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## The Influence of Kpop Christmas Festival Event Of Interest To Visit In Bali Mall Galeria

Widodo Arry<sup>1</sup>, Setiawati Cut Irna<sup>2</sup>, Purnamasari Rina<sup>3\*</sup>

<sup>1,2,3</sup>Telkom University, Indonesia.

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### Abstract

This study was conducted based on decreasing and increasing problem of visitor's number of Mal Bali Galeria every December in 2009-2013 associated with an existing event. Kpop Christmas Festival Event is an event organized by Mal Bali Galeria in welcoming Christmas in December 2013. The purpose of this study was to determine the effect of the event of Kpop Christmas Festival on people's interest to visit Mal Bali Galeria, either simultaneously or partially. This study was conducted using quantitative methods with descriptive causal research. Data was collected through questionnaires with a sample of 348 people using the Non-Probability Sampling technique by purposive sampling. Data were analyzed with multiple linear regression analysis using statistical software SPSS 20. Event is an activity that is organized to commemorate the important things throughout human life either individually or group-bound culture, customs, traditions, and religion are held for specific purposes and involving communities held at a certain time (Noor, 2009:7). Interest is a fixed tendency to notice and remember some of the activities (Slameto, 2010:57). The results showed that the coefficient of determination shows R square of 0.779 which means that Kpop Christmas Festival event affects the interest for 77.9% and the remaining 22.1% is influenced by other factors that were not examined in this study. In the F test, Christmas Festival Kpop event is affecting the visiting interests proved by F value of 200.087. In the T test is known that subvariabel where and how not affecting the interest of visiting the Mal Bali Galeria. This research conclude that Kpop Christmas Festival events simultaneously affecting the visiting interest of Mal Bali Galeria. The most influencing factors seen by event's side are the subvariabels who were comprised of performers, guest stars, media partners, and target audiences.

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\*All correspondence related to this article should be directed to , Purnamasari Rina, Telkom University, Indonesia.  
Email: [rinapurnamasari@hotmail.com](mailto:rinapurnamasari@hotmail.com)

## Introduction

Noor(2009:7) defined that event is an activity that is organized to commemorate the important things throughout human life, either individually or group-bound culture, customs, traditions, and religion which held for a specific purpose and involve communities also held on certain time. Event held it aims to bring the number of visitors who reached the target or even exceeding the expected target and set. As the number of visitors that match or exceed the target is one of the success of an event (Any Noor, 2009:182). Bali Galeria Mall is a shopping center with the concept of the first mall in Bali. Bali Galeria Mall regularly held event every year with different themes each month. Typically, malls will create an event for a particular moment. Besides entertaining, the events were done to attract visitors to come to the mall.

Interest is a fixed tendency to notice and remember some of the activities. Activities which are interested by a person, attention constantly accompanied by pleasure. Someone who is interested in an activity and attention is consistently with a sense of fun (Slameto, 2010:57). Interest in visiting is a strong desire for a visit.

Through the event the company can meet directly with the public. They could see for themselves the characteristics of the audience and what the needs of their audiences. Events which have interesting content and distinctively activity, will certainly steal the public's attention to attend. December is the month with the celebration of Christmas. Christmas celebrations began to be felt in some of the shopping centers in Indonesia. Iskandar Khosasi (2012) stated that an event can build and also improve the visitor's interest.

**Table 1. Number of Visitors of Bali Galeria Mall**  
year of

**2009-2012**

Tahun Bulan	2009	2010	2011	2012
Januari	304.171	329.068	280.342	434.574
Februari	245.019	252.880	241.827	372.513
Maret	307.709	229.468	259.735	322.642
April	249.255	242.721	281.763	295.657
Mei	277.212	315.677	309.292	317.509
Juni	325.410	291.044	299.888	350.195
Juli	340.132	325.418	317.079	374.720
Agustus	287.799	272.117	332.866	402.570
September	350.264	275.046	251.785	334.666
Oktober	273.192	249.945	289.800	256.081
Nopember	337.074	277.004	284.954	301.030
Desember	<b>362.648</b>	<b>339.159</b>	<b>396.483</b>	<b>317.218</b>

Source: internal data of Bali Galeria Mall

By doing this interview with the Event and Promotion Manager of Bali Galeria Mall on 3<sup>rd</sup> December, 2013, author found that the events of December from 2009-2012 were the same concept as with the previous year but it was in different names of event. The strategy of these events is less precise that decreased the number of visitors. So that in December 2013, provider made a business strategy through the organization of events Kpop Christmas Festival.

According to the interview, it wants to get out of general themes of Christmas in December in previous years. Bali Galeria Mall want to create a new movement in promotion strategy to observe the visitors' interest regard on Bali Galeria Mall with the holding of the event which is this new concept. Event Christmas Kpop festival is held on the advice of the people who make comments through Facebook and Twitter about their desire to enjoy a different event in December.

Based on the background above, the problem of identifying the author of some of the issues as follows:

1. How did Christmas Kpop Festival Event conducted in Bali Galeria Mall?
2. How does the visitors' desires to come of at Bali Galeria Mall?
3. How did Christmas Kpop Festival Event influence the interest to visit Bali Galeria Mall simultaneously?
4. How did Christmas Kpop Festival Event influence the interest to visit Bali Galeria Mall partially?

### Literature Review

Based on the formal concept defined by the American Marketing Association (AMA), quoted by Oesman (2010: 19), Marketing is an organizational function and a set of processes of creation, communication and delivery of value to customers and for managing customer correlation in a way that benefit both the organization and to stakeholders. Kotler and Keller (Oesman, 2010: 22), argued that Marketing Mix is defined as a set of marketing tools that companies use to achieve the goal.

Promotion is the coordination of all seller-initiated efforts to establish multiple channels of information and persuasion to sell goods and services or introduce the idea. One of the promotional activities that are considered effective is to establish communication between businesses and consumers through communication that event (Morissan, 2010: 16). Oesman (2010: 28) defined that promotional activities undertaken in shopping center management will affect the number of visitors who come, so that managers are required to always perform and provide a means or a combination of attractive promotional tool. Kotler and Keller (Oesman, 2010: 28) argued that the marketing communications mix includes six main ways of communication, namely: advertising, sales promotion, event and experience, public relations and publicity, direct marketing, and personal selling.

Author like Noor (2009: 7) stated that event is an activity that is organized to commemorate the important things throughout human life, either individually or group-bound culture, customs, traditions, and religion are held for a specific purpose and involving communities held on certain time.

Interest is a fixed tendency to notice and remember some of the activities. Activities of a person of interest, attention constantly accompanied by pleasure. Someone who is interested in an activity and attention consistently with a sense of fun (Slameto, 2010: 57). In the interest of the introduction of further elements (cognitive), emotional (affective), and capabilities (conative) to reach an object, person or situation that is a matter concerned with the self.

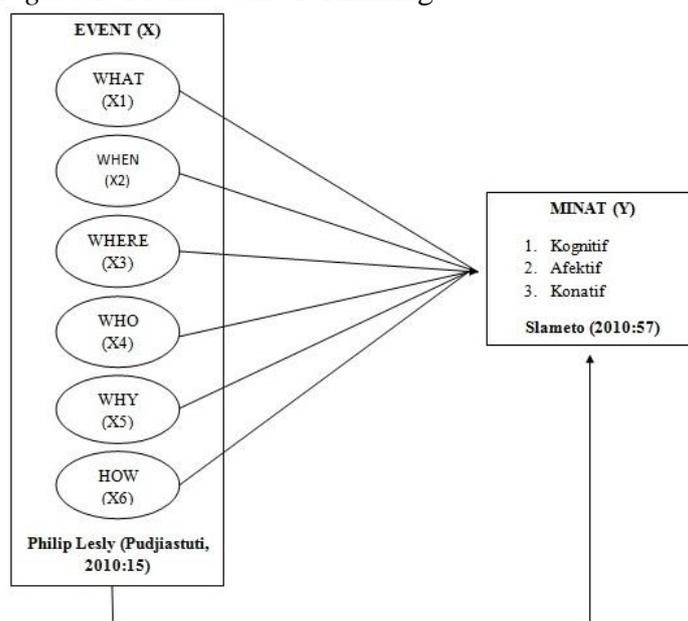
### Research Model

Philip Lesly (Pudjiastuti, 2010:15) mentioned that the elements of the event consisted 5W 1H, which is what, why, when, where, who, and how. This study intends to find out how the influence of K-pope events of interest to visit Christmas Festival at Bali Galeria Mall. Noor (2009: 7) stated that event is an activity that is organized to commemorate the important things throughout human life, either individually or group-based culture, customs, traditions, and religion are held for a specific purpose and involving communities held on 5W1H in specific time, the what, why, when, where, who, and how.

Interest is a fixed tendency to notice and remember some of the activities. Activities that interested by a person, attention constantly accompanied by pleasure. Someone who is interested in an activity that will consistently pay attention to the feeling of pleasure (Slameto, 2010:57). Interest in visiting is a strong desire for a visit. Slameto explained that the interest in the introduction of further elements (cognitive), emotional (affective), and capabilities (conative) to reach an object, person or situation that is concerned with the self.

Based on description above, a schematic of framework in this study can be described as follows:

Figure 1. Framework of Thinking



Explanation:

- secara parsial
- secara simultan

The population in this study was the visitors Bali Galeria Mall during the Christmas Festival K-pope events that took place in December 2013.

According to Sedarmayanti and Hidayat (2011: 124), the sample is a small group observed and is part of the nature and characteristics of the population that is also owned by the sample population. In determining the sample study, the authors use the provisions of Isaac and Michael.

In this research, the number of visitors in December 2013 amounted to 436,145 people. The population in this study was 436,145 people with a standard error of 5% and a confidence level of

95%. According to the table determining the number of samples of a given population (Sugiyono, 2011:99), then the required sample amount to 348 people.

#### Validity Test

Validity is a measure that indicates the level of reliability of a measuring instrument (Riduwan, 2010:109). In a test of the validity of the formula can be used product moment correlation technique. Uhar (2012: 132) stated as follows:

$$r_{xy} = \frac{n \cdot \Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{(n \Sigma X^2 - (\Sigma X)^2) \cdot (n \Sigma Y^2 - (\Sigma Y)^2)}}$$

Value of r based on table by significance level ( $\alpha$ ) sebesar 5% by n=30 is 0,361, so that in this research, the instrument could be conclude that valid if r counted > 0,361.

#### Reliability Test

Reliability is an index that indicates the extent to which a measurement instrument is reliable or unreliable. Each measurement tool should have the ability to deliver consistent results relative measurement over time (Sunjoyo, 2013: 41). Riduwan (2010: 125) argued that research instrument reliability testing using Cronbach's Alpha formula. Cronbach's Alpha is a mathematical formula used to test the reliability of measurement, where an instrument can be said to be reliable (reliably) when an alpha reliability coefficient of 0.6 or more.

The formula for calculating the coefficient of reliability of the instrument using Cronbach Alpha is as follows:

$$r_i = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum S_i}{S_t} \right)$$

Explanations:

$r_i$  = Reliability coefficient instrument of *Alpha Cronbach*

$k$  = number of questions

$S_i$  = variance of questions

$S_t$  = variance of score

(Source: Riduwan, 2010:125)

According to Sedarmayanti and Hidayat (2011: 170) on the descriptive statistics, the data analysis is better to explain the behavior of the data for the respective data sets.

### Analysis Data Technique

#### Method of Successive Interval (MSI)

Since the initial data used in this study while the scale is ordinal scale for the purposes of multiple regression analysis is an interval scale. According to Riduwan & Sunarto (2010: 30), transform ordinal data into interval data point to meet most of the requirements of parametric analysis where minimal data interval. The simplest transformation technique using MSI (Method of Successive Interval).

#### Classical Test Assumptions

Normality test is to see if the residual value is normally distributed or not. Regression model with well condition is to have a residual value that is normally distributed (Sunjoyo, 2013: 59). Normality test can be done with a histogram test, normal test PP plot or Skewness and Kurtosis.

Multikolonieritastest aims to detect whether there is a strong relationship among the independent variables. If there is a strong relationship between the independent variable and the symptoms of multicollinearity. Conversely, if there is a strong relationship between the independent variable means not occur multicollinearity (Rasul, 2011:84). Sarjono and Julianita (2011: 66) explained that the variance heteroscedasticity showed variable for all observations (observations) are not the same, otherwise homoscedasticity shows the variance of the residuals of the observations and other observations is fixed. Regression model was said to be good if there is no heteroscedasticity.

#### *Multiple Linear Regression Analysis*

Sanusi (2011: 134) stated that Multiple linear regression is essentially an extension of simple linear regression, i.e. increasing the number of independent variables that were previously only one to two or more independent variables. The regression equation in this study is to investigate the influence of the independent variables that influence events or free of interest visited.

#### *Simultaneous Significance Testing (Test-F)*

This test is intended to determine whether the independent variable (event) jointly or simultaneously affect the dependent variable (trust).

#### *Partial Significance Test (Test-T)*

This test is done to determine how far the influence of an independent variable partial (individual) to variations in the dependent variable. The independent variable (event) consists of sub variables what, when, where, who, why, how. Sub variables where and how does not significantly influence interest in visiting.

### Data Analysis

In regression analysis, the coefficient of determination as a basis in determining the magnitude of the effect of independent variables on the dependent variable.

Table 1: *Distribution of Respondents' Answer on Event Variable*

NO	VARIABEL	SCOR	PROSENTAGE
1	What	4144	79,4%
2	When	2746	78,9%
3	Where	4109	78,7%
4	Who	5679	81,6%
5	Why	4238	81,2%
6	How	2808	80,7%
<b>Score Total</b>			<b>23724</b>
<b>Score Percentage</b>			<b>80,1%</b>

Source: Researched by author.

Based on the table above, the values obtained 23 724 or 80.1%. Thus variable sub variabel event consisting of what, when, where, who, why, and how to be in the good category, which means that the event is held can contribute both with respect to the theme,

and the suitability of the concept that will be displayed, so can add value and provide a positive impression.

Table 2: *Distribution of Respondents' Answer on Interest Visiting Variable*

No	Number	Total Score	Normal Score	Category
1	348	1397	1740	Good
	100,0%	80,3%	100%	
2	348	1393	1740	Good
	100,0%	80,1%	100%	
3	348	1389	1740	Good
	100,0%	79,8%	100%	
4	348	1452	1740	Good
	100,0%	83,4%	100%	
5	348	1430	1740	Good
	100,0%	82,2%	100%	
<b>Total Score</b>				<b>7061</b>
<b>Parentage</b>				<b>81,2%</b>

Source: Researched by author.

Based on the above table shows the values obtained by 7061 or 81.2% of the ideal score is 8700. Thus, the variable interest berkunjung berada in either category. Where the interest of visitors means giving positive results with the theme of conformity in the stretch with the implementation of the right period of time, so it will be easy and provide value to visitors in order to visit and present at the event held.

## Discussion

### *Multiple Linear Regression Analysis*

Based on these results it could be formulated that:

$$Y = 0,180 + 0,189X_1 + 0,132X_2 + 0,021X_3 + 0,348X_4 + 0,255X_5 + 0,003X_6$$

Here are the conclusions:

1. Constants ( $\alpha$ ) = 0.180. It shows constant prices, ie if a variable zoom ( $X_1$ ), when ( $X_2$ ), where ( $X_3$ ), WHO ( $X_4$ ), why ( $X_5$ ) and how ( $X_6$ ) = 0, then the amount of interest to visit ( $Y$ ) is 0.180.
2. The regression coefficient for the independent variable ( $X_1$ ) is positive, this indicates that the variable of interest what positive berpengaruh secara visit, or in other words, what if the variable is increased by one unit, it will increase the interest visited by 0.189.
3. The regression coefficient for the independent variable ( $X_2$ ) is positive, this indicates that the variable of interest when visiting berpengaruh secara positive, or in other words, if the variable is increased by one unit when, it will increase interest in visiting 0.132.
4. The regression coefficient for the independent variable ( $X_3$ ) is positive, this indicates that the variables of interest where the positive berpengaruh secara visit, or in

other words, if the variable is increased by one unit where, it will increase the interest visited by 0,021.

5. The regression coefficient for the independent variable (X4) is positive, this indicates that the variable *berpengaruh secara WHO* positively to the interest to visit, or in other words, if the *WHO* variable is increased by one unit, it will increase the interest visited by 0,348.
6. The regression coefficient for the independent variable (X5) is positive, this indicates that the variable *leof interest why* positive *berpengaruh secara* visit, or in other words, if the variable is increased by one unit why, it will increase the interest visited by 0,255.
7. The regression coefficient for the independent variable (X6) is positive, this indicates that the variable *leof interest how* positive *berpengaruh secara* visit, or in other words, if the variable is increased by one unit-how, it will increase interest in visiting 0,003.

**Simultaneous Significance Testing (Test-F)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118,699	6	19,783	200,087	,000 <sup>b</sup>
	Residual	33,716	341	,099		
	Total	152,415	347			

a. Dependent Variable: minat

b. Predictors: (Constant), how, when, what, why, who, where

Source : Result of SPSS 20 data formulated

Based on the above output it can be seen that the value of *F* is equal to 200.087 with *sig. tabel* 0,000. With  $\alpha=0.005$   $DF_1=6$ , and  $DF_2=340$  ( $nk-1$ ), then the table can  $F_{2,10}$ . Because  $F_{count} > F_{table}$  ( $200.087 > 2.10$ ) then  $H_0$  is rejected. By noting *sig. tabel*, obtained from the output above *sig. tabel* value of  $0.000 < 0.005$  so  $H_0$  is rejected. Thus, it can be concluded that the independent variables are simultaneously *event Kpop Christmas Festival* a significant effect on interest in visiting.

**Partial Significance Test (Test-T)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,180	,101		1,783	,075					
	what	,189	,057	,195	3,289	,001	,749	,175	,084	,184	5,435
	when	,132	,041	,157	3,206	,001	,682	,171	,082	,272	3,678
	where	,021	,066	,022	,319	,750	,745	,017	,008	,137	7,326
	who	,348	,051	,351	6,829	,000	,825	,347	,174	,246	4,065
	why	,255	,044	,272	5,739	,000	,799	,297	,146	,288	3,470
	how	,003	,037	,004	,087	,931	,693	,005	,002	,377	2,653

a. Dependent Variable: minat

Source : Result of SPSS 20 data formulated

Here's a partial test of the hypothesis in this study:

- 1) The effect of what (X1) of interest to visit (Y). Based on the above table it can be seen that the variable zoom (X1) partially significantly influence interest in visiting. It is seen from  $t > t_{table}$  ( $3.289 > 1.645$ ) and were obtained with  $p$ -value of 0.001 which is smaller than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is rejected, i.e. there is a significant effect on the interest variable zoom visit.
- 2) The effect of Pls (X2) on the interest to visit (Y). Based on the above table it can be seen that when the variable (X2) partially significantly influence interest in visiting. It is seen from  $t > t_{table}$  ( $3.206 > 1.645$ ) and were obtained with  $p$ -value of 0.001 which is smaller than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is rejected, i.e. there is a significant effect of the variable of interest when visiting.
- 3) The influence where (X3) of interest to visit (Y). Based on the above table it can be seen that the variable where (X3) partially not significantly influence interest in visiting. It is seen from  $t < t_{table}$  ( $0.319 < 1.645$ ) and obtaining the  $p$ -value of 0.750 which is greater than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is accepted, i.e. there is no significant effect of the variable where the interest of a visit.
- 4) Effect of who (X4) of interest to visit (Y). Based on the above table it can be seen that the who variable (X4) partially significantly influence interest in visiting. It is seen from  $t > t_{table}$  ( $6.829 > 1.645$ ) and were obtained with  $p$ -value of 0.000 which is smaller than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is rejected, i.e. there is a significant effect on the interest of visiting who variables.
- 5) Effect of why (X5) of interest to visit (Y). Based on the above table it can be seen that the variable why (X5) partially significantly influence interest in visiting. It is seen from  $t > t_{table}$  ( $5.739 > 1.645$ ) and were obtained with  $p$ -value of 0.000 which is smaller than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is rejected, that is why there is a significant effect of the variable of interest visited.
- 6) The influence how (X6) of interest to visit (Y). Based on the above table it can be seen that how variables (X6) partially not significantly influence interest in visiting. It is seen from  $t < t_{table}$  ( $0.087 < 1.645$ ) and obtaining the  $p$ -value of 0.931 which is greater than the significance level (sig.) 0,005. From these results indicate that  $H_0$  is accepted, i.e. there is no significant influence on how the variables of interest visited.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,882 <sup>a</sup>	,779	,775	,31444	,779	200,087	6	341	,000

a. Predictors: (Constant), how, when, what, why, who, where

b. Dependent Variable: minat

Source : Result of SPSS 20 data formulated

In the above table shows that the effect of independent variables on the dependent variable of interest events visit was 77.9% while the remaining 22.1% is explained by other variables not examined in this study.

## Conclusion

Conclusion:

Based on the discussion about the influence of Kpop Events Christmas Festival of Interests Visiting at Bali Galeria Mall, we can conclude that as follows:

### 1. *Event Kpop Christmas Festival at Bali Galeria Mall*

Event Kpop Christmas Festival as a whole in the eyes of respondents in both categories. This suggests that Bali Galeria Mall has managed to create an event in accordance with the theme of Christmas, give a positive impression, implemented in a timely manner and at the right time, the performers are in accordance with the concept of Christmas as well as the event can entertain visitors. Only in the event there is a variable subvariable where that got the lowest responder where subvariable where there are indicators of the location of the lowest respondent feedback. The indicator consists of a photo booth, the Korean movie playback screen, and a food festival.

### 2. *Interest in visiting at Bali Galeria Mall*

Interest in visiting the Bali Galeria Mall overall are in good category. However, of the variable of interest are indicators that have been respondent to its lowest affective indicators.

### 3. *Effect Event Kpop Christmas Festival of interest to visits simultaneously*

Based on the result of simultaneous hypothesis testing can be concluded that simultaneous events significantly influence interest in visiting. The amount of influence Event Kpop Christmas Festival of interest to visit in Bali Galeria Mall is 77.9%, while the remaining 22.1% is influenced by other factors not examined in this study.

### 4. *Effect Event Kpop Christmas Festival on the interest been partially*

Based on test results obtained partial hypothesis that there is a significant effect of variables what, when, who, and why of interest visited. While the where and how variable does not significantly influence interest in a visit to Bali Galeria Mall.

#### • *Suggestions*

Based on the conclusions from the results of research on the influence of Kpop Events Christmas Festival of Interests Visiting the Bali Galeria Mall, the author proposes some suggestions that can be used as a solution to the problem and can be considered in the future include the following:

1. Bali Galeria Mall is suggested that further enhance the implementation of the strategy in the event that future events do Bali Galeria Mall is located in the excellent category. Things that need management attention Bali Galeria Mall especially where the element is on. Where is the element most trendah. Untuk responder gets the next event, should the management Bali Galeria Mall determine a photo booth as well as a more strategic food festival also visitor easily find the place.
2. Based on the results, indicators of interest to visit that getting the lowest score is the affective element. Menyajiikan advised the company to the next event with more attractive soakan meningkatkan nendto Bali Galeria Mall.

3. The company suggested that examine other factors that are not included in this study were based on the result of testing the simultaneous effect of the 22.1% interest in visiting at Bali Galeria Mall, such as the selection of tenants or discounts and promotions conducted by the existing tenant.
  - a. Companies to improve WHO variables consisting of performers, guest stars, media partners or sponsors partially based on test results provide the most impact and significant interest in visiting the Bali Galeria Mall is a way to show a guest who is a trend in the world of entertainment or can also be cooperating with the sponsors who have strong positioning in society.
  - b. As for the variable that does not have a significant influence of variable where and how, the company to reconsider some of the increase in this component. For example, the design and layout of the stage is made as attractive as possible, the placement of events means positioned in spots that are easy to find visitors. The publication also need attention management. Publications should be made at this time with the times, for example through social media Facebook, Twitter, path, and Instagram.

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