

THE INFLUENCE OF CONTENT MARKETING, SALES PROMOTION, AND ADVERTISING ON PURCHASE INTENTION AT PT HILMASTA DIGITAL INDONESIA

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ABSTRACT

People have been conducting business for centuries. The rivalry among businesses has risen over time, and each company has attempted to increase profits by finding new ways to enhance the business. The technological advancements have opened up new ways for marketing. Due to the evolving customer behavior, companies have attempted to adapt their marketing to the digital platform. One of the alternatives that has grown in popularity recently is online business. The purpose of this research is to know whether there is partial and simultaneous influence of content marketing, sales promotion, and advertising on purchase intention at PT Hilmasta Digital Indonesia. PT Hilmasta Digital Indonesia is a digital creative agency that creates creative content which can help small to medium business in Indonesia expand digitally. The sample for this research is 73 people, which was selected using the purposive sampling, also known as the judgmental sampling techniques. For data analysis in this study, quantitative descriptive and causal methods are used. Questionnaires are sent in order to collect the data. The data analysis method that is employed in this study is multiple linear regression. The F-test result demonstrates that Content Marketing, Sales Promotion, and Advertising have a simultaneous influence on the Purchase Intention at PT Hilmasta Digital Indonesia. The t-test result also reveals that Content Marketing has partial influence on Purchase Intention at PT Hilmasta Digital Indonesia, Sales Promotion has partial influence on Purchase Intention at PT Hilmasta Digital Indonesia, and Advertising has partial influence on Purchase Intention at PT Hilmasta Digital Indonesia. This research regression model demonstrates as Sales Promotion has a greater impact on Purchase Intention than Advertising and Content Marketing.

Keywords: Content Marketing, Sales Promotion, Advertising, Purchase Intention

1. INTRODUCTION

The advancement of nowadays era has brought marketing into a whole new world. Especially during the pandemic that happened from 2019 until now, business have tried to move their marketing digitally due to the shifting behavior of the customers. By 2022, 204.7 million of people in Indonesia are internet users, and 191.4 million of them are active social media users [1]. The data above shows that there will be an increasing number of internet and active social media users in each year, which businesses should try to adapt to the changing behavior that happens due to the speedy development. As there are many people who seek opportunities in opening their own business, online business has become one of the opportunities that is increasingly popular throughout Covid-19 pandemic [2]. Advances in information technology have altered the business model, which previously required buyers and sellers to meet face to face. Sellers and purchasers can now conduct commercial transactions using e-commerce. Because of that, PT Hilmasta Digital Indonesia is here to help small to medium enterprises in Indonesia to grow and leverage their business online, which can help them in increasing the traffic, engagement and sales of their online business. In order to promote the service that PT Hilmasta Digital Indonesia offers, there have been some marketing activities done. Despite that PT Hilmasta Digital Indonesia is a digital creative agency, sometimes the company still faces difficulties in creating leads. Therefore, in this article, the

writer is going to talk about the influence of content marketing, sales promotion, and advertising on the customer’s purchase decision at PT Hilmasta Digital Indonesia (which will be continued as Hilmasta onwards). In doing the business, PT Hilmasta Digital Indonesia found uncertain problems that affect the buyers’ purchase intention, which are content marketing, sales promotion, and advertising.

2. LITERATURE REVIEW

2.1 Marketing

Marketing refers to all corporate initiatives geared at identifying, generating, and gratifying human demands affordably. Selling goods and services is the most basic definition of marketing. Naturally, when anything is sold, its ownership and property are transferred. A wider variety of actions are included under the concept marketing. Throughout the distribution process, it refers to a group of commercial operations aimed at boosting and supporting customer demand and guiding the movement of products and services from the provider to the final consumer.

Contemporary Marketing is a marketing concept that incorporates a variety of marketing approaches and strategies that go beyond the standard marketing mix. Database marketing, digital marketing, interaction marketing, and network marketing are included in contemporary marketing.

2.2 Content Marketing

Content marketing is the process of developing online information in order to increase awareness of a brand or product. Typically, the material does not explicitly promote the brand. Rather than that, it is intended to provide value to users. This might be accomplished by resolving a problem they are experiencing, teaching them a valuable skill, or just giving enjoyment.

Content marketing has a unique quality that distinguishes it as the greatest of current marketing methods: it is sustainable. When done properly – with a plan in place and content that is relevant – it may result in exponential growth, increasing brand recognition and trust, gaining over prospects and persuading prospects, and engaging with your customers.

2.3 Sales Promotion

Sales Promotion is a brief promotional activity intended to entice customers to purchase or work with distributors or other business. This action is important since it has the potential to improve product sales. Additionally, sales promotion may include any incentives presented to consumers and key suppliers to entice them to acquire a product. Sales promotion is classified into two types which are consumer and trade promotion.

Based on a variety of perspectives on the objective of sales promotion, it can be stated that the purpose of sales promotion is to entice customers to acquire products or services.

2.4 Advertising

Advertising is a kind of communication which is purchased for and then used to inform the public about a specific product. Promotional activities, or what is often referred to as advertising, are designed to convince, influence, inform, and educate the audience or customer about a business or its numerous products/services.

Fact that businesses develop the content and decide where and when it will appear in advertising, the business have complete control over your message. This is distinct from marketing communication, which aims to secure unpaid publicity of your organization, product, or service. Whatever else advertising tries to do, whether via words or images, the goal is always to spread knowledge. However, the information isn't necessarily related to a good or service. Everything from ideas to social conscience is communicated via advertising.

2.5 Purchase Intention

Consumer purchase intention refers to the behavior of customers who want to pick or purchase a product, are curious in the product and seek further information about it, desire or even attempt to utilize something. Purchase intention may be defined as the start of a representation of the customer's plan that will develop into a genuine desire to purchase several items from many brands that are accessible in limited numbers and for a limited period of time.

Consumers are frequently exposed to a variety of triggers, the majority of which are the result of promotional engagement methods used by businesses operating on local, regional, or global markets. Everything from media reporting on television, radio, the web, or print to brand-driven tactics is reduced to advertising message in order to create a cohesive perception of the business, its products, and its brand with the ultimate goal of attracting and keeping customers.

2.6 The Influence of Content Marketing on Purchase Intention

The term "content marketing" refers to a marketing strategy that entails organizing, disseminating, and producing interesting material. The main objective is to draw in visitors and convince them to make purchases. Through the sharing of material and creative content, content marketing may establish customer relationships by motivating potential customers with content that is pertinent, fascinating, and valuable (Azizah and Rafikasari, 2022). The growing reliance on the internet by society has altered how businesses connect with their clients in the virtual world. The customer's purchase intention is impacted by content marketing utilized as an online promotional medium.

2.7 The Influence of Sales Promotion on Purchase Intention

One of the crucial components of the marketing mix is sales promotion. Numerous instruments may be used in sales promotion as incentives, and the majority of them are temporary ones. They encourage customers to make purchases more quickly or with higher intentions. Marketing professionals often utilize promotion as a critical element and essential tool to get a competitive edge, boost sales, and stimulate consumers' purchase intention. Promotions affect how much a customer buys and shorten the decision-making process.

2.8 The Influence of Advertising on Purchase Intention

Advertising is critical in creating aspirations and assisting consumers in making informed product and brand selection selections. The influence of advertising may reach a broader audience, and the primary goal of advertising is to educate/persuade/convince/remind consumers about the product/services. Advertising between rival firms has increased significantly in recent years, educating customers about a variety of goods and services on the market. Continuously running advertisements in a variety of mediums may leave viewers with a lasting impression if they are attractive.

2.9 Hypothesis Development

In this research about “The Influence of Content Marketing, Sales Promotion, and Advertising on Purchase Intention at PT Hilmasta Digital Indonesia”, the independent variables are content marketing, sales promotion, and advertising, and the dependent variable is purchase intention. Here is the following hypothesis formulated in this research:

H₁: Content marketing has partial influence on purchase intention at PT Hilmasta Digital Indonesia.

H₂: Sales promotion has partial influence on purchase intention at PT Hilmasta Digital Indonesia.

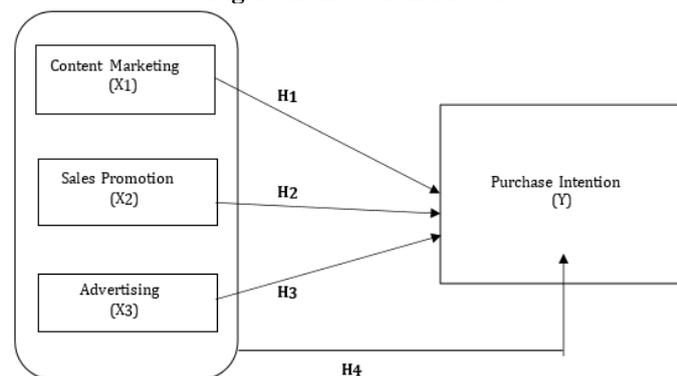
H₃: Advertising has partial influence on purchase intention at PT Hilmasta Digital Indonesia.

H₄: Content marketing, sales promotion, and advertising has simultaneous influence on purchase intention at PT Hilmasta Digital Indonesia.

2.10 Research Model

The study model for this paper will incorporate content marketing, sales promotion, and advertising as independent variables and customer purchase intention as the dependent variable, based on the hypothesis and theories above. This paper's research model is shown as:

Figure 1. Research Model



3. RESEARCH METHOD

3.1 Data Collection Method and Data Source

The writer must select the most appropriate methodology for data collection. As the result, the data collection methods used in this research is primary and secondary data. The primary data is the gathering of data gained by distributing a questionnaire to the target customer of PT Hilmasta Digital Indonesia. While, the writer collects the secondary data recorded from related publications, books, websites, and journals.

3.2 Analysis Method

This study employs quantitative methods, which is a positivist-based research approach that is used to study specific populations or samples by data gathering using data collection instruments with the purpose of testing prepared hypotheses [3]. Data analysis using multiple linear regression. In multiple linear regression analysis, the result indicates how the values of certain variables will change [4].

4. RESULT AND DISCUSSION

4.1 General view of PT Hilmasta Digital Indonesia

Hilmasta is a creative business that serves as a one-stop shop for marketing integration to maximize company growth via new media. Hilmasta exists to support Indonesian SMEs as the company transition to online commerce and profit on their brands. Digital marketing provides companies the option to connect with customers on channels in which they engage a lot of time and effort, and there are already almost 4.5 billion social media users globally. Additionally, it enables smaller businesses to contend with their powerful competitors by enabling them to leverage information and insights to reach potential customers.

4.2 Research Result

In order to analyze the impact of content marketing, sales promotion, and advertising on purchase intention of PT Hilmasta Digital Indonesia, the writer distributed questionnaires to 73 respondents who has or want to open small to medium businesses. Before the test was distributed, the writer has done pretest with the result of valid and reliable. The result of the questionnaire was tested by using descriptive statistics, classical assumption test, multiple linear regression test, hypothesis test, and determination test.

4.2.1 Research Instrument Test

Before being released to the public, the writer did pretest to with validity test and reliability test to know whether the statement is valid (the questions are accurate) or not valid and whether the statement is reliable (the respondents are consistent in responding the question) [5]. And by using the validity and reliability test, the result shows that it is valid and reliable to be spread.

4.2.2 Descriptive Statistics

Descriptive statistics are used to specifically comprehend and describe the data collected. In this study, 73 persons who own or plan to own a small- to medium-sized business, or UMKM in Indonesia, were given questionnaires. There are a total of 27 questions in the questionnaire, including 14 for the variable of content marketing, 5 for the variable of sales promotion, 4 for advertising, and 4 for the variable of purchase intention.

There are also descriptive statistic calculation used for each variables which consist of mean, median, mode, variance, and standard deviation to represent each of respondents' answers. The writer also used The Likert Scale to scale the answers with 1 representing “Strongly Disagree” and 5 representing “Strongly Agree” [6].

Table 1. Descriptive Statistics of Content Marketing (X₁)

| | | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 |
|----------------|---------|--------|--------|--------|--------|--------|--------|--------|
| N | Valid | 73 | 73 | 73 | 73 | 73 | 73 | 73 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.6027 | 4.1507 | 4.2740 | 4.1507 | 4.0959 | 4.3562 | 4.1370 |
| Median | | 5.0000 | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 4.0000 |
| Mode | | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | | .63987 | .77587 | .69242 | .79357 | .80216 | .63179 | .82184 |
| Variance | | .409 | .602 | .479 | .630 | .643 | .399 | .675 |
| | | CM8 | CM9 | CM10 | CM11 | CM12 | CM13 | CM14 |
| Valid | | 73 | 73 | 73 | 73 | 73 | 73 | 73 |

| | | | | | | | | |
|----------------|---------|--------|--------|-------------------|--------|--------|--------|--------|
| N | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.1918 | 4.4658 | 4.2877 | 4.0137 | 4.3288 | 4.1370 | 4.5616 |
| Median | | 4.0000 | 5.0000 | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 5.0000 |
| Mode | | 4.00 | 5.00 | 4.00 ^a | 4.00 | 4.00 | 4.00 | 5.00 |
| Std. Deviation | | .71991 | .60282 | .77243 | .87390 | .66781 | .83857 | .78149 |
| Variance | | .518 | .363 | .597 | .764 | .446 | .703 | .611 |

Table 2. Descriptive Statistics of Sales Promotion (X₂)

| | | SP1 | SP2 | SP3 | SP4 | SP5 |
|----------------|---------|--------|--------|--------|--------|--------|
| N | Valid | 73 | 73 | 73 | 73 | 73 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.3288 | 4.3562 | 4.3288 | 4.0000 | 4.3562 |
| Median | | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 5.0000 |
| Mode | | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 |
| Std. Deviation | | .72753 | .69462 | .74638 | .92796 | .78828 |
| Variance | | .529 | .482 | .557 | .861 | .621 |

Table 3. Descriptive Statistics of Advertising (X₃)

| | | AD1 | AD2 | AD3 | AD4 |
|----------------|---------|--------|--------|--------|--------|
| N | Valid | 73 | 73 | 73 | 73 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.4110 | 4.0822 | 4.3562 | 4.3425 |
| Median | | 4.0000 | 4.0000 | 4.0000 | 4.0000 |
| Mode | | 5.00 | 5.00 | 4.00 | 4.00 |
| Std. Deviation | | .66323 | .90911 | .58618 | .62847 |
| Variance | | .440 | .826 | .344 | .395 |

Table 4. Descriptive Statistics of Purchase Intention (Y)

| | | PI1 | PI2 | PI3 | PI4 |
|----------------|---------|--------|--------|--------|--------|
| N | Valid | 73 | 73 | 73 | 73 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.1918 | 4.1096 | 3.9041 | 4.1918 |
| Median | | 4.0000 | 4.0000 | 4.0000 | 4.0000 |
| Mode | | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | | .81065 | .80901 | .94523 | .81065 |
| Variance | | .657 | .654 | .893 | .657 |

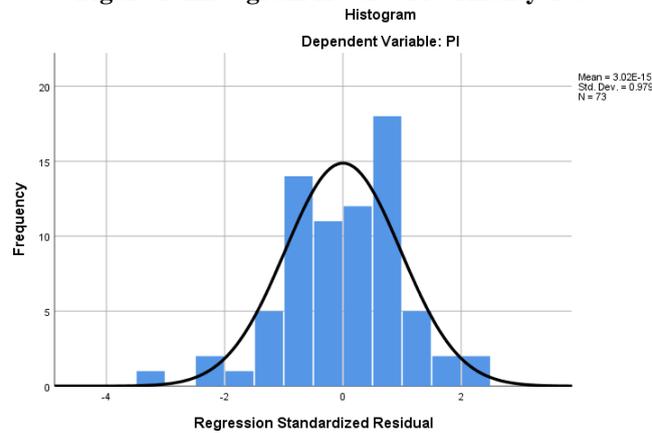
4.2.3 Classical Assumption Test

There are 3 tests used which are normality test, multicollinearity test, and heteroscedasticity test.

1. Normality Test

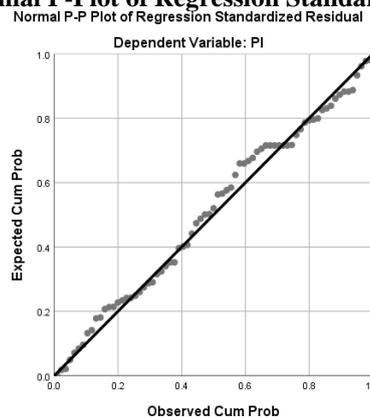
Normality test is used to determine if the data gathered from the questionnaire is distributed normally or not [7]. The Kolmogorov-Smirnov test is used in this study’s analysis to establish the normality test.

Figure 2. Histogram Result of Normality Test



According to Figure 2, the line creates a bell shape without veering to the left or the right. This indicates that the data are normally distributed.

Figure 3. Normal P-Plot of Regression Standardized Residual



The dots are evenly spaced along the diagonal line in the p-plot image above, indicating that the data match the assumption of normality.

Table 5. One Simple Kolmogorov-Smirnov Test

| | | |
|----------------------------------|----------------|---------------------|
| N | | 73 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.00485364 |
| Most Extreme Differences | Absolute | .087 |
| | Positive | .051 |
| | Negative | -.087 |
| Test Statistic | | .087 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

The data are normally distributed if the test’s significance value is greater than 0.05. The table above demonstrates that the variables Asymp. Sig (2-tailed) value is 0.200, indicating that its data is normally distributed.

2. Multicollinearity Test

The multicollinearity test determines if there are correlations between the independent variables in the regression model. It is evident from the variance inflation factor (VIF) and the tolerance value [8].

Table 6. Multicollinearity Test by Tolerance and VIF

| Model | | Collinearity Statistics | |
|-------|------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | CM | .275 | 3.631 |
| | SP | .222 | 4.498 |
| | AD | .265 | 3.776 |

According to the above result, the tolerance for content marketing, sales promotion, and advertising is 0.257, 0.222, and 0.265 consecutively, which is more than 0.1, and the VIF of variables is 3.631, 4.498, and 3.776 consecutively, which is still within the range of 1-10. It has been demonstrated that this regression model does not demonstrate multicollinearity.

3. Heteroscedasticity Test

To determine if the regression model contains unequal variance from the observation residual, the heteroscedasticity test is conducted. When the variance is the same, homoscedasticity is present. On the other hand, they are heteroscedasticity if the variance is different.

Table 7. Heteroscedasticity Test

| Model | Sig. | Standard | Description |
|-------|-------|----------|-------------|
| PI*CM | 0.382 | 0.05 | Homogeneous |
| PI*SP | 0.416 | 0.05 | Homogeneous |
| PI*AD | 0.636 | 0.05 | Homogeneous |

According to the table before, the Sig. value is greater than 0.05 and is 0.382, 0.416, and 0.636. As a result, it may be said that the data are exempt from the heteroscedasticity model because there was no variance inequality between one variable and the other variable.

4.2.4 Multiple Linear Regression Test

Because there are four variables in this study - content marketing (X_1), sales promotion (X_2), advertising (X_3), and purchase intention (Y) - the author used a multiple regression equation. To determine how independent factors affect dependent variables, multiple linear regression is used.

Table 8. Multiple Linear Regression

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|------------|-----------------------------|------------|--------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.466 | 1.703 | | -.855 | .396 |
| | CM | .155 | .052 | .418 | 10.001 | .000 |
| | SP | .227 | .141 | .250 | 9.382 | .000 |
| | AD | .219 | .178 | .174 | 8.661 | .000 |

If content marketing (X_1), sales promotion (X_2), and advertising (X_3) are all equal to 0, the value of purchase intention (Y) will be -1.456, which is the constant value.

4.2.5 Hypothesis Test

1. t-test (Partial Test)

T-test is used to determine how the independent factors [9], such as Content Marketing (X_1), Sales Promotion (X_2), and Advertising (X_3), affect the dependent variable, which is Purchase Intention (Y). H_1 (Content marketing has partial influence on purchase intention at PT Hilmasta Digital Indonesia), H_2 (Sales promotion has partial influence on purchase intention at PT Hilmasta Digital Indonesia), and H_3 (Advertising has partial influence on purchase intention at PT Hilmasta Digital Indonesia) must all have significant results that are less than 0.05 in order to be accepted. The t-count must be more than the t-table, which $df = 69$ and a t-table of 1.995.

Table 9. Partial Test (t-Test)

| Variable | Sig. | Standard | t-count | t-table | Description |
|----------|-------|----------|---------|---------|---------------------|
| CM*PI | 0.000 | 0.05 | 10.001 | 1.995 | Hypothesis Accepted |
| SP*PI | 0.000 | 0.05 | 9.382 | 1.995 | Hypothesis Accepted |
| AD*PI | 0.000 | 0.05 | 8.661 | 1.995 | Hypothesis Accepted |

2. F-Test (Simultaneous Test)

The F-test is used to determine if the independent variables of such as Content Marketing (X_1), Sales Promotion (X_2), and Advertising (X_3) have an impact on the Purchase Intention (Y) dependent variables simultaneously. For the statement, content marketing, sales promotion, and advertising has simultaneous influence on purchase intention at PT Hilmasta Digital Indonesia (H_4) to be acceptable, the significant result must be less than 0.05. The F-count must be more than the F-table, which has a 2.737 F-table with $df_1 = 3$ and $df_2 = 69$.

Table 10. Simultaneous Test (F-Test)

| Variable | Sig. | Standard | f-count | f-table | Description |
|-------------|-------|----------|---------|---------|---------------------|
| CM,SP,AD*PI | 0.000 | 0.05 | 39.258 | 2.737 | Hypothesis Accepted |

3. Determination Test

In a research model, the coefficient of determination (R^2) is used to assess how strong or weak the association between two variables is [10]. The outcome of the coefficient of determination is as follows:

Table 11. Coefficient of Determination Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .794 ^a | .631 | .615 | 1.68052 |

According to the table above, the coefficient of correlation is 0.794 or 79.4% which can be concluded as strong positive correlation, while the coefficient of determination is 0.615, meaning that content marketing, sales promotion, and advertising have a 61.5% influence on purchase intention and that other factors have a greater influence on the remaining portion. Advertising, sales promotion, and content marketing are also categorized as having a strong relation with purchase intention. While the other 38.5% might come from other variables that can affect the purchase intention, such as brand image, service quality, product quality, trust, and so on.

4.3 Discussion

As the main purpose of this research is to find out whether there is influence between the variables which are content marketing, sales promotion, advertising, and purchase intention at PT Hilmasta Digital Indonesia, there are some tests that have been done. The result of the tests is showing that there are influence between content marketing, sales promotion, advertising, and purchase intention at PT Hilmasta Digital Indonesia.

According to the findings of the F-test conducted in the prior section, content marketing, sales promotion, and advertising all have an impact on PT Hilmasta Digital Indonesia's purchase intention. The determination test also reveals that at PT Hilmasta Digital Indonesia, content marketing, sales promotion, and advertising have a 61.5% effect on purchase intention.

In the t-test (partial test) of these variables, it is shown that content marketing, sales promotion, and advertising has an influence towards purchase intention at PT Hilmasta Digital Indonesia. It implies that potential buyers are more likely to make a purchase when Hilmasta's content marketing is of a higher quality. Since content marketing has a positive and substantial impact on purchase intention in this study, the first hypothesis (H_1) about this relationship is acceptable. Moreover, the study also suggests appealing and engaging sales promotions to increase the likelihood that customers will make a purchase from Hilmasta. The second hypothesis (H_2) about this connection is acceptable since, in this study, sales promotion had a positive and significant influence on purchase intention. Hence, it also implies that compelling and appealing advertising raises the probability that consumers will buy from Hilmasta. Since advertising significantly and positively influenced purchase intention in this study, the third hypothesis (H_3) about this relation is accepted.

5. CONCLUSION

Based on the results of the research and discussion, it is concluded that there is simultaneous effect between Content Marketing (X_1), Sales Promotion (X_2), and Advertising (X_3) on Purchase Intention (Y) at PT Hilmasta Digital Indonesia. Also, there is partial effect between Content Marketing (X_1), Sales Promotion (X_2), Advertising (X_3) on Purchase Intention (Y). Therefore, content marketing, sales promotion, and advertising must initially be raised to support in the purchase intention of the customers in order to boost purchase intention at PT Hilmasta Digital Indonesia.

Research done in the same field may provide varied results because the link between the four variables may be influenced by additional factors. According to this study, content

marketing, sales promotion, and advertising contribute 61.5% to purchase intention. Other potential factors such as service quality, product quality, brand image, price, trust, etc., that may have impacted and explained the remaining 38.5% were not considered in this study.

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