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Analysis of Consumer Purchasing Decisions through Personal Selling and Image At Auto2000 Bandung

Erick Setiawan Singadilaga^{1*}, Yohanes Ferry Cahaya²

¹Magister Management, Universitas Dirgantara Marsekal Suryadarma, Jl.Halim Perdana Kusuma No.1, Jakarta
Email: 251173032@students.unsurya.ac.id

²Magister Management, Universitas Dirgantara Marsekal Suryadarma, Jl.Halim Perdana Kusuma No.1, Jakarta
Email: ferry@unsurya.ac.id

Abstract

The increasingly competitive automotive industry requires companies to strengthen their marketing strategies to influence consumer purchasing decisions. Although previous studies have examined the role of personal selling and Image, limited research has explored their combined influence on consumer purchasing decisions in the automotive dealership sector. This study aims to analyze the effects of personal selling and Image on the consumer purchasing decision process at AUTO2000 Bandung. A quantitative survey approach was employed involving 88 customers selected through probability sampling. The findings reveal that both personal selling and Image have positive and significant effects on the consumer purchasing decision process, with personal selling emerging as the more dominant factor. Furthermore, the two variables jointly explain 56% of the variation in consumer purchasing decisions. These findings highlight the importance of strengthening sales interactions and maintaining a positive Image to improve consumer purchasing decisions and provide practical insights for marketing strategies in the automotive industry.

Keywords: Personal Selling, Image, Purchasing Decision Process, Consumer Behavior.

Introduction

The development of the automotive industry in Indonesia has experienced significant growth in line with the increasing public demand for safe, comfortable, and efficient transportation. This condition has intensified competition among automotive manufacturers and dealers, requiring companies to create competitive advantages through effective marketing strategies. AUTO2000, as the largest authorized Toyota dealer in Indonesia, plays an important role in meeting consumer needs by providing vehicles, after-sales services, financing facilities, and integrated customer services. Therefore, understanding the factors influencing Consumer Purchasing Decisions is essential as a foundation for designing appropriate and sustainable marketing strategies.

A purchase decision is the process consumers undergo before deciding to buy a product or

service. According to Kotler and Keller (2023), the Consumer Purchasing Decisions process consists of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Since motor vehicles are categorized as high-involvement products, the decision-making process tends to be more complex because consumers require more detailed information and careful consideration before making a purchase. Consequently, companies need to understand the factors influencing purchase decisions to develop more effective marketing strategies.

One factor presumed to influence purchase decisions is personal selling. According to Kotler and Keller (2023), personal selling refers to direct communication between salespeople and prospective customers aimed at introducing products, providing information, building relationships, and persuading consumers to make purchases. In the automotive industry, this activity plays a critical role because consumers require comprehensive explanations regarding vehicle specifications, product benefits, financing schemes, and after-sales services. Therefore, the ability of sales personnel to provide accurate information, establish trust, and understand customer needs is believed to increase consumer confidence in making purchase decisions.

In addition to personal selling, another factor expected to influence purchase decisions is Image. Image refers to consumers' perceptions formed through their experiences, information, attention, and evaluations of a company. A positive Image enhances consumer trust in the products and services offered, thereby encouraging purchase decisions. According to Keller (2023), a strong Image creates added value by influencing consumer perceptions, attitudes, and behaviors when selecting products or brands. In the context of the automotive industry, a positive Image also provides consumers with confidence and assurance when purchasing vehicles that involve relatively high economic value.

The importance of personal selling and Image in influencing consumer behavior has been supported by previous studies. Yosepha and Cahaya (2024) explained that the quality of human resources plays a crucial role in delivering superior service quality, thereby enhancing customer trust. Afrianda and Yosepha (2025) found that effective human resource management improves service quality and organizational performance, while Sadipung (2025) argued that human resource competence is a strategic factor influencing organizational effectiveness. These findings indicate that the quality of sales personnel plays a vital role in the success of personal selling activities.

Widana (2025) reported that personnel professionalism and technology utilization contribute to improving organizational performance while simultaneously establishing a positive Image among customers. Furthermore, Pujiati and Widana (2024) found that Image and service quality significantly influence customer satisfaction. Cahaya, Pujiati, and Mahendra (2026) also demonstrated that brand awareness and brand image positively affect consumers' purchase intentions. Meanwhile, Theresia, Yosepha, and Cahaya (2025) explained that high-quality human resources improve service quality, thereby strengthening customer trust and loyalty. Overall, these studies indicate that personal selling and Image are closely associated with consumer behavior and purchase decisions.

However, most previous studies have focused on service industries, educational institutions, and organizational settings. Research specifically examining the influence of personal selling and Image on Consumer Purchasing Decisions at automotive dealerships, particularly

AUTO2000 Bandung, remains relatively limited. Furthermore, the characteristics of motor vehicles as high-involvement products make consumer decision-making processes more complex than those associated with other consumer goods. This research gap highlights the need for a more comprehensive investigation into the effects of personal selling and Image on Consumer Purchasing Decisions within the automotive industry.

This study adopts the consumer behavior and purchase decision theory proposed by Kotler and Keller (2023) as its conceptual foundation. The theory suggests that purchase decisions are influenced by various marketing and psychological factors that shape consumers' perceptions and confidence toward a product. In this study, personal selling is viewed as a form of marketing communication that provides information, builds relationships, and enhances consumer trust. Meanwhile, Image is regarded as consumers' perceptions of a company's reputation, which influences their confidence in making purchasing decisions. Accordingly, both variables are expected to influence Consumer Purchasing Decisions at AUTO2000 Bandung.

The conceptual framework of this study is based on the assumption that personal selling and Image are two marketing factors that contribute to shaping Consumer Purchasing Decisions. Personal selling influences purchase decisions through the ability of sales personnel to provide information, establish relationships, and convince consumers of product benefits. Conversely, Image influences purchase decisions through positive perceptions of the company's reputation, credibility, and quality. The more effective the implementation of personal selling and the more positive the Image, the greater the likelihood that consumers will make purchase decisions. The relationships among these variables are illustrated in the study's conceptual framework.

Based on the foregoing discussion, this study aims to examine: (1) the effect of personal selling and Image on Consumer Purchasing Decisions at AUTO2000 Bandung; (2) the effect of personal selling on Consumer Purchasing Decisions at AUTO2000 Bandung; and (3) the effect of Image on Consumer Purchasing Decisions at AUTO2000 Bandung.

The objective of this study is to analyze the influence of personal selling and Image on Consumer Purchasing Decisions at AUTO2000 Bandung, both simultaneously and partially. Based on the theoretical framework and previous empirical findings, the proposed hypotheses are as follows: H1: Personal selling and Image have a positive and significant effect on Consumer Purchasing Decisions at AUTO2000 Bandung. H2: Personal selling has a positive and significant effect on Consumer Purchasing Decisions at AUTO2000 Bandung. H3: Image has a positive and significant effect on Consumer Purchasing Decisions at AUTO2000 Bandung.

This study is expected to contribute to the development of marketing management literature, particularly in the areas of personal selling, Image, and Consumer Purchasing Decisions. Furthermore, the findings are expected to serve as valuable input for AUTO2000 Bandung in improving the effectiveness of its marketing strategies. The conceptual framework of this study is illustrated in Figure 1.

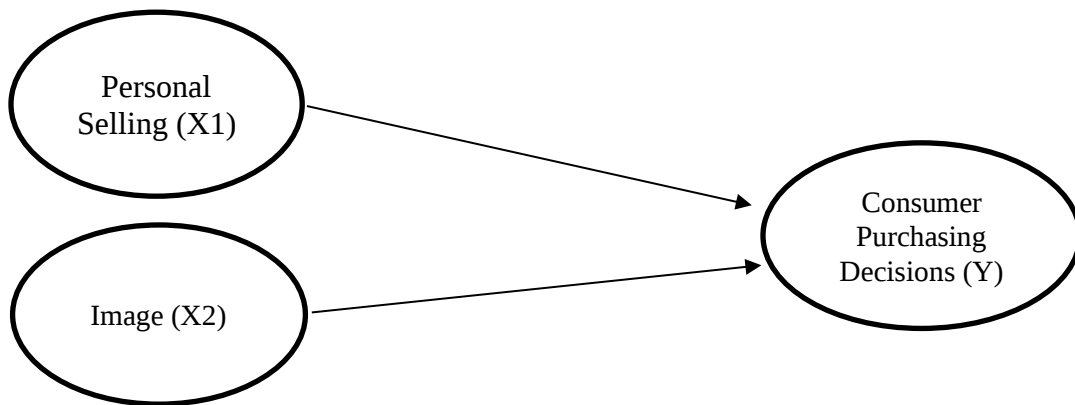


Figure 1. Conceptual Framework of the Study
Source: Processed by the Authors (2008)

Research Hypotheses

H1: Personal Selling and Image have a significant effect on the Consumer Purchasing Decisions Process at AUTO2000 Bandung.

H2: Personal Selling has a significant effect on the Consumer Purchasing Decisions Process at AUTO2000 Bandung.

H3: Image has a significant effect on the Consumer Purchasing Decisions Process at AUTO2000 Bandung.

Research Method

This study employed a quantitative approach using a survey method and an explanatory research design to examine the effects of personal selling (X_1) and Image (X_2) on the Consumer Purchasing Decisions process (Y) at AUTO2000 Bandung. This approach was selected because it enables the objective examination of causal relationships among variables through statistical analysis.

The research object comprised customers of AUTO2000 Bandung who had previously purchased Toyota vehicles. The study population consisted of 5,303 customers from the AUTO2000 branches located in Pasteur, Soekarno Hatta, Setiabudhi, and Asia Afrika. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 98 respondents. A probability sampling technique with simple random sampling was employed, ensuring that each member of the population had an equal chance of being selected as a respondent. Consequently, the sample was expected to adequately represent the characteristics of the target population.

Data were collected through literature review, interviews, and a structured questionnaire using a five-point Likert scale. Since data obtained from a Likert scale are ordinal in nature,

they were transformed into interval data using the Method of Successive Intervals (MSI) prior to statistical analysis. The application of MSI was intended to satisfy the assumptions of parametric analysis, particularly multiple linear regression, thereby improving the accuracy of the estimated relationships among the variables.

The data analysis consisted of instrument quality testing (validity and reliability tests), classical regression assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2). The regression model employed in this study is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Where:

Y = Consumer Purchasing Decisions Process

X_1 = Personal Selling

X_2 = Image

a = Constant

b_1 = Regression coefficient of Personal Selling (X_1)

b_2 = Regression coefficient of Image (X_2)

The Personal Selling (X_1) variable was measured using the indicators of prospecting, pre-approach and approach, fact finding, presentation, handling objections and closing, and servicing. The Image (X_2) variable was measured through the indicators of exposure, attention, and comprehension. Meanwhile, the Consumer Purchasing Decisions Process (Y) variable was measured using the indicators of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Results and Discussion

This study involved 88 respondents who were consumers of AUTO2000 Bandung and had previously purchased Toyota vehicles. Based on the respondents' demographic characteristics, the majority were male (64 respondents; 72.73%), while 24 respondents (27.27%) were female. In terms of age, most respondents were between 26–35 years old (38 respondents; 43.18%), followed by those aged 36–45 years (29 respondents; 32.95%). Regarding educational background, the majority held a bachelor's degree (42 respondents; 47.73%), while in terms of occupation, most respondents were private-sector employees (36 respondents; 40.91%). These characteristics indicate that AUTO2000 Bandung's customers are predominantly individuals of productive age with relatively high educational attainment, suggesting that they are more likely to seek information, compare product alternatives, and carefully evaluate long-term benefits before making vehicle purchase decisions.

The multiple regression analysis revealed that personal selling and Image significantly influence the Consumer Purchasing Decisions process at AUTO2000 Bandung. The regression

results are presented in Table 1.

Table 1. Multiple Regression Results

Variabel	Standardized Beta	t-value	Sig.
Personal Selling	0,530	6,257	0,000
Image	0,319	3,768	0,000

Source: Processed by the Authors (2008)

Based on Table 1, the Personal Selling variable produced a standardized beta coefficient of 0.530 with a significance value of 0.000, whereas Image produced a standardized beta coefficient of 0.319 with a significance value of 0.000. Since the significance values of both variables are below 0.05, the hypotheses stating that personal selling and Image have positive and significant effects on Consumer Purchasing Decisions are supported. These findings indicate that the more effective the personal selling activities and the more favorable the Image, the greater the likelihood that consumers will purchase Toyota vehicles from AUTO2000 Bandung.

Among the independent variables, personal selling was found to be the most influential factor affecting purchase decisions. This finding is understandable because motor vehicles are classified as high-involvement products, requiring consumers to obtain comprehensive information regarding vehicle specifications, pricing, financing options, promotional programs, and after-sales services before making a purchasing decision. In this context, sales personnel play a crucial role in establishing interpersonal communication, identifying customer needs, providing appropriate product recommendations, handling customer objections, and maintaining long-term relationships. This finding supports the theory proposed by Kotler and Keller (2022), which states that personal selling is one of the most effective marketing communication tools because it enables direct interaction between the company and consumers, thereby influencing consumer preferences, beliefs, and purchasing behavior.

The results are also consistent with previous studies reporting that effective personal selling positively influences Consumer Purchasing Decisions across various industries, particularly in the automotive sector. Previous research suggests that salespeople's ability to provide accurate information, build customer trust, and offer solutions tailored to customer needs significantly enhances consumers' confidence in making purchasing decisions. Therefore, the present findings provide further empirical evidence that personal selling remains one of the most effective marketing instruments in the automotive industry.

In addition to personal selling, Image was also found to have a positive and significant effect on Consumer Purchasing Decisions. A favorable Image reflects consumers' perceptions

of the company's reputation, service quality, professionalism of its sales personnel, and the credibility of the brand represented by the company. As an authorized Toyota dealership, AUTO2000 Bandung has established a reputation for professional service, an extensive service network, and reliable product quality. These positive perceptions increase consumer confidence and strengthen their intention to purchase vehicles from the dealership.

This finding is consistent with previous studies identifying Image as an important determinant of Consumer Purchasing Decisions. Consumers generally prefer companies with strong reputations because they are perceived to provide superior products, higher service quality, and more reliable after-sales support than competitors. Consequently, Image serves not only as an organizational identity but also as a source of competitive advantage in fostering customer trust, loyalty, and purchase decisions.

The simultaneous hypothesis test demonstrated that personal selling and Image jointly have a significant effect on Consumer Purchasing Decisions. The results are presented in Table 2.

Table 2. Simultaneous Test (F-test) Results

F-value	Sig.
54,104	0,000

Source: Processed by the Authors (2008)

The calculated F-value of 54.104 with a significance level of 0.000 indicates that the two independent variables simultaneously have a positive and significant effect on Consumer Purchasing Decisions. Thus, the hypothesis proposing that personal selling and Image jointly influence Consumer Purchasing Decisions is supported. This finding suggests that the successful marketing of Toyota vehicles depends not only on the ability of sales personnel to establish relationships with customers but also on the favorable Image that has been developed within the community. The synergy between these two factors enhances consumer trust and reinforces their confidence in making purchasing decisions.

The multiple linear regression analysis produced the following regression equation:

$$Y = 1.251 + 0.173X_1 + 0.203X_2$$

Where:

Y = Consumer Purchasing Decisions

X₁ = Personal Selling

X₂ = Image

The equation indicates that both independent variables have positive relationships with Consumer Purchasing Decisions. A one-unit increase in Personal Selling (X_1) increases the purchase decision score by 0.173 units, while a one-unit increase in Image (X_2) increases the purchase decision score by 0.203 units, assuming that the other variable remains constant.

The coefficient of determination is presented in Table 3.

Table 3. Coefficient of Determination

R	R ²
0,748	0,560

Source: Processed by the Authors (2008)

The R² value of 0.560 indicates that personal selling and Image jointly explain 56% of the variation in Consumer Purchasing Decisions at AUTO2000 Bandung. The remaining 44% is explained by factors outside the scope of this research model.

Table 4. Contribution of Independent Variables to Consumer Purchasing Decisions

Variabel	Contribution	Percentage
Personal Selling	Dominant	37%
Image	Moderate	19%
Other Variables (Not Examined)	Not Included	44%
Total		100%

Source: Processed by the Authors (2008)

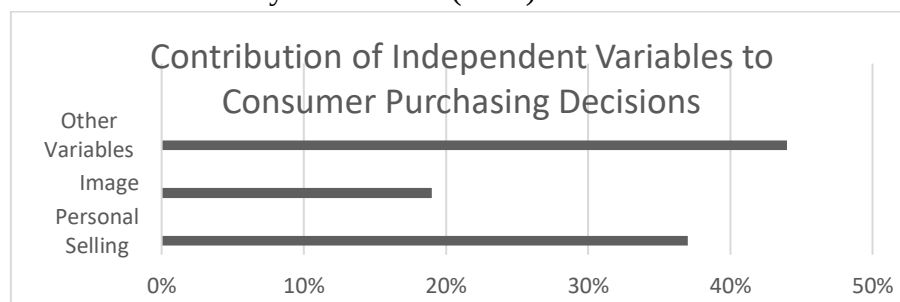


Figure 2: Contribution of Independent Variables to Consumer Purchasing Decisions

Source: Processed by the Authors (2008)

The unexplained 44% of variance indicates that Consumer Purchasing Decisions are influenced not only by personal selling and Image but also by other factors. In the automotive industry, purchase decisions may additionally be affected by vehicle price, product quality, promotional programs, service quality, financing convenience, after-sales service, customer trust, customer satisfaction, electronic word-of-mouth (e-WOM), as well as consumers'

psychological and social factors. These factors influence consumers' perceived value and become important considerations when selecting both vehicles and dealerships. Therefore, future studies are encouraged to incorporate these variables in order to improve the explanatory power of the research model and provide a more comprehensive understanding of the determinants of vehicle purchase decisions.

Overall, the findings indicate that all proposed hypotheses were supported. Personal selling was identified as the most influential factor affecting Consumer Purchasing Decisions, followed by Image. These findings suggest that AUTO2000 Bandung should strengthen its marketing strategy by enhancing the competencies of its sales personnel through communication skills training, product consultation, and relationship marketing programs, while simultaneously maintaining a strong Image through continuous improvements in service quality, customer experience, and brand reputation. By optimizing these two strategic aspects simultaneously, the company will be better positioned to increase Consumer Purchasing Decisions and strengthen its competitive advantage in the automotive industry.

Discussion

The findings of this study indicate that personal selling has a positive and significant effect on the Consumer Purchasing Decisions process at AUTO2000 Bandung. This result suggests that the ability of sales personnel to conduct prospecting, customer approach, needs assessment, product presentation, objection handling, closing, and after-sales service enhances consumers' confidence in making Toyota vehicle purchase decisions. From a theoretical perspective, these findings support the marketing communication theory proposed by Kotler and Keller, which argues that personal selling is one of the most effective marketing communication tools because it facilitates direct interaction between companies and consumers. Through intensive and personalized communication, salespeople are able to provide information tailored to customers' needs, thereby increasing the likelihood of purchase decisions.

The study also demonstrates that Image has a positive and significant effect on the Consumer Purchasing Decisions process. Consumers who perceive AUTO2000 as a company with a strong reputation, high credibility, and professional service are more likely to develop trust in the company. This trust subsequently encourages consumers to select AUTO2000 as their preferred dealership for purchasing Toyota vehicles. These findings reinforce the importance of maintaining a positive Image as a strategic asset that enhances customer confidence and strengthens purchasing decisions.

Furthermore, the results reveal that personal selling and Image jointly have a positive and significant effect on the Consumer Purchasing Decisions process. Together, these two variables explain 56% of the variation in Consumer Purchasing Decisions. This finding suggests that the success of Toyota's marketing activities depends not only on the ability of sales personnel to establish effective relationships with customers but also on the company's

favorable image in the minds of consumers. The synergy between effective personal selling and a strong Image creates greater customer trust, ultimately increasing the likelihood of purchase decisions.

Based on these findings, AUTO2000 Bandung should continue to strengthen the competencies of its sales personnel through continuous training in communication skills, product knowledge, consultative selling, and relationship marketing. At the same time, the company should maintain and enhance its corporate reputation by consistently delivering high-quality services, ensuring customer satisfaction, and reinforcing its brand credibility. By simultaneously improving these strategic aspects, AUTO2000 Bandung will be better positioned to enhance Consumer Purchasing Decisions and sustain its competitive advantage in the automotive industry.

Conclusion and Recommendations

Based on the findings of this study, it can be concluded that personal selling and Image at AUTO2000 Bandung are perceived to be at a good level. The hypothesis testing results indicate that personal selling has a positive and significant effect on the Consumer Purchasing Decisions process, contributing 37% to purchase decisions, making it the most dominant variable influencing consumer purchasing behavior. This finding suggests that in the automotive industry, where purchasing decisions involve a high level of consumer involvement, the ability of sales personnel to provide accurate information, establish strong relationships with customers, and offer solutions that meet consumer needs plays a critical role in enhancing consumer confidence and encouraging the purchase of Toyota vehicles.

Furthermore, Image also has a positive and significant effect on the Consumer Purchasing Decisions process, contributing 19% to purchase decisions. This result indicates that AUTO2000 Bandung's reputation, service quality, and professionalism enhance consumer trust and strengthen their confidence in making purchasing decisions.

Simultaneously, personal selling and Image have a positive and significant effect on the Consumer Purchasing Decisions process, with a coefficient of determination (R^2) of 56%. This finding indicates that these two variables jointly explain 56% of the variation in Consumer Purchasing Decisions, while the remaining 44% is attributable to other factors beyond the scope of this study. Although personal selling and Image are important determinants of purchase decisions, companies should also consider additional factors that may influence consumer behavior in order to develop more comprehensive marketing strategies and strengthen their long-term competitive advantage.

Based on these findings, AUTO2000 Bandung is recommended to continuously enhance the competencies of its sales personnel through regular training programs focusing on persuasive communication, product knowledge, negotiation skills, objection handling, and the

utilization of digital technologies and Customer Relationship Management (CRM) throughout the sales process. In addition, the company should strengthen its Image by consistently improving service quality, optimizing after-sales services, accelerating customer complaint resolution, utilizing digital media to reinforce brand communication, and conducting regular customer satisfaction evaluations as a basis for continuous service improvement.

This study has several limitations. First, it was conducted exclusively among consumers of AUTO2000 Bandung and examined only two independent variables, namely personal selling and Image. Therefore, the findings cannot be generalized to all automotive dealerships or the automotive industry as a whole. Second, the study employed a cross-sectional survey design, capturing respondents' perceptions at a single point in time. Consequently, the results may not fully reflect changes in consumer behavior over time.

Future research is recommended to incorporate additional variables that may influence Consumer Purchasing Decisions, such as price, product quality, promotional activities, service quality, customer satisfaction, customer trust, and customer loyalty. Furthermore, future studies should expand the research setting to include different dealerships or geographical regions with larger sample sizes to enhance the comprehensiveness of the findings and improve their generalizability.

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