

How Do Quality, Price, Preference, and Safety Affect Purchase Intention?

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Abstract

This research aims to determine the influence of product quality, price and consumer tastes, interest in purchasing Aroma Bakery & Cake Shop products, Medan Sunggal Branch. The population in this study was 1100 respondents with a sample size of 80 respondents calculated using the Slovin formula. The sampling technique used was purposive sampling. The research was conducted in Medan City and carried out in October 2023 - December 2023. This research used quantitative data processed with the SPSS version 24.0 application with a multiple linear regression model. The data source used is primary data taken directly from respondents. The research results show that product quality, price, consumer taste and safety partially and simultaneously have a positive and significant effect on product purchase interest.

Keywords: Product, Price, Purchase Interest

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Introduction

Shop making and selling regular bread called bakery when This currently develop rapidly in Medan City. This is seen from the amount new bakery shops and also branch from certain bakery brands that open branch in Medan City. Many local artists have even opened branch their bakery or bread business in Medan City, such as Irwansyah who opened Napoleon bakery, Medan Par Par bakery opened by Oki Setiana Dewi, Gemolis bakery opened by Gisel, and so on. Considering rapid development bakery that is growing in Medan City makes competition in the bakery market is also increasing tight. This is result in every management bakery shop must own various reliable marketing strategies to be able to compete and even control bakery market share in Medan City.

Bakery companies can compete to gain market share by attracting potential consumers to buy their products. If there is no buying interest, potential consumers will have difficulty making purchasing decisions; therefore, marketing methods must be able to encourage consumer buying interest effectively. Susanto (2014:11) argues that buying interest is a systematic framework for consumer product acquisition, which evaluates many factors such as the number of product units needed over a certain period of time, brand tendencies, and consumer impressions of the product. Many factors influence consumer buying interest. Kotler and Armstrong (2017:98-99) emphasize that the marketing mix, consisting of product, price, promotion, and place, greatly influences consumer buying interest. Karmela and Junaedi (2014:214) emphasize that eight factors can increase consumer buying interest: product completeness, price, retail atmosphere, product quality, safety, service, consumer preferences, and promotional efforts (advertising).

Many competitors, including leading brands such as Meranti, Zulaikha, and Majestik, force PT. Arma Anugrah Abadi Medan, which oversees Aroma Bakery & Cake Shop, Medan Sunggal Branch, to continue to innovate and improve the quality of the bakery products it provides. Kotler and Armstrong (2017:272) state that product quality is an attribute that determines a product or service, which is determined by its capacity to meet consumer expectations, both explicitly and implicitly; quality serves as a primary positioning tool for marketers.

The quality of a product greatly influences consumer purchasing interest; goods that are considered good quality by consumers are very attractive to buy. In addition, if consumers have ensured the quality of a product they need, this will increase their tendency to make an acquisition choice. This is in line with the results of research by Gunawan (2020) and Retnowulan (2017) which show that product quality has a significant effect on consumer purchasing interest. Increasing product quality will increase consumer purchasing interest.

In addition to product quality issues, companies must also compete on price. The market share of bread in Medan City covers all socio-economic levels, from the upper economic class to the lower middle class. As a result, companies must compete on price with competing companies. Peter and Olson (2014:276) emphasized that price is a sacrifice that customers must bear to get a product or service, indicating that pricing requires sacrifice to get a product or service. Consumers will pay attention to price when comparing the cost of a product with the cost offered by competitors. If buyers consider the price of a product unsatisfactory, they will shift their interest to a competitor's product that is comparable and more affordable. As a result, the price of a product affects consumer interest in making purchasing decisions. This is in line with

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the results of research by Utami and Hendra Saputra (2017) and Santoso and Yoyok Soesatyo (2014) which show that price has a positive and significant effect on consumer purchasing interest.

Each consumer has a highly subjective taste, with individual preferences varying widely. As a result, companies must evaluate the dominant market preferences and modify their product offerings accordingly. Assael (2014:87) explains that consumer taste refers to an individual's preference or rejection of something (goods or services) that is used. Consumer taste is closely related to preference. Consumer preferences emerge during the alternative evaluation stage in the purchasing decision process, where consumers encounter a variety of product and service choices that are differentiated based on various attributes. Consumers make decisions according to their preferences. " Consumer preferences will be closely related to consumer tendencies in purchasing an item. This is in line with research conducted by Anwar and Afifah (2018) and Furi, Hidayati, and Asiyah (2022) which show that consumer preferences have a positive and significant effect on purchasing interest.

Literature Review and Hypothesis Development

Influence Quality Product to Interest Buy

Product quality is one of the important factors that influence consumers before they decide to buy something. Product quality is the nature of a product or service that depends on the product's ability to meet stated or implied consumer needs; therefore, quality is a major strategy of marketers (Kotler and Armstrong , 2017:272). Product quality greatly influences customer purchasing interest; products that are considered quality by customers are very attractive to buy. If customers have proven that the product meets their needs, then customers will be more interested in buying the product. Consumers basically want high-quality products to be able to meet their needs and attract their interest in buying the product. Conversely, products that are not of high quality will be ignored by consumers and will not be an alternative choice to buy.

Through the marketing mix, Kotler and Armstrong (2017:98-99) explain that the 4P elements (product , place , price , and promotion) play an important role in determining consumer interest. Each element of this marketing mix will influence consumer interest in the product simultaneously or individually, encouraging consumers to make purchases. Karmela and Junaedi (2014:214) state that one of the factors that influences buyer interest in a product is product quality. If the product quality is considered good, consumers will be interested in buying the product. This is in line with the research findings of Gunawan (2020) and Retnowulan (2017), which show that product quality has a positive and significant effect on consumer purchasing interest. Thus, if the quality of the marketed product increases, consumer purchasing interest will increase.

H 1: Product quality has a partial positive and significant effect on purchasing interest in Aroma Bakery & Cake Shop products.

The Influence of Price on Purchase Interest

According to Peter and Olson (2014:276), price is what consumers must pay to buy goods or services. Thus, price is defined as what consumers must sacrifice to obtain goods or services. Consumers will pay close attention to price because they will compare the price of a

product with the price of a competitor's product. If the price of a product is not as expected, consumers will switch to a similar competitor's product but at a cheaper price. Thus, the price of a product affects consumer interest in making a purchase.

Kotler and Armstrong (2017:98-99) explain through the marketing mix that the 4P elements (product , place , price , and promotion) greatly influence consumer interest. Each element of this marketing mix, either simultaneously or separately, will influence customer interest in the product, encouraging them to buy. This is reinforced by the theory put forward by Karmela and Junaedi (2014:214), which states that one of the factors that influences consumer interest in buying goods is their price. When the price of the product is in accordance with customer expectations, customers will be interested in buying.

In addition, research by Utami and Hendra Saputra (2017) and Santoso and Yoyok Soesatyo (2014) showed that price has a positive and significant effect on increasing consumer purchasing interest. Thus, prices that are in accordance with consumer expectations will increase consumer purchasing interest in the product.

H2: Price has a partial positive and significant effect on purchasing interest in Aroma Bakery & Cake Shop products.

The Influence of Consumer Taste on Purchase Interest

Consumer taste is defined by Assael (2014:87) as a person's choice to like or dislike a product or service consumed. Customer taste is closely related to their preferences. In the purchasing decision process, the alternative evaluation stage presents customers with a variety of choices of goods and services with various features. At this stage, customer preferences emerge. At this stage, consumer preferences emerge. Since consumer preferences depend on consumer actors, consumer preferences or preference patterns indicate their preferences from the various product choices available. Therefore, consumer preferences can be said to be subjective. If customers have a desire to own or use a product, then the product will be attractive to them. Consumers prefer to buy goods they like rather than those they don't. Therefore, consumers act based on their tastes.

Therefore, consumer purchasing interest in a product will be closely related to consumer taste. This theory is reinforced by Karmela and Junaedi (2014:214), who argue that consumer taste is one of the factors that influences consumer purchasing interest. Consumers will not be interested in buying a product if they do not like it, but if they like it, they will be interested in buying it. This is also supported by research findings conducted by Anwar and Afifah (2018) and Furi, Hidayati, and Asiyah (2022) who found that consumer taste has a positive and significant effect on consumer purchasing interest; the greater the consumer's taste for a product, the greater the consumer's interest in buying that product.

H 3: Consumer tastes have a partial positive and significant influence on purchasing interest in Aroma Bakery & Cake Shop products.

The Influence of Product Safety on Purchase Interest

Consumer safety is defined by Lupiyoadi (2016:71) as a guarantee that consumers will be safe when using, using, and utilizing goods and/or services that are consumed or used. In marketing, safety is very important to build consumer trust in a product or service. Safety guarantees make consumers confident to buy or use the product or service because they are sure that there will be no negative impact on them if they use it. Consumer trust is closely related to safety. Consumers will avoid unreliable goods that can harm them. Therefore, businesses must

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pay close attention to the consumer safety aspect of every product or service they sell. Until the government creates a Consumer Protection Act, consumer safety will be very important. This means that customers will switch to similar but safer competitor products if their safety is in doubt.

This is reinforced by the theory put forward by Karmela and Junaedi (2014:214), who argue that one of the factors that influences consumer purchasing interest is product safety. If customers feel that the product is not safe, they will not be interested in buying the product, but if the product safety is guaranteed, customers will be interested in buying the product. This is also supported by the research findings of Joel, Massie, and Sepang (2014) and Ghristian (2016). This study found that consumer taste has a positive and significant effect on consumer purchasing interest; the greater the consumer's taste for a product, the greater the consumer's interest in buying the product.

H 4: Product safety has a partial positive and significant effect on purchasing interest in Aroma Bakery & Cake Shop products.

Research Methods

This study is classified as associative research based on the depth of the explanation provided. Associative or causal research tests the effect of independent variables on dependent variables (Manullang and Pakpahan, 2014:19). This study uses primary data sources, namely those that provide data directly to information collectors who obtain information from respondents. This study uses a questionnaire as a data collection tool. The questionnaire uses a Likert scale to assess independent variables and dependent variables. Sugiyono (2016:168) states that the Likert scale is used to assess the attitudes, views, and perceptions of individuals or groups towards social phenomena. Manullang and Pakpahan (2014:98) explain that the Likert scale developed by Likert is designed to assess the attitudes, views, and perceptions of individuals or groups towards social phenomena. Participants in this study were consumers who frequently visited Aroma Bakery & Cake Shop Medan Sunggal Branch with an average of 1,043 visits per month in 2020, according to transaction data. The sample size for this study was calculated using the Slovin formula with a margin of error of 10%. Calculations show that a minimum of 97 samples are required, with a 10% error rate. The data will be analyzed using a simple linear regression analysis technique using the SPSS 24 application.

Results and Discussion

Results

Study This involving 97 participants who filled out questionnaire provided by the researcher. Each participant fill in questionnaire with choose one options provided by the researcher. The results of data processing show distribution demographics respondents, including type gender, age, level education highest, job, and frequency visits, as detailed in table following:

Table 1. Frequency of Respondents' Identity Characteristics

| Identity Respondents | Characteristics | Frequency | Percentage (%) | Total |
|----------------------|-----------------|-----------|----------------|-------|
| Type Sex Respondents | Man | 42 | 43.3 | 97 |
| | Woman | 55 | 56.7 | |

| Identity Respondents | Characteristics | Frequency | Percentage (%) | Total |
|----------------------------|---|-----------|----------------|-------|
| Age Respondents | Under 21 Years | 5 | 5.2 | 97 |
| | 21 - 25 Years | 15 | 15.5 | |
| | 26 - 30 Years | 22 | 22.7 | |
| | 31 - 35 Years | 19 | 19.6 | |
| | 36 – 40 Years | 11 | 11.3 | |
| | 41 – 45 Years | 14 | 14.4 | |
| | Above 45 Years | 11 | 11.3 | |
| Last education Respondents | Junior High School and Below | 4 | 4.1 | 97 |
| | High School/Vocational School | 50 | 51.5 | |
| | D3 | 8 | 8.2 | |
| | S1 | 28 | 28.9 | |
| | S2 | 6 | 6.2 | |
| | S3 | 1 | 1.0 | |
| Work Respondents | Private sector employee | 38 | 39.2 | 97 |
| | Civil Servants/State Civil Apparatus | 9 | 9.3 | |
| | Indonesian National Armed Forces/Indonesian National Police | 2 | 2.1 | |
| | Lecturer/Teacher | 4 | 4.1 | |
| | Businessman | 25 | 25.8 | |
| | Housewife | 9 | 9.3 | |
| | Student | 8 | 8.2 | |
| | Other | 2 | 2.1 | |
| Monthly Income | < Rp. 2 Million | 17 | 17.5 | 97 |
| | Rp. 2 Million – Rp. 4 Million | 45 | 46.4 | |
| | Rp. 4 Million – Rp. 6 Million | 16 | 16.5 | |
| | Rp. 6 Million - Rp. 8 Million | 10 | 10.3 | |
| | > Rp. 8 Million | 9 | 9.3 | |
| Marital status | Single/Girl | 30 | 30.9 | 97 |
| | Marry | 64 | 66.0 | |
| | Widower/Widow | 3 | 3.1 | |

Sujarweni (2016: 239) stated that an instrument considered reliable if can produce data that can be trusted and accurately reflect reality. Reliability to signify guarantee equipment the enough reliable for functioning as tool effective data collection because its quality. Evaluation reliability can be done in a way simultaneously in all questions in every variable. Higher

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Cronbach's alpha scores big from 0.60 indicates that question in variable the considered reliable. Table following serve evaluation reliability for every variable studies used in questionnaire.

Table 2. Results of Reliability Test on Variables Study

| Item-Total Statistics | |
|--------------------------------------|----------------------------------|
| Variables Study | Cronbach's Alpha if Item Deleted |
| Quality Product (X ₁) | 0.875 |
| Price (X ₂) | 0.849 |
| Appetite Consumers (X ₃) | 0.783 |
| Security (X ₄) | 0.804 |
| Interest Buy (Y) | 0.853 |

The results of the reliability test show that the variables Product Quality (X1), Price (X2), Consumer Taste (X3), Security (X4), and Purchase Interest (Y) each have a Cronbach's value. Alpha exceeding 0.60 when the item is removed, thus confirming the reliability of all question items in these variables for use. Data normality tests are carried out before processing according to the established research model. Normality tests are used to evaluate whether the confounding factors or residuals follow a normal distribution. The t-test and F-test are based on the assumption that the residual values follow a normal distribution. If this assumption is violated, the regression model is considered invalid according to the current sample size (Russiadi , 2016: 149). This study uses two methodologies to assess normality : graphical analysis, which includes the Histogram Test and PP Plot, and statistical analysis, namely the Kolmogorov-Smirnov Test . All three assessments were carried out using SPSS 24.0 software. The results of the data normality evaluation illustrated by the bar histogram and PP Plot are shown in the histogram below:

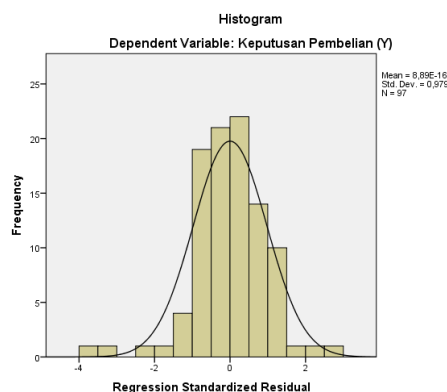


Figure 1. Histogram of Normality Test

Normality test, as depicted in the histogram above, show the following criteria:

1. The bar graph shows a bell-shaped distribution.
2. Bar charts have a convex shape in the middle.
3. The bar chart remains vertical without any slope to either side.

The requirement indicates that the results of the data normality test , as evidenced by the histogram, indicate a normal data distribution.

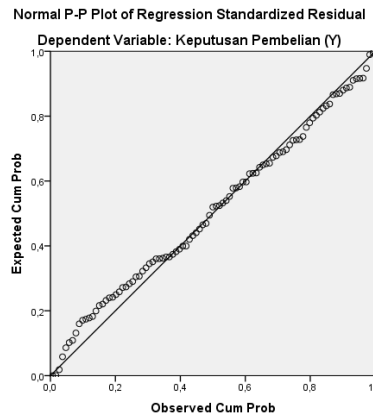


Figure 2. PP Histogram Plot of Normality Test

Assessment results The normality of data using the PP Plot describes that 97 data points for variable dependent Interest Purchases (Y) are distributed around the diagonal line, according to with him, with Lots intersecting points or parallel with diagonal, with thus show that the data distributed normally.

Analysis results multiple linear regression was performed using SPSS version 24.0 is displayed in table following:

Table 3. Multiple Linear Regression Test Results

| Coefficients ^a | | | |
|-----------------------------------|-----------------------------|-------------|---------------------------|
| Model | Unstandardized Coefficients | | Standardized Coefficients |
| | B | Std . Error | Beta |
| 1(Constant) | 1,934 | 1,278 | |
| Product Quality (X ₁) | 0.260 | 0.067 | 0.278 |
| Price (X ₂) | 0.220 | 0.062 | 0.277 |
| Consumer Taste (X ₃) | 0.218 | 0.077 | 0.226 |
| Security (X ₄) | 0.221 | 0.079 | 0.223 |

a. Dependent Variable : Purchase Interest (Y)

Source: Data Processing Results with SPSS 24.0 (2024)

Equality multiple linear regression obtained from results testing is as as follows: $Y = 1.934 + 0.260X_1 + 0.220X_2 + 0.218X_3 + 0.221X_4 + e$

Explanation equality multiple linear regression is as following:

- a) When all variable free — Quality Product (X₁), Price (X₂), Taste Consumer (X₃), and Security (X₄)— are determined become zero or ignored, Interest Buy Consumers (Y) is 1,934.
- b) Ascension One units on variables Quality Product (X₁) will raise Interest Buy (Y) of 0.260 units. Coefficient high regression to signify that quality product influential positive to interest buy. Upgrade quality product correlated with increasing interest buy consumers; on the other hand, a decrease quality product result in decrease desire buy consumers.
- c) Ascension One units on the Price variable (X₂) will result in 0.220-unit increase in Interest Buy (Y). Coefficient positive regression to signify that price influential positive to interest buy. Proximity price with expectation consumer correlated positive with increase interest buy; on the contrary, a significant deviation from expectation This result in decrease interest buy.

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- d) Improvement One units on variables Appetite Consumers (X3) will give improvement by 0.218 units in Interest Buy (Y). Coefficient regression positive show that preference consumer in a way positive influence intention buy. Preferences increasing consumers to a product correlated with improvement intention buy; on the contrary, a decrease preference consumer cause decline intention buy.

Discussion

- 1) Influence Quality Product (X1) against Intention Purchase (Y)

The t-test findings show that t is calculated for variable Quality Product (X1) is 3.855, exceeding mark t table is 1.986. As a result, accept hypothesis alternative (Ha) and reject hypothesis zero (Ho). The t value for variable Quality Product (X1) is 0.000, well below criteria 0.05. As a result, accept hypothesis alternative (Ha) and reject hypothesis zero (Ho). The test findings meet the calculated t condition exceeds the t table and is significant at <0.05 , which indicates effect sufficient partial big from Quality Product (X1) against Intention Purchase (Y).

- 2) Impact of Price (X2) on Intention Purchase (Y)

The t-test findings show that t statistic for Price variable (X2) is 3.539, exceeding required t value of 1,986. As a result, receive hypothesis alternative (Ha) and reject hypothesis zero (Ho). The t value for The Price variable (X2) is 0.001, far below threshold of 0.05. As a result, accept hypothesis alternative (Ha) and reject hypothesis zero (Ho). The test findings meet t count criteria, exceeds t table and reaches significance at <0.05 , indicating effect sufficient partial big from Price (X2) to Intention Purchase (Y).

- 3) Impact Preference Consumers (X3) towards Intention Purchase (Y)

The t-test findings show that t-test statistics for variable Appetite Consumers (X3) is 2,820, surpassing t table value of 1,986. As a result, receive hypothesis alternative (Ha) and reject hypothesis zero (Ho). The t value for variable Appetite Consumer (X3) is 0.006, far below threshold of 0.05. As a result, accept hypothesis alternative (Ha) and reject hypothesis zero (Ho). The test results meet t-test criteria compared with t table and significant at <0.05 , indicating effect sufficient partial big from Appetite Consumers (X3) towards Intention Purchase (Y).

- 4) Impact Security (X4) against Interest Buy (Y)

The results of the t-test show that t value for variable Security (X4) is 2.804, surpassing t table value of 1,986. Therefore, that, thank your hypothesis alternative (Ha) and reject hypothesis zero (Ho). The t value for variable Security (X4) is 0.006, well below threshold of 0.05. Therefore, that, thank your hypothesis alternative (Ha) and reject hypothesis zero (Ho). The test results meet condition for the calculated t which exceeds the t table and is significant at <0.05 , which indicates that influence partial Security (X4) against Interest Buy (Y) enough big.

The results of the t-test show that Quality Product (X1) provides the biggest influence to interest buy, proven with t - value estimate highest by 3,855 compared to variable other.

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