Analysis of Buying Interest: Price, Trust and Advertising (Study Literature Review)

Prihartono
Lecturer of Politeknik PIKSI Ganesha Bandung, email: pritobel@gmail.com

Corresponding Author: Prihartono

Abstract: Literature Review Article Analysis of Buying Interest: Price, Trust and Advertising 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 the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Price is related to Purchase Intention; 2) Trust is related to Buying Interest; and 3) Advertising related to Buying Interest. Apart from these 3 exogenous variables that affect the endogenous variable of Buying Interest, there are still many other factors including product quality, place and service quality variables.

Keywords: Price, Trust, Advertising, Buying Interest

INTRODUCTION

In increasing sales, a business actor needs to sell products to potential consumers in various ways to attract these consumers. However, an interesting way of doing promotions or marketing does not always go hand in hand with consumer buying interest. There are several factors that can be related to buying interest. For this reason, this study discusses factors related to buying interest, namely price, trust and advertising.

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:
1. Is the Price related to Buying Interest?
2. Is Trust related to Buying Interest?
3. Is advertising related to Buying interest?

LITERATURE REVIEW

Buying Interest

Buying interest is a tendency and desire that strongly encourages individuals to buy a product (Bosnjak, 2006). Purchase intention is a consumer behavior that occurs when consumers...
are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making processes (Kotler, 2000). Buying Intention indicators include: Interest in finding information about the product, considering buying, interested in trying, wanting to know about the product and wanting to own the product (Schiffman & Kanuk, 2008).

Buying interest has been widely studied by previous researchers, including: (Maharani & Saputra, 2021), (Chauhan & Hudaya, 2020), (Al Hafizi & Ali, 2021), (Bimaruci, Agung Hudaya, & Hapzi Ali, 2020), (Saputra & Mahaputra, 2022c), (Ilhamalimy & Ali, 2021), (Saputra & Mahaputra, 2022a).

Price
Price is the amount of money charged for a product or service or the sum of the value exchanged by consumers for the benefits of having or using the product or service (Kotler & Armstrong, 2010). Indicators of Price, namely: Price affordability, price match with product quality, price competitiveness, and price match with benefits (Sabran, 2012).

Prices have been widely studied by previous researchers, including: (Saputra & Mahaputra, 2022c), (Brata, Husani, & Ali, 2017), (Novansa & Ali, 1926), (Saputra, 2022a), (Kristianto, Sawitri, & Achmad Harioanto, 2022), (Saputra, 2022b), (M Ridho Mahaputra & Saputra, 2022).

Trust
Trust is an individual’s behavior which expects someone to provide positive benefits. The existence of trust because individuals who are trusted can provide benefits and do what is desired by individuals who provide trust. Thus, trust is the basis for both parties to cooperate (Yilmaz & Atalay, 2009). Trust is an assessment of one's relationship with others who will carry out certain transactions according to expectations in an environment full of uncertainty (Donni, J., 2017). Indicators of Trust include: Ability, integrity and kindness (Mayer, 2007).

Trust has been widely studied by previous researchers, including: (Saputra & Mahaputra, 2022b), (Pandiangan, Masiyono, & Dwi Atmogo, 2021), (Marlina, 2022), (Pratama & Renny, 2022), (Budianto & Eka Bertuaih, 2020).

Advertising
Advertising is all forms of messages about a product that are conveyed through the media, shown to some or all of the public (Jaiz, 2014). Advertising is an information medium that is made in a certain way to attract the audience, is original, and has certain and persuasive characteristics, so that consumers are voluntarily compelled to do something in accordance with what advertisers want (Faela, S., 2016). Advertising indicators are: Providing information, persuading and reminding (Hermawan, 2012).

Advertising has been widely studied by previous researchers, including: (M Ridho Mahaputra & Saputra, 2021), (Al Hafizi & Ali, 2021), (Arista & Astuti, 2011).

Table 1. Relevant Previous Research Results

| No | Author (years) | Previous Research Results | Similarity with this article | Difference with this article |
|----|---------------|---------------------------|------------------------------|-----------------------------|
| 1  | (Arista & Astuti, 2011) | Analysis of the Effect of Advertising and Brand Image on Consumer Buying Interest | Discussed about advertising | There are differences in the variables price and trust |
| 2  | (Noerchoidah, 2013) | Analysis of the Effect of Price, Product Quality and Advertising on Brand Image and Purchase Decisions for Kawasaki | Discussed about advertising and price | There are differences in the variables product quality and brand image |
|    | Motorcycle                  | The Influence of Trust and Risk on Buying Interest in Online Shopping | Discussed about Trust | There are differences in the variables risk on buying interest |
|----|-----------------------------|---------------------------------------------------------------------|-----------------------|---------------------------------------------------------------|
| 3  | (Anwar & Adidarma, 2016)    |                                                                     |                       |                                                               |
| 4  | (Bahrudin & Zuhro, 2015)    | The Effect of Customer Trust and Satisfaction on Customer Loyalty  | Discussed about Trust | There are differences in the variables customer satisfaction and loyalty |
| 5  | (Fasha, Robi, & Windasari, 2022) | Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review) | Discussed about Buying Interest | There are differences in the variables Purchase Decisions and Brand Image |

**RESEARCH METHODS**

The method of writing scientific articles is by using qualitative methods 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). At 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 comparison 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. **Relationship of Price on Buying Interest**

   Price is an indicator showing the value of a product/service. The price listed on a product / service shows the amount of costs that must be incurred by the buyer or consumer. Cheap product prices tend to be in demand by some buyers. However, the price of an expensive product also has an influence on consumer buying interest, because the more expensive the price of a product/service will increase the pride and prestige of that person. So that the price of an expensive or cheap product will have a relationship with consumer buying interest.

   Price is related on Buying Interest, this is in line with research conducted by: (Zahara, Sanusi, & Suci, 2020), (S. Kuba, 2022a), (Rony, Lubis, Santoso, & Rizkyta, 2020), (H. S. Kuba, 2017), (A. Widodo, Rahmat Hidayat, Venus, & Suseno, 2018), (Istianingsih Istianingsih, 2016), (I Istianingsih & Utami, 2009).

2. **Relationship of Trust on Buying Interest**

   Trust in this case is a condition that arises due to the consistency of the quality of the goods provided by the seller for the products or services they have. Good product quality will create consumer confidence so that it affects consumer buying interest. Product quality in this case can be in the form of product durability, ease of use, and good design.
Trust is related on Buying Interest, this is in line with research conducted by: (Chauhan & Hudaya, 2020), (S. Kuba, 2022b), (Pandiangan et al., 2021), (Rony, Lubis, & Rizkyta, 2019), (Hardiansyah, Soehardi, & Rony, 2019), (Pasaribu et al., 2022).

3. Relationship of Advertising on Buying Interest

Advertising is one way that businesses do to introduce and promote their products to potential consumers. The Advertising itself displays product advantages, product advantages, product functions, procedures for use and displays product design. Where advertising has various forms, such as electronic media advertising, commercial advertising and print media. The presentation of attractive Advertisings and the right advertising promotion media will affect consumer buying interest.

Advertising is related on Buying Interest, this is in line with research conducted by: (Arista & Astuti, 2011), (Mawara, 2013), (Chong & Ali, 2022), (Hermawan, 2021), (Mukti & Istianingsih, 2018).

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:

![Conceptual Framework](image)

Based on the conceptual framework picture above, then: Price, Trust and Advertising are related to Buying Interest. Apart from the variables of Price, Trust and Advertising related to Buying Interest. There are many other factors related to Buying Interest, including:

1) Product Quality: (Saputra & Ali, 2021), (Agussalim, Ndraha, & Ali, 2020), (Bambang Karsono, 2018b), (Wahono & Ali, 2021), (Bambang Karsono, Suraji, & Sastrodiharjo, 2022), (A. Widodo, 2020), (Sinaga, Madonna, & Novrian, 2020), (Riyani, Sitanggang, & Novrian, 2008), (Supriyadi et al., 2019), (Siregar, 2019), (Apriyani, Roberta, Pribadi, & Ainun, 2022), (Anggit & Setyorini, 2022), (Atmoko, D., & Noviriska, 2022).

2) Product Design: (Hapzi Ali, Sastrodiharjo, & Saputra, 2022), (Fahmi & Ali, 2022), (H Ali, 2020), (Suharyono & Ali, 2015), (Syauket, Karsono, & Atmoko, 2022), (Pandiangan et al., 2021), (Ridwan, Mulyani, & Ali, 2020), (Bambang Karsono, 2018a), (Sabilah, Hernadewita, Wibowo, Damank, & Susanti, 2019), (Karsono, B., & Syauket, 2021b), (A. Widodo et al., 2018), (Noviriska, n.d.), (Eprianto, Kamaludin, & Fachruzzaman, 2021).
3) Service Quality: (Saputra & Ali, 2022), (Octavia & Ali, 2017), (Sivaram, Munawar, & Ali, 2020), (B Karsono & Suraji, 2020), (Karsono, B., & Syauket, 2021a), (Setyadi, 2017), (Somad, Rosadi, Ali, Kesisteman, & Kesisteman, 2021), (SiVARAM, Hudaya, & Ali, 2019), (D. S. Widodo, Silitonga, & Ali, 2020), (Karsono, B., & Syauket, 2021c).

4) Brand Image: (Saputra, 2021), (Assagaf & Ali, 2017), (M & Ali, 2017), (Mulyani, Ridwan, & Ali, 2020), (Mansur & Ali, 2017), (Darwisyah, Rosadi, & Ali, 2021), (Saputra & Saputra, 2021), (M Rizky Mahaputra & Saputra, 2021), (Maharani & Saputra, 2021).

5) Place: (Saputra, 2022c), (Hairiyah & Ali, 2017), (Agussalim, Ayu Rezkiana Putri, & Ali, 2016), (Saputra & Mahaputra, 2022b), (Atika, P. D., & Kusmara, 2021), (Hamdani & Sabilah, 2021), (Sabilah, 2021).

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

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

1. Price is related on Buying Interest
2. Trust is related on Buying Interest
3. Advertising is related on Buying Interest

**Recommendation**

Based on the conclusions above, there are other factors related to Buying Interest that can be used for further research, namely: Product quality, place and service quality.

**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 Deeeppublish: Yogyakarta*.

Ali, H. (2020). *Modul Strategic Management Program Studi Magister Management*.

Ali, Hapzi, 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.

Anggit, R. H., & Setyorini, I. (2022). Review Artikel: Analisis Kualitas Pelayanan Terhadap Kepuasan Pasien di Puskesmas Menggunakan metode Servqual. *Journal of Industrial and Engineering System (JIES)*, 3(1), 88–94. Retrieved from http://ojs.nchat.id/index.php/nchat/article/view/7

Anwar, R., & Adidarma, W. (2016). PENGARUH KEPERCAYAAN DAN RISIKO PADA MINAT BELI BELANJA ONLINE. *Jurnal Manajemen Dan Bisnis Srijawaya*, 14(2), 155–168.

Apriliyani, Roberta, Pribadi, Y., & Ainun. (2022). Pembuatan Karbol Sereh untuk Pengembangan Wirauusahaan Karang Taruna Garuda 01 di Pondok Ungu Permai Sektor V
Babelan Bekasi Utara. *Jurnal Sains Teknologi Dalam Pemberdayaan Masyarakat*, 3(1), 13–20.

Arista, E. D., & Astuti, S. R. T. (2011). Analisis Pengaruh Iklan, dan Citra Merek terhadap Minat Beli Konsumen. *Aset, 13*(1), 37–45.

Assagaf, A., & Ali, H. (2017). Determinants of Financial Performance of State-Owned Enterprises with Government Subsidy as Moderator. *International Journal of Economics and Financial Issues*.

Atika, P. D., & Kusmara, H. (2021). Implementasi Sistem Informasi Sekolah Berbasis WEB pada Muhammadiyah Boarding Lab School (MBLS) Kecamatan Setu Kabupaten TAMBUN. *Journal of Computer Science Contributions (JUCOSCO), 1*(1).

Atmoko, D., & Noviriska, N. (2022). PERAN PEMUDA DALAM MENCEGAH BAHAYA NARKOBA DAN PORNOGRAFI DI KELURAHAN RAWAJATI, KECAMATAN PANCORAN-JAKARTA SELATAN. *Pro Bono Jurnal Pengabdian Kepada Masyarakat, 2*(01).

Bahrudin, M., & Zuhro, S. (2015). Pengaruh Kepercayaan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *BISNIS: Jurnal Bisnis Dan Manajemen Islam, 3*(1), 1–18. https://doi.org/10.37012/jtik.v4i1.284

Bimaruci, H., Agung Hudaya, & Hapzi Ali. (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 Economics, Finance & Accounting*. https://doi.org/10.38035/dijefa.v1i1.227

Brata, B. H., Husani, S., & Ali, H. (2017). The Importance of Quality Products, Price, Promotion, and Location to Product Purcse Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*. https://doi.org/10.21276/sjbms

Budianto, E. T., & Eka Bertuah, E. B. (2020). Return on Equity as the Leading Indicator of Dividend Payout Ratio of Jakarta Islamic Index Stocks Listed on the Indonesia Stock Exchange. *Dinasti International Journal of Management Science, 1*(3), 319–330. https://doi.org/10.31933/dijms.v1i3.96

Chauhan, R., & Hudaya, A. (2020). CONSUMER TRUST MODEL ON TRAVEL AGENT ONLINE : ANALYSIS OF PERCEIVED USEFULNESS AND SECURITY ON RE-PURCHASE INTERESTS ( Case Study : TIKET . COM ) Received : 15 th April 2020 Revised : 25 th April 2020 Issued : 12 nd May 2020 Corresponding author : first a. *Dinasti International Journal of Education Management And Social Science, 1*(4), 602–616. https://doi.org/10.31933/DIJEMSS

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.

Eprianto, I., Kamaludin, & Fachruzzaman. (2021). THE IMPLEMENTATION OF CASCADING IN THE REGIONAL GOVERNMENTS. *JEM: Jurnal Ekonomi Dan Manajemen STIE Pertiba Pangkalpinang, 7*(2), 19–40.

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.
Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial, 3*(1), 30–42. Retrieved from https://dinastirev.org/JMPS/article/view/840

Haired, 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/sjcms.2017.2.3.6

Hamdani, H., & Sabilah, A. I. (2021). Edukasi Pencegahan Covid-19 Dan Pendampingan Keterampilan Berbahasa Inggris Bagi Orang Tua Anak Di Kelurahan Harapan Mulia Kecamatan Medan Satria Kota Bekasi. *Jurnal Sains Teknologi Dalam Pemberdayaan Masyarakat, 2*(1), 25–32. https://doi.org/10.31599/jstpm.v2i1.641

Hardiansyah, A., Soehardi, & Rony, Z. T. (2019). PENGARUH DISIPLIN KERJA, MOTIVASI KERJA DAN KOMPENSASI TERHADAP KINERJA PEGAWAI BANK OCBC NISP BAGIAN RECORD MANAGEMENT DAN PARTNERSHIP OPERATION. *Jurnal Ilmiah Manajemen Ubhara, 6*(2), 147–161. https://doi.org/10.36805/manajemen.v5i1.821

Hermawan, E. (2021). Sustainability of Local Products: Interest to Buy, Product Quality and Promotion. *Dinasti International Journal of Economics, Finance and Accounting, 2*(3), 336–345.

Ilhamalimy, R. R., & Ali, H. (2021). Model Perceived Risk and Trust: E-Wom and Purchase Intention (the Role of Trust Mediating in Online Shopping in Shopee Indonesia). *Dinasti International Journal of Digital Business Management, 2*(2), 204–221. https://doi.org/10.31933/dijdbm.v2i2.651

Istianingsih, I, & Utami, W. (2009). Pengaruh Kepuasan Pengguna Sistem Informasi Terhadap Kinerja Individu. *Simposium Nasional Akuntansi XII, 1–70.

Istianingsih, Istianingsih. (2016). Deteksi Manajemen Laba Melalui Discretionary Revenue Dan Aktfitas Riil: Implikasi Penerapan Good Corporate Governance. *Jurnal Riset Akuntansi Dan Keuangan, 4*(3), 1125–1142. https://doi.org/10.17509/jrak.v4i3.4666

Karsono, B., & Syauket, A. (2021a). Buku Ajar Mata Kuliah "Otonomi Daerah Perspektif Human Security dalam Negara Demokrasi".

Karsono, B., & Syauket, A. (2021b). Buku Ajar Mata Kuliah "Otonomi Daerah Perspektif Human Security dalam Negara Demokrasi".

Karsono, B., & Syauket, A. (2021c). Buku Ajar Mata Kuliah Mata Kuliah" Tindak Pidana Korupsi"(Ancaman Terhadap Pengayoman Human Security".

Karsono, B, & Suraji, R. (2020). Factors Influencing Fraud Behavior In State Civil Apparatus. *Psychology and Education ..., 57*(9), 1541–1547. Retrieved from http://psychologyandeducation.net/pae/index.php/pae/article/view/495

Karsono, Bambang. (2018a). Gerakan Islam Radikal di Sulawesi Selatan: Pola Rekrutmen dan Pola Gerakan Komite Persiapan Penegakan Syariat Islam (KPPSI) dan Laskar Jundullah. *Jurnal Keamanan Nasional, IV*(2), 231–246. https://doi.org/10.21580/WS.23.1.220.2

Karsono, Bambang. (2018b). *Jiejak Aktivis JAT: Studi Kasus JAT & Jaringan Aceh-Pamulang*.

Karsono, Bambang, Suraji, R., & Sastrodiharjo, I. (2022). The Influence of Leadership Spirituality to Improving the Quality of Higher Education in Indonesia. *International Journal of Social Sciences and Humanities Invention, 9*(01), 6832–6841.

Kristianto, A., Sawitri, N. N., & Achmad Harianto, R. (2022). Analysis Effect of Price, Service Quality and Marketing Relationship on Repurchasing Interest With Customer Satisfaction As Intervening Variable in Cv. Bekasi Unggas. *Dinasti International
Kuba, H. S. (2017). Penanggulangan Terorisme oleh Polri dalam Perspektif Penangkalan (Pre-entif) dan Pencegahan (Preventif). *Jurnal Kajian Ilmiah*, 17(2), 19–28.

Kuba, S. (2022a). Optimalisasi Perlindungan Saksi dan Korban Dalam Rangka Memantapkan Penegakan Hukum Di Indonesia. *Jurnal Kajian Ilmiah*, 22(1), 89–100. https://doi.org/10.31599/jki.v22i1.1051

Kuba, S. (2022b). Peranan Kompolnas Dalam Mendukung Upaya Optimalisasi Penegakan Hukum Oleh Polri Terhadap Kejahatan Konvensional Menonjol di Indonesia. *Krtha Bhayangkara*, 16(1), 51–64. https://doi.org/10.31599/krtha.v16i1.1051

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, & Ali, H. (2017). Impact of customer engagement to reputation of the Bri Syariah Indonesia. *International Journal of Economic Research*.

Marlina, M. (2022). the Role of Participation, Innovation Capability and Member’S Trust in Cooperative Performance, With Mediation of Cooperative Members’ Commitments (Study on Cooperative Boarding Boards in Mataram City in 2020). *Dinasti International Journal of Management Science, 3*(3), 395–406. https://doi.org/10.31933/dijms.v3i3.1041

Mahaputra, M Rizky, & Saputra, F. (2021). RELATIONSHIP WORD OF MOUTH , ADVERTISING AND PRODUCT QUALITY TO BRAND AWARENESS. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.

Mahaputra, M Ridho, & 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.

Mahaputra, M Ridho, & Saputra, F. (2021). Literature Review the Effect of Headmaster Leadership on Teacher Performance , Loyalty and Motivation. *Journal of Accounting and Finance Management*, 2(2), 103–113.

Mukti, A. H., & Istianingsih. (2018). The Impact of Ownership Structure on Intellectual Capital Disclosure. *International Business Management*, 12(3), 337–345.

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*.

Mukti, A. H., & Istianingsih. (2018). The Impact of Ownership Structure on Intellectual Capital Disclosure. *International Business Management*, 12(3), 337–345.

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*.

Noviriska, N. (n.d.). Solusi Konflik Hukum Bisnis Dalam Kontrak Kerjasama Antara Agency Model Dan Talent Dengan Para Pihak Pada Industri Entertainment. *Krtha Bhayangkara*, 13(1), 76–99.

Noviriska, N. (n.d.). Solusi Konflik Hukum Bisnis Dalam Kontrak Kerjasama Antara Agency Model Dan Talent Dengan Para Pihak Pada Industri Entertainment. *Krtha Bhayangkara*, 13(1), 76–99.

Octavia, A., & Ali, H. (2017). International Review of Management and Marketing The
Model of Market Orientation, Entrepreneurial Orientation and Business Performance of Small and Medium Enterprises. *International Review of Management and Marketing*.

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

Pasari, R., Manurung, A. H., Rony, Z. T., Bhayangkara, U., Raya, J., Bhayangkara, U., … Raya, J. (2022). THE EFFECT OF LEADERSHIP, EMPLOYEE PERFORMANCE, MOTIVATION AND INFORMATION TECHNOLOGY ON EMPLOYEE JOB SATISFACTION MODERATED BY AGE OF EMPLOYEES AT DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU. *Dinasti International Journal of Management Science*, 3(3), 592–602.

Pratama, R. R. D., & Renny, R. (2022). THE ROLE OF BEHAVIORAL INTENTIONS TO USE MOBILE BANKING: APPLICATION OF THE UTAUT2 METHOD WITH SECURITY, TRUST AND RISK FACTORS. *Dinasti International Journal of Management Science*, 3(4), 728–741.

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*.

Riyani, A. D., Sitanggang, A. O., & Novrian. (2008). Pengaruh Selebgram Endorser Online Shop di Instagram Terh adap Citra Perusahaan Vanilla Hijab. *Uphara Jaya Press*, 41–54.

Rony, Z. T., Lubis, F. M., & Rizkyta, A. (2019). Job shadowing as one of the effective activities in the promotion process creates quality managers. *International Journal of Recent Technology and Engineering*, 8(2 Special Issue), 388–396.

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.

Sabilah, A. I. (2021). ANALISA BULLWHIP EFFECT PENGADAAN STOCK FRANCHISE AYAM SABANA. *JRSI Jurnal Rekayasa Sistem Industri*, 6(2), 1–5.

Sabilah, A. I., Hernadewita, H., Wibowo, S. A., Damanik, Y. M., & Susanti, E. (2019). Pengaruh Penerapan Iso 9001:2008 Terhadap Peningkatan Kinerja Kerja Karyawan Pt. Softex Indonesia. *Jurnal Rekayasa Sistem Industri*, 4(2), 80–85. https://doi.org/10.33884/jrsi.v1i2.1245

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. Retrieved from 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/jitm.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.

Setyadi, D. A. (2017). Build Customer Loyalty with CRM and Brand Image (Case Study on Giant Citra Raya). IOSR Journal of Business and Management, 19(01), 35–42. https://doi.org/10.9790/487x-1901043542

Sinaga, B. F., Madonna, M., & Novrian. (2020). PERAN KOMISI PENYIARAN INDONESIA (KPI) PUSAT DALAM MELAKUKAN PENGAWASAN ISI SIARAN PILKADA 2018 (Studi Deskriptif Pada Bidang Pengawasan Isi Siaran KPI di Televisi). Ubhara Jaya Press, 1, 180–197.

Siregar, R. K. (2019). Pendekatan Paradigmatik (Kuhn) Terhadap Problematika Analisis Ekonomi Materialisme (Marx Dan Engels) Atas Ilmu Hukum. Krtha Bhayangkara, 13(2), 277–286. https://doi.org/10.31599/krtta.v13i2.11

SiVARAM, M., Hudaya, A., & Ali, H. (2019). Building a Purchase and Purchase Decision: Analysis of Brand Awareness and Brand Loyalty. Dinasti International Journal of Education Management And Social Science, 1(2), 235–248. https://doi.org/10.31933/DIJEMSS

Sivaram, M., Munawar, N. A., & Ali, H. (2020). DETERMINATION OF PURCHASE INTENT DETERMINATION OF PURCHASE INTENTION THROUGH BRAND AWARENESS AND PERCEIVED QUALITY (Case Study: For consumers PT. Sentosa Santosa Finance Tangerang area). Dinasti International Journal of Management Science. https://doi.org/10.31933/dijms.v1i2.71

Somad, A., Rosadi, K. I., Ali, H., Kestisman, J., & Kestisman, B. (2021). FAKTOR YANG MEMPENGARUHI MODEL SISTEM PENDIDIKAN ISLAM: JENIS KESISTEMAN, KONSTRUKSI KESISTEMAN, BERPIKIR KESISTEMAN. Jurnal Ilmu Hukum Humaniora Dan Politik, 1(2), 200–210.

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, Hutaheaen, E. S. H., Pertawi, Y. W., Gina, F., ... 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.
Syauket, A., Karsono, B., & Atmoko, D. (2022). Kebijakan Telemudik Bentuk Perlindungan Negara Pada Masyarakat Menuju New Normal Ditengah Pendemi 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, A. (2020). Model Komunikasi Pemeriksaan Dalam Sidang Agenda Pembuktian Perkara di Pengadilan. *Jurnal Komunikasi, 12*(2), 157. https://doi.org/10.24912/jk.v12i2.8447

Widodo, A., Rahmat Hidayat, D., Venus, A., & Suseno, S. (2018). The Pattern of Communication Legal Advisor with Defendant In Indonesian Courtroom. *International Journal of Engineering & Technology, 7*(3.30), 405–408. https://doi.org/10.14419/ijet.v7i3.30.18343

Widodo, D. S., Silitonga, P. E. S., & Ali, H. (2020). The influence of good governance, culture, and performance in increasing public satisfaction and implication to public trust: Study in Indonesian government. *Talent Development and Excellence*.

Zahara, V. M., Sanusi, F., & Suci, S. C. (2020). Pengembangan Jejaring Bisnis Berbasis Produk Lokal Kota Cilegon. *Jurnal Pengabdian Dan Peningkatan Mutu Masyarakat (JANAYU), 1*(2), 168–177. https://doi.org/10.22219/janayu.v1i2.12385