



## The Effect of Product Differentiation and Positioning on Purchasing Decisions for Honda Vario 160 Motorbikes in North Cikarang

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**Abstract.** *Purchasing decisions are the stage where consumers make purchases after considering various alternatives. This study aims to determine the effect of product differentiation (X1) and positioning (X2) on purchasing decisions (Y) Honda Vario 160 motorbikes in North Cikarang District. Quantitative research method with an associative approach. The number of samples in this study were 97 using Cocran's formula and the sampling technique used was Non Probability sampling, namely Incidental Sampling. Data collection techniques using questionnaires. The data analysis technique uses multiple linear regression analysis with the help of SPSS Version 25. The results of the multiple linear regression equation are  $Y = 26.569 + 0.218 X1 + 0.382 X2 + e$ . The results of testing the differentiation variable partially. The results of testing the differentiation variable partially affect the purchase decision Positioning partially affects the decision Simultaneous testing of the F value count  $57.994 > F$  table 3.09 with a significance of  $0.00 < 0.05$  means that the independent variables of differentiation and positioning simultaneously have a significant effect on the purchasing decision variable. The coefficient of determination shows that the two variables contribute 55.8% to purchasing decisions, while the remaining 44.2% of other variables not examined in this study.*

**Keywords:** *Product Differentiation, Positioning, Purchase Decision*

### 1. INTRODUCTION

Motorcycles have become one of the most popular modes of transportation in Indonesia. According to data from the Indonesian Motorcycle Industry Association (AIS), by 2023, total motorcycle sales in Indonesia will reach around 5.5 million units. This figure shows that motorcycles are still the main choice for people, especially in dense urban areas. Community mobility using motorcycle transportation is very high, even according to the Central Statistics Agency (BPS) in 2023 Indonesia occupies the third position of the country with the most motorcycle users in the world. Cikarang Utara is a dense industrial area and often has high traffic congestion. Many workers, students and the general public choose to use motorcycles as a transportation option because motorcycles are considered more practical and faster to navigate heavy traffic compared to cars.

In the era of increasingly fierce competition in the motorcycle business, companies are required to have an effective strategy in marketing their products so that customers can make purchasing decisions for their products, purchasing decisions are individuals holding a process within themselves, finally making purchases with the aim of obtaining satisfaction from the goods they buy (Rauf.A, 2019). Strategies that are often used are product differentiation and positioning. Differentiation (according to Kotler, 2005) is defined as the

process of adding a series of important differences of value, in order to distinguish the company's offer from competitors' offers (Rauf. A, 2019).

The Honda Vario 160 first arrived in 2022 and managed to get a positive response from the public. No wonder that in a short time the motorcycle managed to become one of the best-selling motorcycles. This cannot be separated from the many advantages of the Honda Vario 160 embedded by the Japanese factory. Various embedding of the latest features and technology equipped with a 156.9 cc engine, eSP + valve and sporty premium design on the all new Honda Vario 160. Other advantages of Honda Vario 160 are a new sportier design, a new engine that is more powerful but still fuel efficient, eSAF frame, large tire size, available usb charger, smart key system and comes with a competitive (affordable) price. This is in accordance with research that product differentiation has a positive and significant effect on purchasing decisions made by Rusdian, S. (2021), Harahap, R. A. (2023), Neno.A (2023), Rauf.A (2019).

Positioning according to (Kotler, 2005) in Rauf .A (2019) is the act of designing the company's image offer so that it occupies a distinctive position among competitors in the minds of its target customers. Positioning is an advanced strategy from segmentation and targeting. . Competition in the motorcycle market in Indonesia involves several leading brands, including Honda, Yamaha, Suzuki and various other brands as shown in the table below:

**Table 1.** Motorcycle Sales Data in Indonesia

<b>Merek</b>	<b>Penjualan Januari-Oktober 2023</b>	<b>Prosentase</b>
Honda	4.125.226 unit	78%
Yamaha	1.073.034 unit	20%
Kawasaki	22.990 unit	1%
Suzuki	10.011 unit	0,70%
TVS	6.715 unit	0,30%
Total	5.237.976 unit	100%

*Source: AISI (Asosiasi Industri Sepeda Motor Indonesia) 2023*

According to Kotler and Armstrong (2010) in Aziz R (2021) a market leader is a company that has the largest market share of at least 40% in the relevant product market. Based on table 1 above, it shows Honda as the market leader because it dominates the market with a sales percentage of 78%. An effective positioning strategy can increase consumer awareness about the advantages of the Honda Vario 160 product. As research conducted by Ratnawili, R., & Febrianty, D. (2023). Tumini, et al (2021), Nensi, G. R., & Rahmidani, R.

(2019) and Yulita, R. (2021) show that positioning has a significant positive effect on purchasing decisions.

Research conducted by Rizki Aldi (2014) “Analysis of the Effect of Differentiation and Positioning on Purchasing Decisions” (Study on Honda Brand Motorcycle Customers in Pekanbaru) states that Differentiation and Positioning have a significant effect on Purchasing Decisions. The update in the current study is the research year 2024 with the research population being the North Cikarang community who use the Honda Vario 160. The purpose of this study was to determine the effect of product differentiation and positioning partially and simultaneously on purchasing decisions for Honda Vario 160 motorbikes in North Cikarang.

## **2. LITERATURE REVIEW**

### **Purchase Decision**

According to (Kotler and Armstrong, 2012) in (Arfah.Y, 2022) “Consumer buyer behavior refers to the buying behavior of final consumers-individuals and households that buy goods and services for personal consumption” This definition can be interpreted that purchasing decision behavior refers to the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption. Meanwhile, according to Assael (in Muanas, 2014), states that purchasing decision making is the process of evaluating and selecting from various alternatives in accordance with certain interests by determining the most profitable choice. Kotler and Armstrong (2016) in Soetanto, J. P., et al (2020) indicators of purchasing decisions include: (1) Product choice (2) Brand choice, (3) Choice of dealer, (4) Purchase time (5) Purchase amount, (6) Payment method.

### **Product Differentiation**

Products are the main element in marketing. The product mix includes (1) Core product (2) Product form (3) Enhanced product is a combination of product form with various services (M.Suyanto, 2007). Product differentiation is a strategy that makes products different from competitors and even exceeds them, so that the results that can be assessed by consumers and the expected value can influence the choices and interests of the most special consumers.(Kotler & Keller, 2016). Companies will compete with each other to find several types of competitive advantages that can differentiate their products from other products. Indicators of product differentiation include: (1) Shape (2) Features (3)

Performance quality (4) Fit (5) Durability (6) Reliability (7) Easy to repair (8) Style (9) Design (Kotler & Keller, 2016).

### **Positioning**

Positioning is the act of designing the company's offerings and image in order to get a special place in the mind of the target market (Kotler & Keller, 2016). Positioning is also related to the promise of the company to consumers, of course the promise must be delivered appropriately based on the company's capabilities (Dagustani, D., & A Buchory, H, 2017). Positioning is a communication strategy to enter the consumer's brain window so that your product/brand/name contains certain meanings that in some way reflect the advantages of your product/brand/name in an associative relationship (Ratnawii, 2023). It can be said that positioning is the reason for being, namely how to define the company's identity and personality in the minds of consumers. Positioning indicators include: (1) Announcing categories (2) Comparing with copies (3) Relying on product descriptors (Kotler and Keller, 2016).

### **Differentiation Relationship to Purchasing Decisions**

Product differentiation is a strategy that makes products different from competitors and even exceeds them, so that the results that can be assessed by consumers and the expected value can influence the choices and interests of the most special consumers (Zakaria, 2020). Consumer decisions about what they buy are strongly influenced by product differences. product differentiation is a strategy that makes products different from competitors and even exceeds them. As research conducted by Harahap, R. A. (2023) and Rauf, A. (2019).

*Hypothesis 1 (H1): It is suspected that product differentiation has an effect on Purchasing Decisions*

### **Positioning Relationship to Purchasing Decisions**

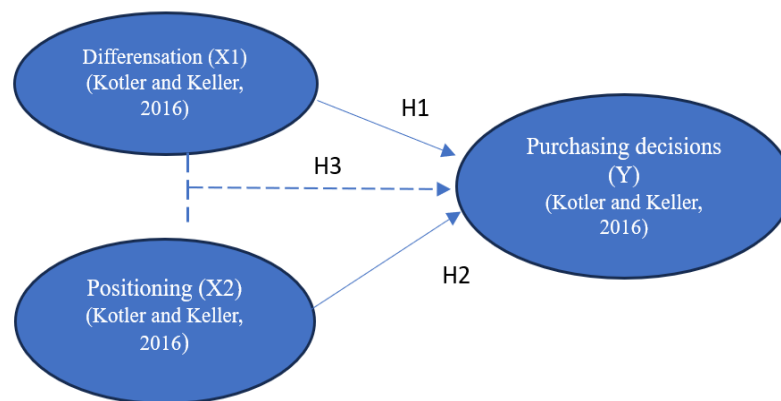
Companies use a marketing strategy known as product positioning to instill a certain image or identity in a product in the minds of consumers. The purpose of product positioning is to differentiate it from competitors' products and make it more attractive to buyers. One indicator of positioning is product attributes, which include physical and abstract features and characteristics of a product. Clear and relevant product attributes can influence purchasing decisions because they are the main consideration factor for consumers when choosing products. Research conducted by Rauf.A (2019) and Mauliansyah, R. (2017). that positioning has an effect on purchasing decisions

*Hypothesis 2 (H2): It is suspected that Positioning has an effect on purchasing decisions*

### **Differentiation and Positioning Relationship to Purchasing Decisions**

Differentiation and positioning are two main strategies that are often used to achieve goals in marketing a product. They play an important role in how a product or service is identified, perceived and ultimately chosen by consumers. Differentiation and positioning work together to create perceived value for consumers, build brand loyalty and reduce risk perceptions, all of which contribute to positive purchasing decisions. As research conducted by Aldi.R (2014).

*Hypothesis 3 (H3): It is suspected that differentiation and positioning have an effect on purchasing decisions*



**Figure 1.** Conceptual Model

### **3. METHODS**

The research design used is an associative quantitative method. Associative research is a formulation of research problems that asks about the relationship between two or more variables (Sugiyono, 2023). The population in this study were the people of North Cikarang who used Vario 160 motorbikes. Because in this study the population was not known with certainty, the sample size was calculated using the Cochran formula with a 10% margin of error (Sugiyono, 2023) and obtained a result of 97 samples. The sampling technique used is Non-probability sampling using incidental sampling, which is a sampling technique based on chance / incidental who meets the researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. Data collection is done by field research, namely by conducting direct research to obtain the necessary data with the instrument used is a questionnaire. The answer to each question item using a Likert Scale

with an assessment rating of Strongly Agree (SS)=5, Agree (S)=4, Undecided (R)=3, Disagree (TS)=2, Strongly Disagree (STS)=1.

The validity test is used to show the extent to which the measuring instrument measures and what it wants to measure. Meanwhile, reliability is a term used to indicate the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times.

#### 4. RESULTS

##### Respondent Description

Respondents in this study were Honda Vario 160 motorcycle users in North Cikarang with a total of 97 respondents. The importance of population characteristics is to facilitate sampling who use Honda Vario 160 motorbikes. In this study, population characteristics are reviewed from gender, age, place of residence.

**Table 2.** Respondent Categories Based on Gender

		Frequency	Percent
Valid	laki-laki	89	91,8
	perempuan	8	8,2
	Total	97	100

**Table 3.** Respondent Categories by Age

		Frequency	Percent
Valid	17-25	29	29,9
	26-35	37	38,1
	36>	31	32
	Total	97	100

**Table 4.** Respondent Categories Based on Place of Residence

		Frequency	Percent
Valid	Cikarang Utara	97	100

Based on tables 2, 3 and 4 above, it is known that the most respondents are male 89% and female 8%, with the most age between 26-35 years old as much as 38.1% years and 100% of respondents live in North Cikarang.

##### Validity and Reliability Test

The validity test in this study was conducted on 30 respondents with an r-table value of 0.361 with 15 statement items for each variable. The test results show that the r-count is greater than the r-table so that all statement items are declared valid. The reliability test

using SPSS version 25 shows the results of the Cronbach's Alpha value of  $0.833 > 0.60$  for the differentiation variable (X1) and the Cronbach's Alpha value of  $0.849 > 0.6$  for the positioning variable (X2) and the Cronbach's Alpha value of  $0.901 > 0.6$  for the purchasing decision variable (Y). Because the Cronbach's Alpha value of all variables is greater than 0.60, it is concluded that all statement items are reliable.

#### Normality Test (*Kolmogrov-Smirnov*)

The normality test is useful for testing in the regression method, the dependent and independent variables are then seen whether they have a normal or abnormal distribution. The normality test in this study uses the distribution in the One Sample Kolmogrov-Smirnov table.

**Table 5.** One Sample Kolmogorov Smirnov Test Results

N	97
Test Statistic	0,068
Asymp. Sig. (2-tailed)	,200 <sup>c,d</sup>

Based on table 5, the Kolmogorov Smirnov test results obtained a Sig value. (0.200)  $>$  alpha (0.05) so it can be concluded that the regression model fulfills the assumption of normality.

#### Multiple Linear Regression Analysis

This analysis aims to test the effect of differentiation variables (X1), positioning (X2) on purchasing decisions (Y).

**Table 6.** Multiple Linear Regression Analysis Test Results

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,569	4,478		5,933	0
	diferensiasi	0,218	0,086	0,226	2,525	0,013
	positioning	0,382	0,06	0,569	6,352	0,00

Based on table 6 above, the regression equation  $Y = 26.569 + 0.218 X1 + 0.382 X2 + e$  is obtained. The constant of 26.569 indicates that if the differentiation variable (X1) and positioning (X2) are equal to zero, then the effect of purchasing decisions (Y) on Honda Vario 160 motorbikes is 26.569. The coefficient value on the differentiation variable (X1) of 0.218 is positive, which means that any change in the differentiation variable (X1) by one unit will result in a change in the purchasing decision variable (Y) of 0, 218. Conversely, a one-unit decrease in the differentiation variable (X1) will reduce the purchasing decision variable (Y) by 0, 218 assuming the value of the other variables is constant. The coefficient

value on the positioning variable (X2) is 0.382, which means that any change in the positioning variable (X2) by one unit will result in a change in the purchasing decision variable (Y) of 0, 382. Conversely, a one-unit decrease in the positioning variable (X2) will reduce the purchasing decision variable (Y) by 0, 382 assuming the value of the other variables is constant.

**T-Test**

The T-test aims to determine whether the independent variable (X) partially affects the dependent variable (Y).

**Table 7. T-test Results**

Model		t	Sig.
1	(Constant)	5,933	0
	diferensiasi	2,525	0,013
	positioning	6,352	0,00

Based on table 7, it can be seen that the t count on the differentiation variable is 2.525 > t table 1.661 with a sig of 0.013 < 0.05. From these results it is known that the test proves a significant effect of the differentiation variable (X1) on purchasing decisions (Y), so hypothesis 1 is accepted. The t test results of the positioning variable count of 6.352 > t table 1.661 with sig 0.00 < 0.05 which shows that the positioning variable (X2) has an effect on purchasing decisions (Y) so that hypothesis 2 is accepted.

**F-Test**

The F-test is carried out to see the effect together on the dependent variable significantly. To find out the results of this F test, namely by comparing the value of F count and F table. If F count > F table, then H0 is rejected and Ha is accepted and vice versa. In this study, the F table value is 3.09 with a probability value of 0.05.

**Table 8. F Test Results**

Model			Df	Mean Square	F	Sig.
1	Regression	5359,839	2	2679,919	57,994	,000 <sup>b</sup>
	Residual	4251,361	92	46,21		
	Total	9611,2	94			

Based on the test results, it is known that the calculated F value is greater than the F table value (57,994 > 3.09) and the sig value is 0.000 < 0.05. Thus the differentiation and positioning variables simultaneously have a positive and significant influence on the decision to purchase a Honda Vario 160 motorcycle in North Cikarang District.



### Coefficient of Determination

The Coefficient of Determination ( $R^2$ ) is used to explain how much influence all independent variables (X) have on the dependent variable (Y) compared to other independent variables that are not studied.

**Table 9.** Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747 <sup>a</sup>	0,558	0,548	6,79783

Based on table 9, it is known that the R square value obtained is 0.558 or 55.8%. This shows that there is an influence between differentiation (X1) and positioning (X2) on purchasing decisions (Y) of 55.8%. Meanwhile, the remaining 44.2% is helped by other factors.

## 5. DISCUSSION

Based on the test results and data processing analysis, the following discussion can be carried out:

### a. The effect of differentiation on purchasing decisions

Partially, the results showed that the differentiation variable has a positive and significant effect on purchasing decisions with the results of t count  $2.525 > t$  table 1.661 and sig value  $0.013 < 0.05$ . So H1 which states that differentiation (X1) has an effect on purchasing decisions (Y) is accepted. This is reinforced by the opinion of Kotler (2016) that product differentiation is a strategy that makes products different from competitors, so that they can be valued by consumers and the expected value can influence purchasing decisions. as the results of research conducted by Harahap, R. A. (2023) and Rauf, A. (2019).

### b. The effect of positioning on purchasing decisions

Partially, the results showed that the positioning variable had a positive and significant effect on purchasing decisions positively and significantly with the results of the t test count  $6.352 > t$  table 1.661 with a sig of  $0.00 < 0.05$ . So H2 which states that positioning (X2) has an effect on purchasing decisions (Y) is accepted. Kotler (2016) positioning is the act of designing the company's offerings and image in order to get a special place in the mind of the target market. As research conducted by Rauf.A (2019) and Mauliansyah, R. (2017). that positioning affects purchasing decisions.

**c. The effect of differentiation and positioning on purchasing decisions**

Partially, the results showed that the positioning variable had a positive and significant effect on purchasing decisions positively and significantly with the results of the t test count  $6.352 > t \text{ table } 1.661$  with a sig of  $0.00 < 0.05$ . So H2 which states that positioning (X2) has an effect on purchasing decisions (Y) is accepted. Kotler (2016) positioning is the act of designing the company's offerings and image in order to get a special place in the mind of the target market. As research conducted by Rauf.A (2019) and Mauliansyah, R. (2017). that positioning affects purchasing decisions.

**6. CONCLUSION**

The research was conducted on Honda Vario 160 users in North Cikarang. The conclusion from the research results produces a hypothesis. The first hypothesis is accepted with the results of data processing which illustrates that there is a positive and significant effect of product differentiation variables on purchasing decisions. The second hypothesis is accepted with the results of data processing which illustrates that there is a positive and significant effect of the positioning variable on purchasing decisions. The third hypothesis is accepted with the results of data processing showing a positive and significant influence between the three variables. This means that increasing the differentiation and positioning strategy on the Honda Vario 160 will increase consumer purchasing decisions.

Based on the results of this study, it is recommended that Honda 160 manufacturers further improve their product differentiation beyond that of similar manufacturers. Due to the era of increasingly fierce competition in the motorcycle business, Honda manufacturers need to continue to innovate in the design and features of the Honda Vario 160 to differentiate it from competitors. For example, adding the latest technology such as better security systems or more advanced connectivity features. This will help create the perception that the product is unique and attractive to consumers and place a clear positioning for consumers. Meanwhile, future researchers are advised to develop a more comprehensive methodology in research on the effect of product differentiation and positioning on purchasing decisions to add deeper insights.

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