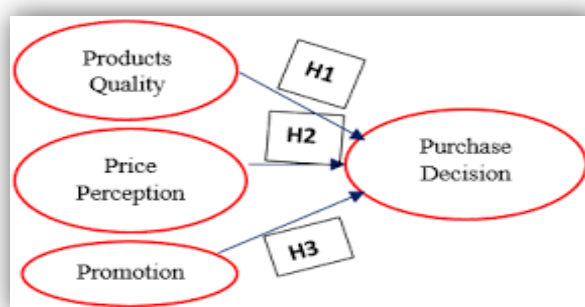
- 2. Does Product Quality affect the Purchase Decision ?
- 3. Does Corporate Image affect Purchase Decision ?

## LITERATURE REVIEW

### Purchase Decision

Purchase decision is a decision on a buyer that can be influenced by financial conditions, technology, politics, price, location and also the promotions carried out. So that it forms an attitude in consumers to process all information and make decisions in the form of responses that appear what products to buy (Alma, B., 2016). Purchasing Decision indicators include: 1) Product choice; 2) Brand choice; 3) Choice of dealers; 4) Time of purchase; 5) Number of purchases; 6) Payment method (Kotler & Armstrong, 2016).

Purchase Decision have been studied by previous researchers, including: (Ikhsani & Ali, 2017b), (Saputra & Mahaputra, 2022c).



**Picture 1. Purchase Decisions**

Source: <https://www.researchgate.net/>

### Logo

Logo is writing that contains the name of an entity that is specially made with the lettering technique or using certain fonts. A logo is something that shows a non-visual reflection of a company, such as a culture of behavior, attitudes, personality as outlined in visual form (Suwardikun, 2000). A logo is a presentation, figure or visual appearance that is always associated with a particular organization as a form of identity for an organization or company (Kusrianto, A, 2007). Logo indicators include: 1) Original and distinctive; 2) legible; 3) Simple; 4) Easy to remember; 5) Easily associated with the company; and 6) Easily adaptable in various graphic media (Kusrianto, A, 2007).

Logo have been widely studied by previous researchers, including: (Rakanita, 2019), (Saputra & Saputra, 2021), (Chong & Ali, 2022), (Mahaputra & Saputra, 2021c), (Mahaputra, 2022), (Kurniadi & Mahaputra, 2021), (Agussalim et al., 2020), (Riyanto, Yanti, et al., 2017), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017).

### Product Quality

Product quality is the product's ability to perform its functions, including durability, reliability, and accuracy obtained by the product as a whole (Kotler & Keller, 2016). Product quality is the physical condition, function and nature of a product that is related and can meet consumer tastes and needs satisfactorily according to the value of money spent (Prawirosentono, 2002). Product Quality indicators, namely: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications (Gaspersz, 2008).

Product quality has been widely studied by previous researchers, including: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali,

2015), (Mulyani et al., 2020), (Darwisyah et al., 2021), (Hasyim & Ali, 2022), (Chong & Ali, 2022), (Suharyono & Ali, 2015), (Fauzi & Ali, 2021).



**Picture 2. Product Quality**  
Source: <https://blog.ttelectronics.com/>

**Company Image**

Company image is the result of a collection of processes where consumers compare various attributes owned by the company, such as product, price, product quality and service quality (Flavian et al, 2005). Corporate image is the public's perception of the company related to the business name, architecture, variety of products, traditions, ideology and impressions of quality that are communicated by each employee who interacts with the organization's clients (Kotler & Keller, 2009). Corporate Image indicators, namely: Personality, Reputation, Values and Corporate Identity (Sari, 2012).

Company image has been widely studied by previous researchers including: (Saputra & Mahaputra, 2022b), (Ricardo, 2021), (Mukhtar, M., Ali, H., & Jannah, 2016), (Al Hafizi & Ali, 2021), (Richardo et al., 2020), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Sudiantini et al., 2022), (Sastrodiharjo, 2014).



**Picture 3. Company Image**  
Source: <https://saudijournals.com/>

**Table 1. Relevant Previous Research Results**

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Ikhsani & Ali, 2017b)	Purchase Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Discussing about Product Quality	There is a research locus, namely the Teh Botol Sosro Product at Giant Mall Permata Tangerang
2	(Ilhamalimy & Mahaputra, 2021)	The Influence of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction	Discussing Product Quality and Purchase Decisions	There are differences in the variables of Service Quality and

	(Marketing Management Literature Review)		Customer Satisfaction
3	(Putra, 2021) Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Company Image and Price Perception (Marketing Management Literature Review)	Discussing Product Quality and Company Image	There are differences in the variables of Customer Satisfaction, Customer Loyalty and Price Perception
4	(Hernikasari et al., 2022) Model Company Image Through Customer Satisfaction Bear Brand: Price and Product Quality	Discussing about Company Image and Product Quality	There is a difference in the variables of Customer Satisfaction and Price
5	(Suarjana & Suprapti, 2018) Influence of Price Perception, Product Knowledge, and Company Image on Purchase Intention of Multi-Service Brand Indihome	Discussing about Corporate Image	There are difference in variables Price Perception, Product Knowledge and Purchase Intention
6	(Inggrawan, 2010) A Study on Corporate Image Through Corporate Credibility at PT BNI (Persero) Tbk in Semarang	Discussing about Corporate Image	There is a research locus, namely PT BNI (Persero) Tbk Semarang

## RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

## DISCUSSION

Based on the theoretical study and relevant previous research tables, the following discussion is discussed:

### 1. Influence of Logo on Purchase Decision.

If this Logo can be implemented and applied properly to a product or company logo, according to the indicators, namely: 1) Original and distinctive; 2) legible; 3) Simple; 4) Easy to remember; 5) Easy to be associated with the company; and 6) Easily adaptable in various graphic media, it will affect the consumer's purchase decision. With an attractive and memorable logo, it makes it easier for consumers to find the product they need. The appearance of the logo will also attract consumers in determining purchasing decisions, for example a logo placed on a garment, if the logo you have is not attractive, then consumers will discourage their intention to make a purchase and vice versa (Sudiantini & Saputra, 2022).

Logo has an effect on purchasing decisions, this is in line with research conducted by: (Hermawan, 2021a), (Imarah & Jaelani, 2020), (Saputra, 2022b), (Ali, Zainal, et al., 2022), (Saputra & Saputra, 2021), (Bukhari, 2021), (Desmiwerita & Saputra, 2019).

### 2. Influence of Product Knowledge on Purchase Decision

If a product has good quality, it will certainly affect consumers in determining purchasing decisions. With good product quality, of course, a product has a period of use, age of use, and good resistance. For this reason, consumers really consider product quality before buying a product (Saputra & Mahaputra, 2022c).

Product quality has an effect on purchasing decisions, this is in line with research conducted by: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015), (Ferdiansyah & Bukhari, 2021), (Saputra, 2022c).

### 3. Influence of Company Image on Purchase Decision

If a company has a good performance, it will affect its image. Company image is a benchmark in seeing the good or bad of the company. Companies with a good image of course whatever they do will be judged good and vice versa. Consumers will prefer products offered by companies with a good image, because they are considered to have good product quality.

Corporate Image has an effect on Purchase Decisions, this is in line with research conducted by: (Saputra, 2021), (William & Wuryandari, 2020), (Fatmawati M & Ali, 2021), (Mahaputra & Saputra, 2022), (Bukhari, 2018), (Ramadhan & Bukhari, 2020).

### Conceptual Framework

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:

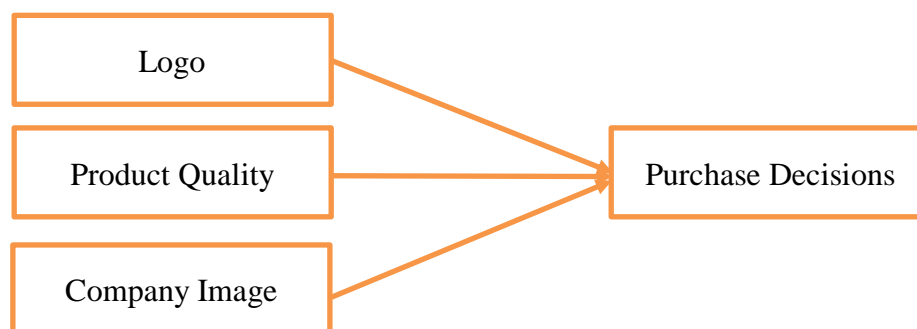


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Logo, Product Quality and Company Image affect the Purchase Decision. Apart from the variable Logo, Product Quality and Company Image that affect the Purchase Decision. There are many other factors related to the Purchase Decision, including:

- 1) Service Quality: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Hermawan, 2021b), (Hermawan, 2022).
- 2) Price: (Kainde et al., 2021), (Saputra & Ali, 2021), (Rachmawati, 2015), (Ikhsani & Ali, 2017a), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (Saputra, 2022a), (Ali, Zainal, et al., 2022), (Rony et al., 2020).
- 3) Place: (Ali, Sastrodiharjo, et al., 2022), (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (Saputra & Ali, 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021).
- 4) Promotion: (Saputra, 2022b), (Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (Hairiyah & Ali, 2017), (Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Atmoko & Noviriska, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022).

- 5) Brand Image: (Supriyadi et al., 2019), (Sitio & Ali, 2019), (Riyanto, Adila, et al., 2017), (Agussalim et al., 2020), (Saputra & Mahaputra, 2022a), (Mahaputra & Saputra, 2021a), (Ali, 2020), (Pandiangan et al., 2021), (Ridwan et al., 2020), (Saputra, 2022b).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. Logo affects to Purchase Decision.
2. Product Quality affects to Purchase Decision.
3. Company Image affects to Purchase Decision.

### Recommendation

Based on the conclusions above, there are other factors that influence the Purchase Decision that can be used for further research, namely: Service Quality, Price, Place, Place, Promotion, and Brand Image.

## BIBLIOGRAPHY

- Agussalim, M., Ayu Rezkiana Putri, M., & Ali, H. (2016). Analysis work discipline and work spirit toward performance of employees (case study tax office Pratama two Padang). *International Journal of Economic Research*.
- Agussalim, M., Ndraha, H. E. M., & Ali, H. (2020). The implementation quality of corporate governance with corporate values: Earning quality, investment opportunity set, and ownership concentration analysis. *Talent Development and Excellence*.
- Al Hafizi, N. A., & Ali, H. (2021). Purchase Intention and Purchase Decision Model: Multi Channel Marketing and Discount on Medcom.Id Online News Portal. *Dinasti International Journal of Digital Business Management*, 2(3), 460–470. <https://doi.org/10.31933/dijdbm.v2i3.826>
- Ali, H., & Limakrisna, N. (2013). Metodologi Penelitian (Petunjuk Praktis Untuk Pemecahan Masalah Bisnis, Penyusunan Skripsi (Doctoral dissertation, Tesis, dan Disertasi. In *In Deppublish: Yogyakarta*.
- Ali, H. (2020). *Modul Strategic Management Program Studi Magister Management*.
- Ali, H., Sastrodiharjo, I., & Saputra, F. (2022). Pengukuran Organizational Citizenship Behavior : Beban Kerja , Budaya Kerja dan Motivasi ( Studi Literature Review ). *Jurnal Ilmu Multidisiplin*, 1(1), 83–93.
- Ali, H., Zainal, V. R., & Ilhamalimy, R. R. (2022). Determination of Purchase Decisions and Customer Satisfaction: Analysis of Brand Image and Service Quality (Review Literature of Marketing Management). *Dinasti International Journal of Digital Business Management*, 3(1), 141–153. <https://doi.org/10.31933/dijdbm.v3i1.1100>
- Atmoko, D., & Noviriska. (2022). PERAN PEMUDA DALAM MENCEGAH BAHAYA NARKOBA DAN PORNOGRAFI DI KELURAHAN RAWAJATI, KECAMATAN PANCORAN, JAKARTA SELATAN. *Jurnal Pengabdian Kepada Masyarakat*, 2(1), 62–67.
- Bukhari, E. (2018). Kebijakan Dana Desa Dalam Usaha Pengentasan Kemiskinan Penduduk Pedesaan. *Jurnal Administrasi Kantor*, 6(2), 123–132. <http://ejournal-binainsani.ac.id/index.php/JAKBI/article/view/1014/848>
- Bukhari, E. (2021). Pengaruh Dana Desa dalam Mengentaskan Kemiskinan Penduduk Desa. *Jurnal Kajian Ilmiah*, 21(2), 219–228. <https://doi.org/10.31599/jki.v21i2.540>
- Chong, D., & Ali, H. (2022). LITERATURE REVIEW : COMPETITIVE STRATEGY , COMPETITIVE ADVANTAGES , AND MARKETING PERFORMANCE ON E-

- COMMERCE SHOPEE INDONESIA. *Dinasti International Journal of Digital Business Management*, 3(2), 299–309.
- Darwisyah, D., Rosadi, K. I., & Ali, H. (2021). Berfikir Kesisteman Dalam Perencanaan Dan Pengembangan Pendidikan Islam. ... *Pendidikan Dan Ilmu Sosial*, 2(1), 225–237.
- Desmiwerita, & Saputra, E. B. (2019). ANALYSIS OF CASH FLOW REPORTS IN ASSESSING FINANCIAL PERFORMANCE AT THE PESISIR SELATAN DISTRICT HEALTH OFFICE. *Dinasti International Journal of Management Science*, 1(2), 181–190. <https://doi.org/10.31933/DIJMS>
- Djamaluddin, S., Rahmawati, D., & Ali, H. (2017). The Influence of Fundamental Factors Micro and Macro to Return Expected Through The Intervening Corporate Value in The Listed Real Estate Sector in Bei Periode 2011-2014. *International Journal of Business and Management Invention*, 6(2), 14–22.
- Erviani, R. S., Suciati, T. N., & Pohan, A. (2019). KONSEP DIRI ANGGOTA DEWAN PEREMPUAN DPR RI (Studi Interaksionisme Simbolik Tentang Konsep Diri Anggota Dewan Perempuan DRR RI Dari Kalangan Selebritas Periode 2014-2019). *Ubhara J*, 97–107. <https://doi.org/10.1037/0033-2909.126.1.78>
- Fahmi, I., & Ali, H. (2022). DETERMINATION OF CAREER PLANNING AND DECISION MAKING: ANALYSIS OF COMMUNICATION SKILLS, MOTIVATION AND EXPERIENCE (LITERATURE REVIEW HUMAN RESOURCE MANAGEMENT). *Dinasti International Journal of Management Science*, 3(5), 823–835.
- Fatmawati M, I., & Ali, H. (2021). Determination Attitude Toward Using and Purchase Intentions: Analysis of Perceived Ease of Use and Perceived Usefulness (Case Study of Instagram Shop'S Features on Social Media Instagram). *Dinasti International Journal of Management Science*, 3(1), 119–133. <https://doi.org/10.31933/dijms.v3i1.932>
- Fauzi, D. H., & Ali, H. (2021). DETERMINATION OF PURCHASE AND REPURCHASE DECISIONS: PRODUCT QUALITY AND PRICE ANALYSIS (CASE STUDY ON SAMSUNG SMARTPHONE CONSUMERS IN THE CITY OF JAKARTA). *Dinasti International Journal of Digital Business Management*, 2(5), 794–810. <https://doi.org/10.31933/dijdbm.v2i5.965>
- Ferdiansyah, A., & Bukhari, E. (2021). Pengaruh Modal , Financial Knowledge , Teknologi Dan Media Sosial Terhadap Kinerja UMKM Fashion Di Bekasi Utara. *Jurnal Ilmiah Akuntansi Dan Manajemen (JIAM)*, 17(2), 103–114.
- Hairiyah, S., & Ali, H. (2017). Customer Decision Analysis in Taking Multipurpose Loan : Promotions , Locations and Credit Procedures ( A Case of the Bank " PQR Jakarta "). *Saudi Journal of Business and Management Studies*, 2(3), 149–156. <https://doi.org/10.21276/sjbms.2017.2.3.6>
- Hasyim, U., & Ali, H. (2022). REUSE INTENTION MODELS THROUGH CUSTOMER SATISFACTION DURING THE COVID-19 PANDEMIC: CASHBACK PROMOTION AND E-SERVICE QUALITY CASE STUDY : OVO ELECTRONIC MONEY IN. *Dinasti International Journal of Digital Business Management*, 3(3), 440–452.
- Havidz, H. B. H., Hudaya, A., & Ali, H. (2020). MODEL OF CONSUMER TRUST ON TRAVEL AGENT ONLINE: ANALYSIS OF PERCEIVED USEFULNESS AND SECURITY ON RE- PURCHASE INTERESTS (CASE STUDY TIKET.COM). *Dinasti International Journal of Economic, Finance, and Accounting*, 1(1), 110–124. <https://doi.org/10.38035/DIJEFA>
- Hazimi Bimaruci Hazrati Havidz, M. R. M. (2020). BRAND IMAGE AND PURCHASING DECISION: ANALYSIS OF PRICE PERCEPTION AND PROMOTION(LITERATURE REVIEW OF MARKETING MANAGEMENT). 1(2), 358–372.

- <https://doi.org/10.38035/DIJEFA>
- Hermawan, E. (2021a). Financial Managers as Policy Makers and Company Relations with Financial Markets. *Journal of Law Politic and Humanities*, 2(1), 13–22. <https://dinastires.org/index.php/JAFM/article/view/64/61>
- Hermawan, E. (2021b). Literature Review Company Policy : Workload , Work Time and Employee Compensation. *Journal of Law Politic and Humanities*, 1(3), 126–134.
- Hermawan, E. (2022). ANALISIS PENGARUH BEBAN KERJA, KONFLIK PEKERJAAN-KELUARGA DAN STRES KERJA TERHADAP KINERJA PT. SAKTI MOBILE JAKARTA. *Jurnal Ilmu Manajemen Terapan*, 3(4), 372–380.
- Hernikasari, I., Ali, H., & Hadita, H. (2022). Model Citra Merek Melalui Kepuasan Pelanggan Bear Brand: Harga Dan Kualitas Produk. *Jurnal Ilmu Manajemen Terapan*, 3(3), 329–346. <https://doi.org/10.31933/jimt.v3i3.837>
- Ikhsani, K., & Ali, D. H. (2017a). Keputusan Pembelian: Analisis Kualitas Produk, Harga dan Brand Awareness (Studi Kasus Produk Teh Botol Sosro di Giant Mall Permata Tangerang). In *Jurnal SWOT*.
- Ikhsani, K., & Ali, H. (2017b). KEPUTUSAN PEMBELIAN: ANALISIS KUALITAS PRODUK, HARGA DAN BRAND AWARENESS (Studi Kasus Produk Teh Botol Sosro Di Giant Mall Permata Tangerang). *Jurnal SWOT*, VII(3), 523–541.
- Ilhamalimy, R. R., & Mahaputra, M. R. (2021). *Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan (Literature Review Manajemen Pemasaran)*. 1(1), 85–97.
- Imarah, T. S., & Jaelani, R. (2020). ABC ANALYSIS, FORECASTING AND ECONOMIC ORDER QUANTITY (EOQ) IMPLEMENTATION TO IMPROVE SMOOTH OPERATION PROCESS. *Dinasti International Journal of Education Management And Social Science*, 1(3), 319–325. <https://doi.org/10.31933/DIJEMSS>
- Inggrawan, Y. A. (2010). STUDI TENTANG CITRA PERUSAHAAN MELALUI KREDIBILITAS PERUSAHAAN PADA PT BNI (PERSERO) TBK DI SEMARANG. *Jurnal Sains Pemasaran Indonesia*, IX(1), 32–44.
- Kainde, B. I. S., Saimima, I. D. S., & Yurnal. (2021). Rekonstruksi Pasal 66 Ayat (3) Undang-Undang No. 29 Tahun 2004 Tentang Undang-Undang Praktik Kedokteran Terkait Tata Cara Pengaduan Tindakan Malapraktik Dokter di Indonesia. *Jurnal Hukum Sasana*, 7(2), 309–320. <https://doi.org/10.31599/sasana.v7i2.807>
- Kurniadi, W., & Mahaputra, M. R. (2021). Determination of Communication in the Organization : Non Verbal , Oral and Written ( Literature Review ). *Journal of Law Politic and Humanities*, 1(4), 164–172.
- M, A., & Ali, H. (2017). MODEL KEPUASAN PELANGGAN: ANALISIS KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP CITRA MEREK PADA GIANT CITRA RAYA JAKARTA. *Jurnal Manajemen*. <https://doi.org/10.24912/jm.v21i3.254>
- Mahaputra, M. R. (2022). Literature Review Faktor Faktor Yang Mempengaruhi Berpikir Positif. *Jurnal Ilmu Multidisiplin*, 1(1), 33–40. <https://greenpub.org/index.php/JIM/article/view/4>
- Mahaputra, M. R., & Saputra, F. (2021a). Application Of Business Ethics And Business Law On Economic Democracy That Impacts Business Sustainability. *Journal of Law Politic and Humanities*, 1(3), 115–125.
- Mahaputra, M. R., & Saputra, F. (2021b). Literature Review the Effect of Headmaster Leadership on Teacher Performance , Loyalty and Motivation. *Journal of Accounting and Finance Management*, 2(2), 103–113.
- Mahaputra, M. R., & Saputra, F. (2021c). RELATIONSHIP WORD OF MOUTH , ADVERTISING AND PRODUCT QUALITY TO BRAND AWARENESS. *Dinasti*



- International Journal of Digital Business Management*, 2(6), 1099–1108.
- Mahaputra, M. R., & Saputra, F. (2022). Determination of Public Purchasing Power and Brand Image of Cooking Oil Scarcity and Price Increases of Essential Commodities. *International Journal of Advanced Multidisciplinary*, 1(1), 36–46.
- Maharani, A., & Saputra, F. (2021). Relationship of Investment Motivation , Investment Knowledge and Minimum Capital to Investment Interest. *Journal of Law Politic and Humanities*, 2(1), 23–32.
- Mukhtar, M., Ali, H., & Jannah, S. (2016). Analisis Pengaruh Gaya Kepemimpinan dan Budaya Organisasi Terhadap Pengembangan Karir Kementerian Agama Provinsi Jambi. *IOSR Jurnal Bisnis Dan Manajemen (IOSR-JBM)*, 18(11), 65–74.
- Mukhtar, Risnita, Saifillah, M. S., & Ali, H. (2016). Effect of knowledge management and work commitment to employees satisfaction services (Study on teacher Madrasah Aliyah Country Jambi Province). *International Journal of Economic Research*.
- Mulyani, S. R., Ridwan, M., & Ali, H. (2020). Model of human services and resources: The improvement efforts of Silungkang restaurant attractiveness on consumers. *Talent Development and Excellence*.
- Nofrialdi, R. (2021). Online Shopping Behavior Model: Determining the Factors Affecting Repurchase Intention. *Journal of Law, Politic and Humanities*, 1(2), 88–97.
- Noviriska. (2019). SOLUSI KONFLIK HUKUM BISNIS DALAM KONTRAK KERJASAMA ANTARA AGENCY MODEL DAN TALENT DENGAN PARA PIHAK PADA INDUSTRI ENTERTAINMENT. *Jurnal Krtha Bhayangkara*, 13(1), 76–99.
- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. <https://doi.org/10.31933/jimt.v2i4.459>
- Prayetno, S., & Ali, H. (2020). Entrepreneurial supply chain management competence: Predictors of work motivation advocate. *International Journal of Supply Chain Management*, 9(3), 444–454.
- Putra, R. (2021). Determinasi Kepuasan Pelanggan Dan Loyalitas Pelanggan Terhadap Kualitas Produk, Citra Merek Dan Persepsi Harga (Literature Review Manajemen Pemasaran). *Jurnal Ekonomi Manajemen Sistem Informasi*, 2(4), 516–524. <https://doi.org/10.31933/jemsi.v2i4.461>
- Rachmawati, S. (2015). GUYUP RUKUN DENGAN MUSIK GAMELAN JAWA. *Buletin KPIN*, 1(4).
- Rahmayani, O., & Nofrialdi, R. (2022). The Effect of Utilization of Social Media Instagram @Nanarfshop on Buying Interest of Fisipol Students University Ekasakti Padang. *Journal of Law Politic and Humanities*, 2(2), 85–94.
- Rakanita, A. M. (2019). PEMANFATAAN ECOMMERCE DALAM MENINGKATKAN DAYA SAING UMKM DI DESA KARANGSARI KECAMATAN KARANGTENGAH KABUPATEN DEMAK. *Journal EKBIS*, 20(2), 1280–1289.
- Ramadhan, A., & Bukhari, E. (2020). Analisis Komparasi Penghasilan Driver Go-Jek Dan Grab Terhadap Standar Upah Minimum Regional Kota Bekasi Pada Saat Pandemi Covid-19. *Jurnal Ilmiah Akuntansi Dan Manajemen*, 16(2), 26–31. <https://doi.org/10.31599/jiam.v16i2.293>
- Ricardo, R. (2021). BUILDING PURCHASE INTENTION: COMPANY IMAGE , PRODUCT KNOWLEDGE AND PRICE PERCEPTION. *Dinasti International Journal of Digital Business Management*, 2(6), 1090–1098.
- Richardo, Hussin, M., Bin Norman, M. H., & Ali, H. (2020). A student loyalty model: Promotion, products, and registration decision analysis-Case study of griya english fun

- learning at the tutoring institute in wonosobo central Java. *International Journal of Innovation, Creativity and Change*.
- Ridwan, M., Mulyani, S. R., & Ali, H. (2020). Perceived organizational support in efforts to improve organizational commitments and its impact on employee performance(study at SPMI private university in West Sumatra). *Talent Development and Excellence*.
- Riyanto, S., Adila, L., & Ali, H. (2017). The Effect of Incentives And Job Enthusiasm To Productivity of Go- Jek Driver At PT . Go-Jek Indonesia. *Journal of Research in Business and Management*, 5(1), 35–41.
- Riyanto, S., Yanti, R. R., & Ali, H. (2017). The Effect of Training and Organizational Commitment on Performance of State University of Jakarta Student Cooperative (KOPMA UNJ) Management. *Saudi Journal of Humanities and Social Sciences*. <https://doi.org/10.21276/sjhss>
- Rony, Z. T., Lubis, F. M., Santoso, B., & Rizkyta, A. (2020). The relevance of political skills for leaders and managers in the industrial revolution 4.0: A case study of the Indonesian private television industry. *International Journal of Innovation, Creativity and Change*, 12(1), 447–465.
- Saputra, F. (2021). Leadership , Communication , And Work Motivation In Determining The Success Of Professional Organizations. *Journal of Law Politic and Humanities*, 1(2), 59–70.
- Saputra, F. (2022a). Analysis Effect Return on Assets (ROA), Return on Equity (ROE) and Price Earning Ratio (PER) on Stock Prices of Coal Companies in the Indonesia Stock Exchange (IDX) Period 2018-2021. *Dinasti International Journal of Economics, Finance and Accounting*, 3(1), 82–94. <http://repository.uph.edu/41805/%0Ahttp://repository.uph.edu/41805/4/Chapter1.pdf>
- Saputra, F. (2022b). Analysis of Total Debt , Revenue and Net Profit on Stock Prices of Foods And Beverages Companies on the Indonesia Stock Exchange ( IDX ) Period 2018-2021. *Journal of Accounting and Finance Management*, 3(1), 10–20. <https://doi.org/https://doi.org/10.38035/jafm.v3i1>
- Saputra, F. (2022c). The Role of Human Resources , Hardware , and Databases in Mass Media Companies. *International Journal of Advanced Multidisciplinary*, 1(1), 45–52.
- Saputra, F., & Ali, H. (2021). THE IMPACT OF INDONESIA ' S ECONOMIC AND POLITICAL POLICY REGARDING PARTICIPATION IN VARIOUS INTERNATIONAL FORUMS : G20 FORUM ( LITERATURE REVIEW OF FINANCIAL MANAGEMENT ). *Journal of Accounting and Finance Management*, 1(4), 415–425.
- Saputra, F., & Ali, H. (2022). PENERAPAN MANAJEMEN POAC: PEMULIHAN EKONOMI SERTA KETAHANAN NASIONAL PADA MASA PANDEMI COVID-19 (LITERATURE REVIEW MANAJEMEN POAC). *Jurnal Ilmu Manajemen Terapan*, 3(3), 316–328. <https://doi.org/10.31933/jimt.v3i3>
- Saputra, F., & Mahaputra, M. R. (2022a). Building Occupational Safety and Health ( K3 ) : Analysis of the Work Environment and Work Discipline. *Journal of Law Politic and Humanities*, 2(3), 105–114.
- Saputra, F., & Mahaputra, M. R. (2022b). EFFECT OF JOB SATISFACTION , EMPLOYEE LOYALTY AND EMPLOYEE COMMITMENT ON LEADERSHIP STYLE ( HUMAN RESOURCE LITERATURE STUDY ). *Dinasti International Journal of Management Science*, 3(4), 762–772.
- Saputra, F., & Mahaputra, M. R. (2022c). Relationship of Purchase Interest , Price and Purchase Decisions to IMEI Policy ( Literature Review Study ). *Journal of Low Politic and Humanities*, 2(2), 71–80.
- Saputra, F., & Saputra, E. B. (2021). Measures of Corruption : Needs , Opportunity and

- Rationalization. *Journal of Law Politic and Humanities*, 2(1), 42–50.
- Sastrodiharjo, I. (2014). Efisiensi Modal Intelektual dan Dampaknya terhadap Kinerja Perusahaan. *Jurnal Akuntabilitas*, 7(3).
- Shadrina, R. N., & Sulistyanto, Y. (2022). ANALISIS PENGARUH CONTENT MARKETING , INFLUENCER , DAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN ( Studi pada Pengguna Instagram dan Tiktok di Kota Magelang ). 11, 1–11.
- Shobirin, M., & Ali, H. (2019). Strategi Pengembangan Infrastruktur dalam Meningkatkan Pelayanan Penumpang di Bandar Udara Internasional Soekarno Hatta Cengkareng. *Jurnal Ekonomi Manajemen Sistem Informasi*, 1(2), 155–168.
- Sitio, T., & Ali, H. (2019). Patient Satisfaction Model and Patient Loyalty: Analysis of Service Quality and Facility (Case Study at Rawamangun Special Surgery Hospital). *Scholars Bulletin*, 5(10), 551–559. <https://doi.org/10.36348/sb.2019.v05i10.002>
- Suarjana, I. K., & Suprapti, N. W. S. (2018). Pengaruh Persepsi Harga, Pengetahuan Produk, Dan Citra Perusahaan Terhadap Niat Beli Layanan Multi Servis Merek Indihome. *E-Jurnal Manajemen Universitas Udayana*, 7(4), 251833. <https://doi.org/10.24843/EJMUNUD.2018.v07.i04.p08>
- Sudiantini, D., & Saputra, F. (2022). Pengaruh Gaya Kepemimpinan: Kepuasan Kerja, Loyalitas Pegawai dan Komitmen di PT Lensa Potret Mandiri. *Formosa Journal of Sustainable Research (FJSR)*, 1(3), 467–478.
- Sudiantini, D., Sastrodiharjo, I., Narpati, B., & Indrianna, K. (2022). Testing the Structural Equation of Organizational Culture Modeling as a Moderator of Public Services. *Journal of Accounting and Finance Management*, 2(6), 218–223.
- Suharyono, & Ali, H. (2015). PENGARUH MOTIVASI, KEDISIPLINAN DAN GAYA KEPEMIMPINAN TERHADAP PRESTASI KERJA PEGAWAI PADA DINAS SOSIAL TENAGA KERJA DAN TRANSMIGRASI KABUPATEN BATANG HARI. *Jurnal Ilmiah Universitas Batanghari Jambi*, 15(2), 78–86.
- Supriyadi, T., Apriyenti, L. U., Rismalinda, Hutahaeon, E. S. H., Pertiwi, Y. W., Gina, F., Fitriyanto, M., & Anifah. (2019). Cita-citamu Mau Jadi Apa? : Mengajarkan Cita-cita Pada Anak-Anak Komunitas Rumah Pelangi Bekasi. *JURNAL ABDIMAS UBJ: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 131–139.
- Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, W. (2017). A Literature Review of Strategic Marketing and The Resource Based View of The Firm. *Int. J. Econ. Res*, 14(8), 59–73.
- Syauket, A., Karsono, B., & Atmoko, D. (2022). Kebijakan Telemudik Bentuk Perlindungan Negara Pada Masyarakat Menuju New Normal Ditengah Pandemi Corona. *Jurnal Kajian Ilmiah*, 22(1), 1–10. <https://doi.org/10.31599/jki.v22i1.696>
- Wahono, S., & Ali, H. (2021). Peranan Data Warehouse, Software Dan Brainware Terhadap Pengambilan Keputusan (Literature Review Executive Support Sistem for Business). *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(2), 225–239. <https://doi.org/10.31933/jemsi.v3i2.781>
- Widodo, D. S., Silitonga, P. E. S., & Ali, H. (2017). Analysis of Organizational Performance: Predictors of Transformational Leadership Style, Services Leadership Style and Organizational Learning (Studies in Jakarta Government). *International Journal of Economic Research*, 14(2), 167–182.
- William, R., & Wuryandari, N. E. R. (2020). POLITICAL MARKETING IN THE ELECTION FOR GOVERNOR IN THIS DIGITAL AGE. *Dinasti International Journal of Management Science*, 1(5), 750–761. <https://doi.org/10.46883/onc.3404>