

Research Article

The Impact of Product and Price on Purchasing Decisions: A Study at Daster Aradas Wholesale Store in Pontianak City

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ABSTRACT

This study aims to analyze the influence of product and price on consumers' purchasing decisions at the Daster Aradas Wholesale Store in Pontianak City. This research employs an associative approach with a total sample of 100 respondents determined through purposive sampling. Data were collected through interviews and the distribution of questionnaires, supported by secondary data in the form of sales records from the period 2021 to 2023. The results of analysis indicate that product and price variables have a positive and significant effect on purchasing decisions; product and price simultaneously and partially affect purchasing decisions. Based on these findings, it is recommended that the Daster Aradas Wholesale Store continue to enhance the variety, design, and quality of its products, while maintaining a competitive and transparent pricing strategy to strengthen consumer loyalty and attract new customers. Future research is suggested to broaden the scope of variables by considering other factors such as promotional strategies, service quality, and the effectiveness of digital marketing in order to gain a more comprehensive understanding of the factors influencing consumer purchasing behavior in the retail clothing industry.

Keywords: Product; Price; Purchase Decision

1. INTRODUCTION

Competition in the business world is becoming increasingly intense, requiring companies to seek and implement appropriate strategies in marketing their products. Companies must also be able to act quickly and appropriately in facing competition within a business environment that is very dynamic and full of uncertainty. In addition, companies must understand what is happening in the market and what the needs and wants of their consumers are. This needs to be done so that the company can achieve its objectives, both in the short, medium, and long term. Businesses engaged in the production and sale of clothing are businesses that will never cease. Clothing is one type of product that is always needed by consumers. Clothing presents a wide variety of models, adjusted to the characteristics of the user, such as gender, age, and others.

One of the clothing stores in Pontianak City is the Daster Aradas Wholesale Store. This business started from selling clothes online by Mrs. Yani until she managed to open a physical store in 2018. The Daster Aradas Wholesale Store is located at Jl. R.E. Martadinata Gang Sederhana No. 51, West Pontianak District, Pontianak, West Kalimantan. All products offered at the Daster Aradas Wholesale Store are produced by a garment manufacturer. The Daster Aradas Wholesale Store purchases products from the garment and sells them under its own brand. Daster is one type of clothing that is very popular among women. In the 1800s, cowboys in the United States wore button-accented dasters as outerwear to protect the body from dust and dirt. In the 19th to 20th centuries, dasters were eventually worn by both men and women as attire when driving open cars and motorcycles. In the 20th century, the use of dasters became increasingly widespread.

The Daster Aradas Wholesale Store serves both retail and wholesale purchases. The dasters sold at the Daster Aradas Wholesale Store are of good quality because they are made of rayon material that is comfortable to wear. The products available at the Daster Aradas Wholesale Store have attractive and varied patterns, such as leaf motifs, polkadots, lace and ribbons, and batik. The products sold use the Aradas brand. Each product purchased at the Daster Aradas Store will be packaged using a paper bag or shopping bag. The employees at the Daster Aradas Wholesale Store provide friendly and polite service to customers. Product purchases at the Daster Aradas Wholesale Store can be made offline and online. Offline purchases are made by visiting the store directly, while online purchases can be made through Shopee, Instagram, Facebook, and WhatsApp. The Daster Aradas Wholesale Store uses two payment methods: cash and non-cash payments, such as QRIS and bank transfers.

The prices offered by the Daster Aradas Wholesale Store vary, depending on the type of product. The Daster Aradas Wholesale Store provides product price tags. The store offers discounts ranging from 10% to 30% on major holidays such as Eid al-Fitr, Independence Day, and the end of the year. The store also offers price cuts for purchases in certain quantities.

The Daster Aradas Wholesale Store is located in Gang Sederhana, with road access that is adequate for two-wheeled or four-wheeled vehicles, although the parking area is not very spacious. The Daster Aradas Wholesale Store promotes its products through social media, namely Instagram and Facebook, under the account name “Grosir Daster Pontianak.” The store is open from Monday to Saturday, from 09:00 AM to 07:00 PM Western Indonesia Time.

This research focuses on the product and price variables and their influence on purchasing decisions made by consumers. The product variable was chosen because the product is directly related to what is offered to buyers, including the types or variants of products, quality, design, and the selection of patterns offered. The price variable was chosen because price is one of the factors considered by buyers when purchasing a product.

Several research findings indicate that product and price can influence purchasing decisions, including Azwar et al. (2022), which showed that product partially and price partially have a significant effect on purchasing decisions; product and price also simultaneously have a significant effect on purchasing decisions. Research conducted by Destarini & Prambudi (2020) and Purwanto & Sumiyati (2024) also showed that product has a positive influence on purchasing decisions. Studies conducted by Gunarsih, Kalangi & Tamengkel (2021) and Adrianto (2021) showed that price has a positive or significant effect on purchasing decisions. The following **Table 1** presents the sales figures at the Daster Aradas Wholesale Store:

Table 1. Product Sales Figures for 2021–2023

Year	Sales Figures (Rp)	Increase/Decrease (%)
2021	1.364.106.798	-
2022	1.389.111.920	1,8
2023	1.406.655.400	1,3

Source: Toko Grosir Daster Aradas, 2024

Based on **Table 1** shows the sales figures at the Daster Aradas Wholesale Store from 2021 to 2023, where sales in 2022 increased by 1.8% from 2021 and sales in 2023 increased by 1.3% from 2022. Based on the results of interviews with consumers, information was obtained that various patterns follow trends, giving consumers many alternative choices when purchasing products from the Daster Aradas Wholesale Store, and affordable prices enable the store to compete with other competitors in Pontianak City. Based on the above explanation, the author is interested in conducting research on product, price, and purchasing decisions at the Daster Aradas Wholesale Store, with a study entitled: The Impact of Product and Price on Purchasing Decisions: A Study at Daster Aradas Wholesale Store, Pontianak City.

2. RESEARCH METHOD

Type of Research

This study employs an associative research design. According to Siregar (2015), associative or relational research is conducted to determine the relationship between two or more variables. Therefore, this study aims to identify the influence of product and price on purchasing decisions at the Daster Aradas Wholesale Store in Pontianak City.

Data Collection Techniques

The data collection techniques in this research involve both primary and secondary data. According to Siregar (2015), primary data is data collected directly by the researcher from the original source or the location where the research is conducted. Primary data were obtained through interviews and the distribution of questionnaires. The interviews were conducted directly with the management of the Aradas Wholesale Store to gather information regarding company policies, its history, and other required data. Questionnaires were distributed to consumers of the Aradas Wholesale Store. Meanwhile, according to Siregar (2015), secondary data is data published or used by organizations other than the data processor. The secondary data in this research consist of sales data of products at the Aradas Wholesale Store.

Population and Sample

According to Sugiyono (2021), population is the area of generalization consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions can be drawn. The population in this study includes all consumers who purchase products at the Aradas Wholesale Store. Furthermore, according to Sugiyono (2021), A sample is a portion of the population that shares the same characteristics as the population. The sample in this research was determined using purposive sampling (Sugiyono, 2021), with the criteria that respondents must be at least 18 years old and must have purchased the products voluntarily for their own use. Based on Roscoe in Sugiyono (2021), an appropriate sample size ranges from 30 to 500 respondents; therefore, this study uses a total of 100 respondents.

Research Variables and Measurement Scale

The variables used in this study consist of independent and dependent variables. The independent variables are Product (X_1) and Price (X_2), while the dependent variable is Purchase Decision (Y). The measurement scale applied is the Likert scale. According to Siregar (2015), the likert scale is a scale that can be used to measure a person’s attitude, opinion, and

perception regarding a particular object or phenomenon. In this study, the Likert scale consists of five alternative answers for each statement presented to respondents, ranging from “strongly disagree (1)” to “strongly agree (5).”

Data Analysis Techniques

The data in this study were analyzed quantitatively using the Statistical Package for the Social Sciences (SPSS). The first step was instrument testing, beginning with validity testing to assess the extent to which each question item could truly measure the intended variable. Validity testing was carried out using the Product Moment Pearson Correlation technique (Siregar, 2015). Subsequently, the reliability of the instrument was tested using the Alpha Cronbach technique, with the instrument considered reliable if its coefficient exceeds 0.6 (Siregar, 2015). Once the instrument was confirmed valid and reliable, the next step involved conducting classical assumption tests, which include normality, linearity, and multicollinearity tests. The normality test aims to ensure that the data are normally distributed, using the Kolmogorov-Smirnov method (Siregar, 2015; Sujarweni, 2015). The linearity test was used to determine whether a linear relationship exists between the independent variables and the dependent variable by using the Test for Linearity (Siregar, 2015). Meanwhile, the multicollinearity test was performed to detect potential correlations among independent variables by examining the Tolerance and Variance Inflation Factor (VIF) values. A good regression model should not have a Tolerance value below 0.10 or a VIF value above 10 (Ghozali, 2018). The primary analysis in this study employed multiple linear regression to identify the influence of the independent variables, namely product and price, on the dependent variable, which is purchasing decision. The regression formula used is $Y = a + b_1X_1 + b_2X_2$ (Siregar, 2015). Furthermore, the correlation coefficient (R) was calculated to measure the strength of the relationship among these variables, with the interpretation levels ranging from very weak to very strong (Siregar, 2015). The contribution of the independent variables to the dependent variable was determined by the coefficient of determination (R^2), which indicates the proportion of variation in the dependent variable that can be explained by the independent variables (Siregar, 2015; Ghozali, 2018). Finally, hypothesis testing was conducted through simultaneous (F-Test) and partial (t-Test) tests. The F-Test was applied to examine the joint effect of product and price on purchasing decisions (Ghozali, 2018), by comparing the calculated F-value with the F-table at degrees of freedom $df_1 = 2$ and $df_2 = 97$ with a significance level of 5%, resulting in an F-table value of 3.09. Meanwhile, the t-Test was used to determine the partial effect of each independent variable on the dependent variable by comparing the calculated t-value with the t-table at $df = 98$ with an alpha of 0.05, yielding a t-table value of 1.984 (Ghozali, 2018).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is conducted to assess the extent to which the statement instruments in the questionnaire are able to measure the intended variables. The validity test results for each variable at Toko Grosir Daster Aradas are presented in Table 2.

Table 2. Validity Test Results

Variable	Indicators	r value	r table	Description
Product (X1)	X1.1	0.299	0.195	Valid
	X1.2	0.507		
	X1.3	0.578		
	X1.4	0.491		
	X1.5	0.566		
	X1.6	0.450		
	X1.7	0.648		
	X1.8	0.587		
	X1.9	0.479		
	X1.10	0.455		
	X1.11	0.621		
	X1.12	0.594		
	X1.13	0.527		
	X1.14	0.533		
	X1.15	0.556		
	X1.16	0.609		
	X1.17	0.379		
	X1.18	0.561		
	X1.19	0.557		
Price (X2)	X2.1	0.556	0.195	Valid
	X2.2	0.550		

Price (X2)	X2.3	0.699	0.195	Valid
	X2.4	0.569		
	X2.5	0.672		
	X2.6	0.563		
	X2.7	0.625		
	X2.8	0.729		
Purchase Decision (Y)	Y.1	0.494		
	Y.2	0.534		
	Y.3	0.631		
	Y.4	0.608		
	Y.5	0.460		
	Y.6	0.565		
	Y.7	0.599		
	Y.8	0.636		
	Y.9	0.603		
	Y.10	0.495		
	Y.11	0.413		
	Y.12	0.480		
	Y.13	0.480		
Y.14	0.262			
Y.15	0.495			
Y.16	0.541			
Y.17	0.383			
Y.18	0.498			
Y.19	0.524			

Source: Processed Data, 2025

Based on the validity test results for each statement within the variables in **Table 2** indicate that all items are valid, as the correlation values (r value) exceed the r table at a 5% significance level.

3.1.2 Reliability Test

The reliability test results for all variable items are presented in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product (X1)	0.851	Reliable
Price (X2)	0.772	
Purchase Decision (Y)	0.835	

Source: Processed Data, 2025

Based on the reliability test results presented in **Table 3** indicate that the Cronbach's Alpha value > 0.6. Thus, it can be concluded that all measurement items for each variable in the questionnaire are reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The results of the normality test using the Kolmogorov-Smirnov method are presented in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.840
Asymp.Sig.(2-tailed)	.481

Source: Processed Data, 2025

Based on **Table 4** shows a significance value of 0.481, which is > 0.05. Therefore, it can be concluded that the data are normally distributed.

3.2.2 Linearity Test

The results of the linearity test between independent and dependent variables can be seen in [Table 5](#).

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Purchase Decision * Product	0.100	Linear
Purchase Decision * Price	0.218	Linear

Source: Processed Data, 2025

Based on the results of the linearity test in [Table 5](#), the Deviation from Linearity value > 0.05 . This indicates a significant linear relationship between the independent and dependent variables.

3.2.3 Multicollinearity Test

The results of the multicollinearity test are presented in [Table 6](#).

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Product	.454	2.201
Price	.454	2.201

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the multicollinearity test results shown in [Table 6](#), the Tolerance value is 0.454 (> 0.10) and the VIF is 2.201 (< 10), indicating that there is no multicollinearity present in the regression model.

3.3 Multiple Linear Regression Analysis

The results of the multiple linear regression analysis based on data processing using SPSS are presented in [Table 7](#).

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	.711	3.055	.003
Product	.442	5.456	.000
Price	.396	5.910	.000

Dependent Variable: : Purchase Decision

Source: Processed Data, 2025

Based on [Table 7](#), the multiple linear regression equation obtained is:

$$Y = 0.711 + 0.442 X_1 + 0.396 X_2$$

The regression model derived from the analysis can be interpreted as follows:

- The constant (α) is 0.711, meaning that if both product (X_1) and price (X_2) are zero, the purchase decision (Y) is predicted to be 0.711.
- The regression coefficient for the product variable is 0.442, indicating that a one-unit increase in the product variable will increase the purchase decision by 0.442 units. This implies that the product contributes positively to purchase decision.
- The regression coefficient for the price variable is 0.396, indicating that a one-unit increase in the price variable will increase the purchase decision by 0.396 units. This shows that price also contributes positively to purchase decision.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient analysis are presented in [Table 8](#).

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 ^a	.718	.712	.12948

Predictors: (Constant), Price, Product

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 8**, the obtained correlation coefficient (R) is 0.847. This indicates a very strong relationship between product and price variables and purchase decision, as the value falls within the coefficient interval of 0.80–1.000.

3.5 Analysis of the Coefficient of Determination (R²)

The coefficient of determination shown in **Table 8** indicates an R Square value of 0.718. This means that the product and price variables contribute 71.8% to influencing purchase decision at Toko Grosir Daster Aradas in Pontianak City, while the remaining 28.2% is influenced by other variables or factors not examined in this study.

3.6 Simultaneous Test (F Test)

The results of the F-test can be seen in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	4.145	2.072	123.622	.000 ^a
Residual	1.626	.017		

Dependent Variable: Purchase Decision
 Predictors: (Constant), Price, Product

Source: Processed Data, 2025

Based on the results presented in **Table 9**, the calculated F-value is 123.622. The F-table value is determined using the formula $df1 = k - 1$ and $df2 = n - k$, where $df1 = 3 - 1 = 2$ and $df2 = 100 - 3 = 97$. At a significance level of 0.05, the F-table value is 3.09. Because the calculated F-value is greater than the F-table value and the significance level is below 0.05, it can be concluded that the product and price variables simultaneously have a significant influence on purchase decision at Toko Grosir Daster Aradas in Pontianak.

3.7 Partial Test (t Test)

The results obtained from the partial test (t-test) are presented in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	.711	3.055	.003
Product	.442	5.456	.000
Price	.396	5.910	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 10** by observing the *t* and significance columns, the explanation is as follows:

1. The product variable (X1) has a significant influence on purchase decision. This is indicated by the calculated *t*-value of 5.456 and the *t*-table value obtained from $df = n$ (number of samples) $- 2 = 100 - 2 = 98$ with an alpha of 0.05. Thus, the *t*-table value is 1.984. Because the calculated *t*-value is greater than the *t*-table value ($5.456 > 1.984$), it can be concluded that H_a is accepted and H_0 is rejected. Therefore, it can be concluded that there is a significant partial influence between the product variable and purchase decision.
2. The price variable (X2) has a significant influence on purchase decision. This is shown by the calculated *t*-value of 5.910 and the *t*-table value obtained from $df = n$ (number of samples) $- 2 = 100 - 2 = 98$ with an alpha of 0.05. Thus, the *t*-table value is 1.984. Because the calculated *t*-value is greater than the *t*-table value ($5.910 > 1.984$), it can be concluded that H_a is accepted and H_0 is rejected. Therefore, it can be concluded that there is a significant partial influence between the price variable and purchase decision.

DISCUSSION

The Influence of Product on Purchase Decision

The results of this study indicate that the product variable has a significant positive effect on consumers' purchase decisions at Daster Aradas Wholesale Store, as reflected by the calculated *t*-value of 5.456, which is greater than the *t*-table value of 1.984. This finding means that any improvement in the product's quality, design, or variety offered by the store contributes directly to increasing customers' willingness to make a purchase. The strength of this relationship is consistent with the results of previous studies, such as Rorong, Tamengkel & Mukuan (2021), Amalina et al. (2023), and Nurissyarifah &

Darmawan (2025), all of which found that product quality and variations play an important role in influencing purchasing decisions. The implication is that offering products with appealing motifs, comfortable materials, and up-to-date designs remains a key strategy for retaining existing customers and attracting new ones in the retail clothing sector.

The Influence of Price on Purchase Decision

Likewise, the results show that the price variable has a significant positive effect on purchase decisions, proven by the calculated t-value of 5.910, which also exceeds the t-table value. This suggests that fair, transparent, and competitive pricing strengthens consumer confidence and purchase intention. This outcome supports the findings of Oktaviani, Oetarjo & Yani (2025), Hidayat & Tjiptodjojo (2025), and Kusuma, Usadi & Prayoga (2025), who each concluded that price remains a determining factor in consumers' final purchasing choices. In the context of Toko Grosir Daster Aradas, the store's pricing strategy, which offers reasonable prices and special discounts on certain occasions, is proven to be effective in maintaining sales growth despite market competition. This underlines the importance of adjusting price levels to match consumer expectations and perceived product value.

4. CONCLUSION

Based on the results of the research conducted at the Daster Aradas Wholesale Store in Pontianak City, it can be concluded that the product and price variables have a positive and significant influence on consumers' purchasing decisions. The results of the multiple linear regression analysis show that the product variable has a regression coefficient of 0.442, while the price variable has a coefficient of 0.396, which means that any improvement in product quality and appropriate pricing strategies will increase consumers' purchasing decisions. The correlation coefficient (R) of 0.847 indicates a very strong relationship between product and price and purchasing decisions, while the coefficient of determination (R^2) of 0.718 shows that these two independent variables can explain 71.8% of the variation in purchasing decisions, with the remaining percentage influenced by other factors beyond this study. The results of the F-test prove that product and price simultaneously have a significant effect on purchasing decisions, and the t-test results show that both also have a significant partial effect. Based on these findings, it is recommended that the Daster Aradas Wholesale Store continues to maintain product quality with a variety of attractive designs and motifs, as well as to apply fair and competitive pricing to remain appealing to consumers. For future researchers, it is suggested to expand the scope by including other variables such as promotion, customer service, or digital marketing strategies, so that the analysis obtained can provide a more comprehensive picture of the factors influencing purchasing behavior in the retail clothing business.

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