



RESEARCH ARTICLE

Analysis Of Consumer Knowledge In Adopting Tiens Brand Health Supplement Products In Banda Aceh City

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Funding information

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Abstract

The research aims to analyze Tiens product users, especially in consuming the company's new products, so that with product knowledge consumers are interested in adopting these new products. Which creates a consumption situation that is in line with market demand in penetrating the existing market share. Data collection was carried out using purposive sampling by distributing questionnaires to 90 respondents. The data obtained was then processed through the SPSS (Statistical Package for Social Science) program using descriptive statistical analysis equipment in the form of average values and percentages with the same frequency. The research results show that the consumption situation has a direct influence on consumers in adopting the company's new product, namely Shredded Tuna Fish which is quite popular and is only produced by Tiens to be marketed to the entire Muslim community in the city of Banda Aceh. Based on the results of the discussion, it shows that the majority of respondents were <20 to 30 years old, 44 respondents or 48.9% were unmarried, most of whom were women or women who had a high school to university level education with a middle to upper income level. . To maintain consumer loyalty, the company must continue to maintain the quality of the product content without reducing the content or content of the ingredients, replacing or recycling them so that it affects the quality and quality of the product. In terms of service, it needs to be improved considering the tight competition in the Multi Level Marketing (MLM) field at this time.

Keywords

Analysis, Knowledge, Consumer, Products, Health, Tiens

1 | INTRODUCTION

Marketing Science teaches a lot about how a new product finds a place in the hearts of consumers (Product Positioning) for consumption. We can learn about many new products that have so many characteristics from a social communication perspective. At least both consumers and customers have decided which product they will choose for consumption. Consumers and customers have different qualifications. From upper-middle level consumers to lower-level consumers, also in terms of muslim and non-muslim consumers. Likewise, there are differences in terms of age, old and young, who also have different tastes. Apart from being safe to use, Tiens International products also prioritize halal handling of product contents, both cosmetics and food produced by the company. It would be better if all consumers consumed a product from an Islamic perspective, meaning that it is more dominant towards products that are useful and have guaranteed quality, and prioritizes the halal content of the company's products as a whole. For halal sharia products, whether a product is haram is something that must be considered and prioritized in terms of production costs.

2 | LITERATURE REVIEW

Consumption Situation

Consumption Situation plays an important role in product selection for consumers who are sensitive to the quality of the goods they buy. The definition of situation is put forward in the book Decision Making Theory. A situation is a composition or totality of factors (which we call "elements" of a situation) that directly or indirectly influence or do not influence the movements of our lives, whether individually, in groups or in organizations [1]. Every situation consists of various systems, generally social systems. This means a system consisting of people as elements and actors at the same time. In general, consumption can be defined as the direct use of goods and finally, purchasing for production purposes is not defined as consumption [2]. Consumption expenditure includes all expenditure by households, individuals and non-company private institutions to purchase goods and services that can be directly used to meet needs [3]. In the book Modern Marketing Management, the definition of consumer goods is goods that are purchased for consumption, the purchase is based on the consumer's buying habits [4]. So, the buyers of these consumer goods are final buyers or consumers, [5] not industrial users because these goods are only used by themselves (including being given to other people), not processed any further. In this case, consumer goods are divided into three groups, namely: Convenient Goods, Shopping Goods and Specialty Goods". What is meant by these three groups can be described as follows:

- a. Convenience Goods.
- b. Shopping Goods
- c. Specialty Goods.

In fact, the classification of consumer goods like this is very relative because it is greatly influenced by the buyer's views. There are consumers who spend their money more in free markets such as supermarkets, and there are also consumers who tend to be interested in buying products from certain MLM networks on the basis of prioritizing the quality and quality of goods that are more guaranteed than other similar goods. MLM refers to a form of Special Goods, where the goods referred to here have a special place, so consumers can buy from stockists or branch offices such as the MLM BC (Business Center) in question. To run an MLM business requires market segmentation. Market segmentation is an effort to separate the market into groups of buyers according to certain types of products and requires its own marketing mix [6]. The company determines various different ways of separating these markets, then develops profiles within each segment and assesses the attractiveness of each market. Segmentation is a marketing strategy that is carried out consciously to divide a market into certain parts to become the target market to be served [7]. Sociocultural factors that influence buyers' views and behavior divide society into 3 groups [8], these groups include:

- a. Upper Group
- b. Middle Group
- c. Low Group

Viewed from a consumption perspective, household consumption levels are influenced by the number of family members, age composition, gender, geographical location, origin and religion of its members [9]. Price level factors generally determine the size of consumption [10]. In conditions of rising prices, savings in the form of money experience a decline in value, unless the savings are used for speculation. If seen in general, the factor that has the most influence on people's assumption patterns is income, meaning that the higher a person's income level, the higher their consumption level. A relationship between consumption and household income is that the proportion used to buy food decreases with increasing income [11]. Due to the link between consumption and income, in general it is necessary to look at National Income. National Income is the production value of goods and services created in an economy within one year [12]. A person's income can be defined as the amount of income obtained from the production services he provides at a certain time. From the definitions above, a conclusion can be drawn that the most dominant thing that determines the consumption situation in general can be seen from the price factor, consumer income or it can also be in the form of income,

which means the opportunity for consumers to increase their consumption of other goods. This can be seen from National Income that within one year there will be an increase or change at least in terms of consumption, due to increases or decreases in income in the form of salaries and other income.

Factors Affecting the Consumption Situation

Factors that influence the Consumption Situation are:

- a. Time factor or habit of being proactive
- b. The goal factor or habit of starting with the end goal in mind.
- c. Price factors or the habit of prioritizing the most important things
- d. The factor of concern for competition or the habit of learning to understand other people (Empathy)
- e. Work atmosphere factors or synergy habits.

Barriers Relating to Consumption Situations

Looking at the factors that influence the consumption situation above, the obstacles related to the consumption situation are:

- a. Each consumer has their own choice in consuming a product.
- b. Socioeconomic life is different.
- c. The scope of the economic situation is limited, in the sense that consumers do not always consume the same product continuously, due to boredom and weakening consumer purchasing power.

Understanding New Products

Humans need a change to balance their dynamic lifestyle. There are so many types of products on offer, it turns out people are always interested on any new products of different scale and scope. in a book entitled Marketing Management Modern, New Products can be defined as goods of services which is essentially different from products that have been marketed by a company [4]. The definition above is considered very broad so that it can give rise to somewhat different meanings. New products have several criteria:

- a. Products that are truly new, there are no substitute products, for example: Cancer drugs. This criterion also includes products whose replacement is very different, meaning that consumers switch to buying products offered by MLM rather than buying in markets or shopping centers, for example: Cosmetic products produced by Tiens International are prioritized because of the quality and safety of the product content [13].
- b. The product is the same type as the new model. for example, complementary or side goods that are sold such as reading books, Koran learning cassettes and others that are almost similar to those sold on the market.
- c. Imitation products that are new to the company but not new to the market, for example: Food products such as Tuna Fish Floss issued by the Tiens International company.

The most important concept to support product development activities is the hypothesis about the Product Life Cycle. By Roland Polli and Victor Cook, it is stated that products experience stages: Introduction, Growth, Maturity, and Decline.

Factors Influencing New Products

In the book Modern Marketing Management [4] it is said that the success of a product development depends on three factors, namely:

- a. Luck factor
- b. Expertise factor
- c. Factors interpreting existing information

Barriers Relating to New Products

The obstacle faced by new products is that they have to go through the New Product Development Procedure which consists of five stages [4], namely:

- a. Filtering stage
- b. Business analysis stage
- c. Development stage
- d. Testing stage
- e. Commercialization stage

The problems that are often faced are related to responsibility, communication and coordination of work relations between various departments in the company [14]. In order for product development to be more effective, production, marketing and research activities must work together, even though they have different goals. Within the New Products Department, activities carried out include:

- a. Determine the purpose of the new product
- b. Plan exploration activities

- c. Hold alternative elections
- d. Develop specifications
- e. Coordinate testing and pre-commercialization activities
- f. Directs interdepartmental groups

3 | METHODOLOGY

Population and Sampling

The population is the total number of research objects. The population in this research are leaders and members or business partners (down line) as well as consumers who have the same opportunity to be selected as samples. The sampling technique is carried out simply at random (Purposive Sampling), while the sample is the selection of a number of research subjects as members of the population so that a sample is produced that is representative of the population. The first step in determining the sample is to create boundaries and characteristics of the population. The more characteristics there are in the population, the fewer subjects are included in the population and vice versa [15]. The author took less than 300 people from the total population, 30% of which is considered to represent the existing population, where this population is users or consumes Tiens International products.

Data Analysis Tools

To analyze the Consumption Situation and Product Knowledge in Adopting New Tiens International Products in the City of Banda Aceh, we used:

- a. Qualitative Method
Data obtained in the field is collected in the Research Results Chapter, then studied and analyzed accompanied by expert opinions as a theoretical basis.
- b. Quantitative Methods
The data obtained from the research results are in the form of numbers which will then be discussed and analyzed using descriptive statistical analysis equipment. The author uses quantitative analysis with the help of the program, TSS (The Statistical Package for Social Science), which is processed in the form of average values and percentages with the same frequency using the following formula.

$$Df = \frac{f}{n} \times 100\%$$

Where:

Df : Percentage

F : Frequency of answers

n : Number of samples

In this process, a statistical table model is used and the variables used include gender, status, education, age, place of residence, employment and income. Meanwhile, the variables studied are consumer responses to variables: situation, consumption and knowledge of new products.

Operational Variables

Operational variables in this research consist of:

- a. Situation, in this case the variables are seen in terms of consumer type, product effectiveness, time pressure, the nature of the problem itself.
- b. Consumption, in this case the variables are seen in terms of the desire and need for an item (product), as well as the consumer's purchasing power.
- c. In this case, New Product Knowledge is a variable seen in terms of new product understanding of goods and services which are fundamentally different from products that have been marketed by a company.

Reliability and Validity Test

To assess the reliability of the questionnaire used, this research used a reliability test based on Cron Bach Alpha which is commonly used for testing questionnaires in social science research. This analysis is used to interpret the correlation between the scale created and the existing variable scales. According to Nunally (1976:67) the acceptable coefficient is above 0.50, and according to Malhotra the minimum acceptable coefficient is above 0.60. Meanwhile, to measure validity, the Pearson Correlation Matrix is used.

4 | RESULT

Tiens Internasional is a Multi Level Marketing company that markets Sharia products or better known as the Islamic Business Network. The basic reason why this business is growing rapidly is that this program provides more "freedom". This program provides an opportunity to develop marketing creativity and everyone has the opportunity to advance as a good business (commerce) partner who adheres to the sharia concept where marketing is directly supervised by the Sharia Council. The product distribution system in the form of Multi Level Marketing is a business that is run on the basis of seeking profit by exchanging products and inviting other people to become business (commerce) partners to gain turnover or profit. Imported products that are widely circulated and offer so many benefits and advantages are an obstacle in marketing Tiens International products which are Halal and Islamic but are less popular with ordinary people who are less fanatical about Islam. As for the Islamic community, for them any product is the same, or perhaps they are a bit sensitive to the price offered. Even though Tiens International offers the best solution for the nation, it must be acknowledged that competition is very tight. Ahad-Net International's goal to provide something valuable for global marketing is a long, arduous journey for new economic and cultural colonization, especially in the city of Banda Aceh. The large number of MLMs entering Indonesia provides the choice for consumers from various circles to join or otherwise just become seasonal users. Islamic concepts have been applied since the time of the Prophet Muhammad, becoming a source of ideas for non-Muslim entrepreneurs from the west. The first company to use the MLM concept was Nutrilite, which was founded in 1939 in the US and was followed by other similar companies which eventually developed rapidly and entered the country. Ahad-Net International takes advantage of this opportunity while still paying attention to Islamic Sharia rules in terms of distribution, pricing, types of products marketed and all possible benefits offered or advantages provided.

Reliability Test Results

For the reliability of the questionnaire used, this research used a Reliability Test. Analysis is used to interpret the correlation between the scale created and the existing variable scales. The acceptable coefficient is above 0.50 and the minimum acceptable coefficient is above 0.601. Reliability test for each variable in the research as shown in the table below.

Table 1. Reliability Test Results

No	Variable	Number of Items	Alpha Value		Information
			Tiens Internasional		
1.	Tiens Consumer	7	0,8005		Reliable
2.	Consumption Situation	4	0,7165		Reliable

Source: Primary Data. 2024 (processed)

Validity Test Results

Testing the validity of the data in this research was carried out statistically, namely by using the Pearson Product Moment Coefficient of Correlation test with the help of computer software through the Statistical Package for Social Science (SPSS) program. Meanwhile, if done manually, the correlation value obtained must be compared with the critical value of the Product-Moment correlation where the results show that the calculated r is greater when compared with the r table (see the critical r Product-Moment correlation table for $n = 90$ attached). Based on the results of data processing (attached), all questions were declared valid because they had a significance level below 5%.

Table 2. Validity Test Results

Tiens Consumer			Consumption Situation		
Question Items	r count	r table n = 90	Question Items	r count	r table n = 90
A1	0,6796	0,207	B1	0,5152	0,207
A2	0,5715	0,207	B2	0,5721	0,207
A3	0,5865	0,207	B3	0,4883	0,207
A4	0,5475	0,207	B4	0,4496	0,207
A5	0,6089	0,207	B5	0,4519	0,207

Source: Primary Data. 2024 (processed)

From the above it can be seen that the correlation value of r calculated and r table at the 95% confidence level is 0.207.

Consumer Knowledge

Consumer knowledge is based on curiosity about new things that attract attention, while consumer knowledge about the existence of new Tiens products is characterized by purchasing actions where consumers who often buy products repeatedly can be said to be customers where these consumers prefer loyalty. towards one of the products that is considered profitable for him or that the product has guaranteed quality and quality. What you want to know here is how often respondents consume Ahad-Net International products. For more details, see the following table:

Table 3. How often do you consume Tiens International products (MLM Syari'ah)

No	Description	Frequency	Percentage (%)
1	1 time a month	73	81.1
2	Once every 1-6 months	11	12.2
3	Once every 6-12 months	6	6.7

Source: Primary Data. 2024 (processed)

Table 4. As an MLM consumer, which one would you prefer

No	Description	Frequency	Percentage (%)
1.	Sharia MLM	85	94,4
2.	Capitalist MLM	5	5,6

Source: Primary Data. 2024 (processed)

New Product Adoption

Apart from customers. New Product Adoption is also the most important variable to measure the extent to which respondents know about the existence of Tiens products and also to find out how many consumers adopt new Tiens products, as can be seen in the following table:

Table 5. Which are the new Tiens International products below

No	Description	Frequency	Percentage (%)
1.	Tuna Fish Floss	82	91,1
2.	Wardah	8	8,9

Source: Primary Data. 2024 (processed)

Table 6. Your Intent or Motive in Adopting the New Product

No	Description	Frequency	Percentage (%)
1.	Quality and quality guaranteed	63	70,0
2.	Increased income	26	28,9
3.	Just curious or trying	1	1,1

Source: Primary Data. 2024 (processed)

Discussion

At this time we encounter a lot of food industry and when one day people discover a new type of food on the market, some people will definitely try it. When we are introduced by someone to the existence of a product that has just entered the public, curiosity is definitely in the human mind, the product being marketed is of course accompanied by intensive promotion. In this case, let's just look at one of the Sharia MLM products in the city of Banda Aceh, namely the Tiens product. Among the many existing Tiens products, Shredded Tuna Fish is a new product which is also interesting to discuss. We often encounter shredded beef in the market, such as beef floss. Tiens offers the same type of product as another alternative, namely Shredded Tuna Fish, which we don't find on the market. It's really unique, tuna fish can be processed into nutritious shredded food as a side dish or other complementary food. From the results of the discussion in the previous chapter, it is known that the average value of the variable is a factor for consumers in adopting new Tiens products in Banda Aceh, so in this chapter we will discuss the consumption situation, emphasizing how often consumers consume new Tiens products and how much consumers know about them. about product knowledge and adopting the new product. The research results showed that the majority of respondents were female, namely 73 respondents or 81.1% and 17 respondents or 18.9% were male,

then in terms of status the respondents were unmarried, 76 respondents or 84.4% and 14 respondents or 15.6% of respondents who were married, in terms of education it can be explained that as many as 2 respondents or 2.2% were those with secondary school education. For high school level there were 18 respondents or 20.0% while the education level was Academy/Diploma as many as 52 respondents or 57.8% and as many as 18 respondents or 20.0% had a Bachelor's degree, and in terms of age it turned out that the largest number of respondents were respondents aged <20 - 30 years as many as 44 respondents or 48.9%, while respondents who aged 31-40 years there are 8 respondents or 8.9% and for respondents aged 41 - 50 years there are 30 respondents or 33.3% and for those over the age of 50 years there are 8 respondents or 8.9%, then based on place of residence can be explained where the research was conducted in 4 several sub-districts in the city of Banda Aceh, represented by 35 respondents, Jaboi by 17 respondents, 22 and represented by 16 respondents, regarding the occupation of the respondents, who were generally the earliest students and university students were 71 respondents or 78.9%, then Civil Servants as many as 11 respondents or 12.2% and the remainder are Housewives as many as 8 respondents or 8.9%, while the income level is less than Rp. 400,000,- is 93.3% or 84 respondents and those who earn between Rp. 400,000,- to Rp. 800,000,- amounting to 2.2% or 2 respondents, while the respondents were between Rp. 800,000,- to Rp. 1,200,000,- amounting to 4.4% or as many as 4 respondents.

Consumer Analysis and Consumption Situation

In analyzing consumers and the consumption situation of Tiens products in Aceh, it is explained that potential consumers participate in making purchases or making purchasing decisions for Tiens products, which have a relatively heterogeneous society which has different tastes, desires and needs as well as purchasing power. creates a market situation that is identical to the consumption situation. The interest in consuming a product makes individuals have to make an assessment and decide to choose one of the many products offered. Based on the analysis carried out by the author on Tiens consumers, starting with the statement that only Tiens offers sharia products in the city of Banda Aceh, it turns out that 54.4% of respondents agreed or 49 respondents obtained an average value of 3.54, which Tiens is a sharia product that is appropriate at this time to support Islamic Sharia activities. Regarding the need for products based on Islam in the people of Banda Aceh City, 37.8% of respondents agreed or 34 respondents with an average value of 4.08, which indicates that people are starting to be fanatical about certain types of food, especially halal or haram products for consumption, which which already has a choice of popular products that are commonly consumed daily, the statement that Tiens products are only specifically marketed to Muslim communities and is closed to the possibility of being consumed by non-Muslims turns out that 41.1% of respondents or 37 respondents agreed and obtained average value of 3.63 diinana Tiens products are produced to be marketed to the public and introduced and distributed through business partners to consumers who want to try them, especially for Muslims, they can decide and choose which product is right for consumption or can be compared with other products is on the market, while for non-Muslims they are generally less interested because of the halal and haram content of the product. it has no effect on them, as a Tiens business partner, 56.7% or 51 respondents stated that they were neutral if Tiens was said to be of the same quality and quality as other products, an average value of 3.11 was obtained, where in this case the quality and qualities could be the same as similar products others, however, each person has their own perception regarding the advantages of a product and is free to determine which product they will consume, and regarding Tiens being a non-commercial MLM, respondents agreed, namely 57.8% or 52 respondents and obtained a score average of 4.00, if Muslims want a solution where apart from living according to Islamic law, it would be better if in everyday life they also consume products that have an Islamic atmosphere and Tiens is not a commercial MLM but only offers another alternative for markets that are sensitive to product content.

Analysis of Consumer Knowledge and New Product Adoption

The next variable that will be analyzed concerns consumer knowledge and adoption of new products introduced by Tiens and intended for final consumers, based on statements regarding respondents who most often consume Tiens products once a month, namely 81.1% or 73 respondents, between 1 - 6 months of respondents who consumed Tiens t amounted to 12.2% or as many as 11 respondents, while respondents who consumed Tiens between 6 - 12 months amounted to 6.7% or as many as 6 respondents, obtained an average value of 1.26 meaning that the respondents were consumers very often consume Tiens products, both previous and newly introduced products, while in the statement regarding which MLM consumers prefer, most respondents choose Sharia MLM, namely 94.4% or 85 respondents, while for Capitalist MLM it is only 5.6% or as many as 5 respondents with an average value of 1.06, which means that respondents tend to choose Sharia products based on whether the product content is halal or haram as well as guaranteed quality. New Product Adoption is also the most important variable to measure the extent to which respondents know about the existence of Tiens products and how many consumers adopt these new products. The statement regarding which Tiens new product is from the two existing choices turns out that around 82 respondents or 91.1% chose Shredded Tuna Fish and the remaining 8 respondents or 8.9%

chose Herbal Tiens, namely a product that had previously been introduced with an average value of 1.09, meaning that many customers already knew about the existence of Ahad-Net products, as seen from the number of consumers who found out about the new Tiens product by choosing Abon. Tuna Fish and statements regarding the intention or motive in adopting this new product, namely 63 respondents or 70.0% prioritize quality and guaranteed quality in adopting new products, while 26 respondents or 28.9% apparently want to become participating business partners. marketing Tiens products because they want to increase their income and 1 respondent or 1.1% said they were just curious or trying, an average value of 1.32 was obtained, meaning that the main majority of respondents who live in Banda Aceh prioritize quality and guaranteed quality as a benchmark in adopt products for consumption every day or periodically and respondents are not embarrassed and afraid to introduce or disseminate their product knowledge about Tiens International, where with product knowledge consumers are interested in adopting new Tiens products or joining as channel partners thereby creating a consumption situation that is in accordance with market demand in penetrating the existing market share, especially in the city of Banda Aceh.

5 | CONCLUSIONS AND FUTURE WORK

Based on the results of the research and discussion, the following conclusions and suggestions can be drawn:

- a. Research shows that the majority of respondents are aged <20 to 30 years and are unmarried, generally women or women who have a high school to university level education with a middle to upper income level.
- b. The consumption situation tends to lead to consumer knowledge of the products being offered which encourages consumers to adopt one of the products, especially new products promoted by an MLM, in this case Tiens International which is a Sharia MLM in Banda Aceh.
- c. Consumers and customers in general are consumers who already know about Tiens products, both their own channel partners as well as customers who already have a high sense of loyalty who will later help introduce the company's products to consumers or final customers.
- d. Tuna Fish Shred is a new Tiens product which is quite popular and Tuna Fish Shred is only produced by Tiens International to be marketed to all levels of society in Banda Aceh City.

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How to cite this article: