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The Marketing Communication Process of Honda Car Sales at Nusantara Bekasi

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Abstract: This qualitative study explores the marketing communication process employed by sales representatives at Honda Mobil Nusantara Bekasi, emphasizing how persuasive communication strategies and the AIDA (Attention, Interest, Desire, Action) model contribute to consistent sales growth. Using in-depth interviews, observations, and documentation, the study investigates how salespeople create engagement through event marketing, personal selling, advertising, and sales promotions. Findings indicate that the dealership's marketing success lies in its ability to combine personal relationships and emotional persuasion with strategic promotional activities. Sales representatives utilize interpersonal communication to capture attention and sustain consumer interest, supported by brand visibility through digital media and exhibitions. Moreover, the research reveals that communication practices are not merely transactional but relational, aiming to build long-term customer trust and loyalty. The study concludes that effective marketing communication requires alignment between message design, customer engagement, and brand credibility. This research contributes to a deeper understanding of how localized communication strategies can optimize marketing outcomes in Indonesia's competitive automotive industry.

Keyword: Marketing Communication, AIDA Model, Personal Selling, Customer Relationship, Automotive Industry

INTRODUCTION

In the highly competitive automotive industry, marketing communication plays a vital role in shaping consumer perceptions, influencing purchase intentions, and sustaining customer loyalty. One such case can be observed at Honda Mobil Nusantara Bekasi, a prominent Honda car dealer in Indonesia that offers vehicle financing options through both installment and cash payment systems. The success of this dealership is not merely determined by the quality of its products or services but largely by the communication competence and persuasive abilities of its sales marketing team. The sales marketing

professionals at Honda Mobil Nusantara Bekasi are required to be flexible, strategic, and adept communicators who can effectively engage with potential customers, negotiate persuasively, and build long-term relationships that ensure customer satisfaction and loyalty. As Buchari (2014) notes, marketing professionals must not only understand the dynamics of consumer needs and market trends but also execute strategic branding and promotional efforts rooted in comprehensive analysis of consumer desires, product features, pricing, competitors, and consumer satisfaction levels.

The research presented in this study arises from the understanding that communication is the lifeblood of marketing activities. Communication itself is a fundamental human process that enables individuals to interact, influence, and share meanings. The Latin root of the word “communication,” *communis*, means “common” or “shared,” signifying that communication involves the creation of shared understanding between sender and receiver. Effective marketing communication, therefore, is not merely about transmitting information but about constructing mutual understanding and emotional resonance between a brand and its audience. For sales marketing professionals, communication is the bridge through which they translate brand values into consumer perceptions, transforming awareness into interest, and eventually, into purchase action.

The sales marketing activities at Honda Mobil Nusantara Bekasi are largely represented through exhibitions and promotional events held across strategic public locations such as malls and shopping centers in Bekasi. These activities are often planned based on consumer movement patterns and shopping behavior within the region. For instance, exhibitions in malls typically occur at the beginning of the month, while those in local shopping centers are often scheduled toward the end of the month. The duration of these exhibitions varies, ranging from one week for mall events to two weeks for community or neighborhood-based venues. These exhibitions serve as the primary platforms for salespeople to interact directly with potential consumers, convey information about Honda products, and apply interpersonal communication techniques aimed at attracting, maintaining, and converting consumer interest into actual sales.

However, the process of marketing communication in this context is not without obstacles. One major communication barrier frequently encountered by sales teams is consumer comparison behavior—where potential buyers compare promotional offers or discounts provided by Honda Mobil Nusantara Bekasi with those from other automotive brands. Often, such comparisons are not based on equivalent product specifications, leading to misperceptions about value and price fairness. This phenomenon illustrates the critical importance of clear, persuasive, and empathetic communication by sales personnel to manage consumer expectations and correct misunderstandings during the persuasion process. In marketing practice, this challenge requires not only technical product knowledge but also interpersonal competence, emotional intelligence, and negotiation skills—qualities that differentiate effective sales professionals from average performers.

Given this background, the researcher’s interest in examining “The Marketing Communication Process of Sales at Honda Mobil Nusantara Bekasi” emerges from the recognition that sales communication strategies are central to influencing consumer purchase intentions, particularly within high-involvement products such as automobiles. Unlike lower-priced consumer goods, automobiles represent a significant financial commitment for consumers, requiring careful deliberation, risk assessment, and trust in both the product and the salesperson. This characteristic differentiates automotive sales from other sectors such as motorcycle sales or consumer electronics. As the researcher notes, while previous studies have focused on sales communication within motorcycle dealerships, the dynamics of selling cars are substantially different. The higher price point, greater technical complexity, and

emotional significance associated with car purchases demand a more sophisticated communication strategy and a deeper understanding of consumer psychology.

To analyze this communication process, this study adopts the AIDA model—an acronym for Attention, Interest, Desire, and Action—originally conceptualized as a framework to describe the psychological stages consumers undergo in their decision-making process (Cholil, 2020). The AIDA model provides a systematic way to understand how marketing messages can guide a consumer from initial awareness of a product to the final act of purchase. According to Ari Setiyaningrum (2015), the model assumes that effective promotion attracts consumer attention, maintains their interest, generates desire for the product, and ultimately stimulates purchase action. This sequential model reflects not only the stages of persuasion but also the necessary communication strategies that salespeople must employ to ensure that consumers move smoothly from one stage to the next.

The first stage—Attention—emphasizes the need for salespeople to capture the consumer's notice in a saturated information environment. In the context of Honda Mobil Nusantara Bekasi, this involves visual and verbal strategies during exhibitions, such as using striking display designs, clear brand messaging, and enthusiastic interpersonal greetings to create a favorable first impression. Without initial attention, subsequent stages of persuasion cannot occur. The second stage—Interest—involves deepening the consumer's curiosity about the product. At this stage, salespeople provide detailed explanations of the car's features, performance, and benefits, often tailored to match the consumer's specific lifestyle or needs. This process aligns with relationship marketing principles, emphasizing dialogue rather than monologue.

The third stage—Desire—focuses on transforming consumer interest into emotional preference or product attraction. This stage is crucial in high-involvement products like automobiles, where emotional and symbolic values often influence the final decision. Salespeople must articulate how the vehicle aligns with the consumer's aspirations, status, or identity. The fourth and final stage—Action—involves prompting the consumer to make a purchase decision. Here, persuasion shifts toward negotiation techniques, financial explanations, and assurance of after-sales support. A successful transition through all four AIDA stages signifies effective marketing communication and, consequently, successful sales performance.

In the case of Honda Mobil Nusantara Bekasi, applying the AIDA model allows for an in-depth understanding of how communication strategies are designed and executed by the sales team. It also provides a theoretical basis for examining how interpersonal and promotional communication contribute to consumer decision-making in a local Indonesian context. Furthermore, the model enables the identification of communication barriers that might hinder consumers from moving between stages—such as confusion over promotional terms, skepticism about product value, or emotional resistance toward sales persuasion.

Marketing communication in this context can be viewed as a dynamic interaction between message, medium, and meaning, where salespeople function as both communicators and brand ambassadors. The role of salespeople extends beyond transmitting factual information; they act as interpreters who humanize the brand, mediate consumer anxieties, and personalize the buying experience. This interpersonal aspect of marketing communication reflects the broader function of communication as a social act of meaning-making, as emphasized in communication theory. By engaging in dialogue, feedback, and nonverbal cues, salespeople create a shared symbolic space that can foster trust and confidence—two essential elements in high-value purchases.

In addition, the study of communication processes within this dealership offers insights into how local marketing practices adapt global communication models such as AIDA to Indonesia's socio-cultural context. In Bekasi—a rapidly developing urban area within Greater

Jakarta—the market environment is characterized by a diverse mix of middle-class consumers who are increasingly informed, discerning, and digitally connected. Thus, sales communication must navigate between traditional face-to-face persuasion and the emerging influence of digital promotion. Understanding how salespeople bridge these communication forms will enrich the theoretical and practical discussion on marketing communication in emerging markets.

The significance of this research lies in its potential contribution to both academic and practical dimensions. Academically, it advances the application of communication theory—particularly AIDA—in the context of interpersonal sales within automotive marketing, an area still underexplored in Indonesian scholarship. Practically, the findings can guide marketing managers in designing more effective training programs for sales personnel, emphasizing communication competence, consumer psychology, and persuasive techniques. The insights gained may also inform the development of localized marketing strategies that resonate with Indonesian consumers' values and decision-making patterns.

Ultimately, the study recognizes that successful marketing communication is not solely about transmitting messages but about managing relationships, emotions, and perceptions. In the case of Honda Mobil Nusantara Bekasi, the sales process embodies this principle by transforming each consumer interaction into an opportunity to establish trust, convey brand identity, and cultivate loyalty. Through this perspective, communication becomes both a strategic and humanistic endeavor that bridges the gap between business objectives and consumer expectations.

Based on the discussion above, the central research question guiding this study is: “How does the marketing communication process conducted by sales personnel at Honda Mobil Nusantara Bekasi influence consumer purchase intention?”

This question directs the investigation toward understanding how AIDA-based communication stages are implemented in real-world sales interactions, what barriers emerge during these processes, and how sales professionals adapt their strategies to overcome these obstacles and achieve effective persuasion.

METHOD

This study employs a qualitative research design to explore and understand the marketing communication processes conducted by sales personnel at Honda Mobil Nusantara Bekasi. Qualitative research is characterized by its descriptive nature and analytical orientation, focusing on the meanings, interpretations, and experiences of individuals within their social contexts. According to Strauss and Corbin (2007), qualitative research refers to a type of inquiry whose findings are not derived from statistical procedures or other forms of quantification. Although numerical data may occasionally be presented, the core analysis remains qualitative, emphasizing non-mathematical interpretations of data. This approach allows researchers to investigate natural phenomena as they occur in real-life settings, providing rich, in-depth insights into the communication strategies and interpersonal interactions within the sales environment.

In this study, the researcher directly participated in and observed the activities occurring within the field site, particularly during exhibitions and customer interactions at Honda Mobil Nusantara Bekasi. Such involvement is intended to achieve a deeper understanding of the communication patterns and behavioral dynamics of sales personnel. The qualitative approach recognizes that research findings are often subjective and context-dependent, making them unsuitable for broad generalization. Nevertheless, the approach provides the advantage of producing nuanced, contextually grounded interpretations that may lead to the emergence of new concepts or theoretical refinements, especially when the findings diverge from existing theories or models.

The subjects of this study are the sales personnel of Honda Mobil Nusantara Bekasi, chosen for their direct involvement in the communication process with consumers. These individuals serve as key informants, capable of providing relevant data on how marketing communication is executed during sales exhibitions. The object of research is the dealership itself—Honda Mobil Nusantara Bekasi—which is examined in terms of its sales communication processes and promotional practices that contribute to the consistent monthly increase in car sales.

To ensure the reliability and completeness of data, the study utilizes both primary and secondary data sources. The primary data are obtained through direct interviews with sales personnel and other relevant informants who possess first-hand knowledge of the research topic. The secondary data include supporting information from customers who have purchased vehicles at the dealership, as well as literature sources such as books, magazines, and online publications related to marketing communication and consumer behavior (Sugiyono, 2005).

Data collection is conducted through four main techniques: observation, interview, documentation, and literature review. The observation technique involves systematically observing and recording events or behaviors as they naturally occur in the dealership environment. The researcher conducted on-site observations to understand the daily operations, sales activities, and communication exchanges between salespeople and consumers. The interview technique consists of structured and semi-structured conversations between the researcher and selected informants. These interviews aim to elicit detailed narratives and perspectives regarding the communication methods, challenges, and persuasive strategies used in marketing. The documentation technique involves gathering and analyzing physical evidence such as photographs, videos, and sales performance data from the dealership. Finally, the literature review serves to contextualize the research within existing academic discussions, providing theoretical and empirical foundations for interpreting the data.

Data analysis is carried out using the interactive model of qualitative analysis proposed by Miles and Huberman (1984), which includes four concurrent stages: data collection, data reduction, data display, and conclusion drawing or verification. These activities occur in a cyclical and iterative process throughout the study. During data reduction, the researcher organizes and condenses field notes and interview transcripts to identify patterns and key themes. The data display stage involves visualizing the findings in a structured form, allowing for deeper interpretation. Finally, conclusion drawing entails synthesizing insights and verifying emerging patterns to ensure their validity and relevance. Through this process, the researcher systematically interprets the communication processes observed in the field to understand how sales marketing communication at Honda Mobil Nusantara Bekasi influences consumer purchase intentions.

RESULT AND DISCUSSION

The findings of this study reveal that the marketing communication process implemented by sales representatives at Honda Mobil Nusantara Bekasi operates through a systematic and dynamic strategy grounded in the AIDA framework—Attention, Interest, Desire, and Action. This process integrates various promotional activities, including event marketing, personal selling, sales promotion, and advertising, which together create a

comprehensive approach to increasing consumer purchase intention. The results also indicate that effective marketing communication at the dealership relies not only on persuasive language and attractive offers but also on continuous training, interpersonal skills, and consistency in brand representation.

At the core of Honda Mobil Nusantara Bekasi's marketing communication strategy lies the dealership's organizational vision and mission—to become Indonesia's largest and most trusted automotive dealer group by prioritizing customer satisfaction. This corporate ethos shapes every aspect of the communication process, as each sales representative is expected to embody professionalism, empathy, and credibility. According to the data collected through interviews and observations, sales staff are routinely trained to enhance their knowledge of new vehicle models, understand product advantages and weaknesses, and internalize the company's values in dealing with customers. Monthly and bi-monthly training sessions ensure that salespeople are well-informed about product updates, market trends, and persuasive selling techniques. As Kotler and Keller (2016) suggest, a well-informed salesperson is central to establishing consumer trust and driving brand preference, which ultimately fosters purchase decisions.

The marketing communication process at Honda Mobil Nusantara Bekasi begins with the creation of awareness, corresponding to the "Attention" phase of the AIDA model. This stage focuses on attracting potential consumers through visual and digital stimuli. Sales representatives actively design and distribute digital advertisements on social media platforms such as Instagram, Facebook, and the company's official website. The advertisements feature compelling content that emphasizes low down payments, light interest rates, and exclusive bonuses such as car accessories or prepaid toll cards. These strategies reflect the argument by Belch and Belch (2020), who contend that attention-grabbing visual stimuli combined with promotional offers can significantly enhance the visibility of a product in a competitive market. The dealership also employs event marketing to reach offline audiences through exhibitions held in shopping malls like Plaza Buaran Bekasi and through collaborations with partner venues such as cafés and community spaces. Each event aims to generate brand awareness by displaying the latest car models—most notably, the Honda WR-V—and by distributing brochures, merchandise, and promotional leaflets. Supervisors assign sales shifts and set prospect targets, typically requiring each salesperson to secure at least five potential consumer contacts per exhibition.

Once initial attention is captured, sales representatives move to the "Interest" phase, where they seek to engage consumers more deeply through direct interaction and experiential marketing. During exhibitions, salespeople not only present key features of the vehicles but also invite customers to participate in test drives. The test drive becomes an experiential communication tool that transforms abstract product features into tangible experiences, thereby enhancing consumer involvement. According to Fill (2013), such sensory experiences facilitate emotional engagement, which plays a crucial role in transforming consumer awareness into genuine interest. Sales representatives at Honda Mobil Nusantara Bekasi are encouraged to communicate in polite, structured, and informative ways—providing detailed explanations about vehicle performance, safety systems, and technological innovations. This aligns with Geri Ramon's statement that active social media engagement and personalized follow-up are essential to maintaining consumer interest and encouraging repeat purchases.

The "Desire" stage of the AIDA framework represents a crucial turning point in the communication process. At this phase, the objective is to transform consumer interest into a strong purchase intention. Honda Mobil Nusantara Bekasi's salespeople achieve this by emphasizing the superiority of Honda vehicles compared to competitors. They highlight the company's engineering excellence—such as the use of monocoque chassis, which ensures

structural integrity and driving comfort—and their advanced engine technologies that deliver both power and efficiency. By articulating these differentiating features clearly and confidently, sales representatives build credibility and strengthen consumer desire. Furthermore, the dealership adopts a consultative approach, where salespeople provide flexible financial calculations according to the customer's capacity. They present installment options, discuss down payment alternatives, and adjust offers to align with the consumer's expectations. This consultative communication mirrors the concept of relationship marketing, which prioritizes long-term engagement and trust over short-term sales (Morgan & Hunt, 1994).

At the final stage, "Action," the sales team focuses on facilitating the purchasing decision by offering personalized solutions and incentives. According to the data, once a consumer shows buying interest, the salesperson provides tailored financial offers such as low-interest installments, cash-back programs, and complimentary accessories. If the proposed payment plan aligns with the consumer's expectations, the transaction proceeds, and the sales representative ensures that the delivery schedule is communicated clearly. This stage demonstrates how persuasive communication—supported by factual product knowledge and emotional reassurance—can effectively drive consumer action. Sufian, one of the sales representatives, emphasized that polite language, detailed explanations, and empathy are decisive in convincing consumers. These practices are consistent with the communication principles outlined by Kotler and Keller (2016), who argue that effective marketing communication must combine rational argumentation with emotional appeal to prompt behavioral change.

Beyond individual communication skills, Honda Mobil Nusantara Bekasi's success also stems from its structured organizational communication. Supervisors play a pivotal role in monitoring daily activities, guiding sales strategies, and motivating team members. Weekly and monthly meetings serve as feedback sessions where performance results, sales targets, and consumer feedback are discussed. The dealership's management practices align with the concept of internal marketing, where employees are treated as internal customers who must first be satisfied and motivated to deliver high-quality external service (Berry, 1981). Through continuous training and mentoring, the dealership fosters a culture of professionalism, ensuring that all communication—whether in-person or digital—reflects Honda's corporate identity.

From the field data, it is evident that Honda Mobil Nusantara Bekasi utilizes four main pillars of marketing communication: event marketing, personal selling, sales promotion, and advertising. Each channel contributes distinct yet complementary value to the overall communication ecosystem. Event marketing serves as a platform for experiential engagement and brand exposure, while personal selling emphasizes relationship building through direct interaction. Sales promotion, on the other hand, provides immediate incentives that trigger purchasing decisions, and advertising extends the dealership's reach into digital spaces. This integrated communication approach supports the assertion by Belch and Belch (2020) that multi-channel synergy amplifies brand impact and enhances message consistency.

Personal selling activities conducted by salespeople, such as visiting housing complexes, restaurants, or government offices, play a crucial role in expanding the consumer database. However, as the research findings indicate, personal selling is also more challenging compared to event marketing because it requires salespeople to approach customers proactively, often without prior brand exposure. Success in this channel depends heavily on interpersonal skills and contextual understanding. Ilham, a sales representative, noted that distributing brochures and actively seeking direct contact with potential customers remain effective ways to build consumer networks. This observation aligns with Fill's (2013)

argument that personalized communication increases message relevance and reduces consumer resistance to persuasion.

Sales promotions at Honda Mobil Nusantara Bekasi are strategically designed to reinforce both desire and action. Promotional packages include financial incentives such as reduced down payments, low-interest rates, and cash-back offers, as well as tangible rewards like car accessories and shopping vouchers. These promotions appeal to consumers' utilitarian motives by reducing perceived financial risk. From a communication theory perspective, such strategies represent "message framing," where offers are presented in a way that highlights gain and minimizes perceived loss (Kahneman & Tversky, 1979). The dealership's advertising strategy complements this by emphasizing visual appeal and concise messaging. Through targeted digital ads, Honda Mobil Nusantara Bekasi ensures that its promotional content reaches audiences who are demographically and psychographically aligned with potential car buyers in the Jabodetabek area.

While the dealership's marketing communication demonstrates strong integration and adaptability, several challenges remain. The research findings show that not all marketing activities consistently lead to immediate purchases. For instance, exhibitions held in premium malls tend to generate higher-quality leads compared to those in local supermarkets or smaller retail venues. Similarly, personal selling activities in office districts or public spaces like "Car Free Day" events yield better consumer responses than approaches conducted in residential areas or places of worship. These variations highlight the importance of context-specific strategies and audience segmentation in marketing communication. As Fill (2013) notes, message effectiveness depends not only on content but also on timing, environment, and audience readiness.

Another key insight from the findings is the dealership's emphasis on digital transformation. The increasing use of paid advertisements—particularly Instagram Ads and Facebook Ads—illustrates a shift from traditional to digital communication channels. By leveraging targeted digital advertising, the dealership can reach potential customers who have limited physical access to the showroom but high digital engagement. This transition reflects broader trends in the Indonesian automotive market, where social media platforms play an influential role in shaping consumer perception and purchase behavior. Moreover, online advertising offers measurable analytics that allow the dealership to monitor engagement metrics, conversion rates, and audience demographics, thereby refining future campaigns.

From a theoretical standpoint, the integration of the AIDA model with real-world communication practices at Honda Mobil Nusantara Bekasi confirms the continued relevance of classical marketing theories in the digital era. Each stage of AIDA is clearly operationalized through distinct strategies: advertisements and exhibitions capture attention; test drives and personal consultations generate interest; persuasive presentations and flexible financial offers build desire; and closing techniques supported by incentives drive action. However, the success of this process also depends on interpersonal competence, empathy, and organizational culture—factors that extend beyond the traditional AIDA framework. As the findings suggest, effective communication in automotive sales is not merely about persuasion but also about building trust and understanding consumer needs.

In conclusion, the marketing communication process at Honda Mobil Nusantara Bekasi exemplifies an effective integration of traditional and digital strategies under the AIDA model. Sales representatives function not only as communicators but also as brand ambassadors who translate corporate values into consumer experiences. The dealership's systematic training, consistent promotional activities, and multi-channel communication approach collectively enhance consumer engagement and brand loyalty. Nonetheless, the findings also underscore the need for continuous adaptation—particularly in addressing contextual variations across marketing channels and optimizing digital tools for consumer

relationship management. The results of this study reaffirm that successful marketing communication in the automotive industry relies on a balanced combination of strategic planning, emotional intelligence, and technological literacy.

CONCLUSION

The findings of this study underscore that the effectiveness of marketing communication at Honda Mobil Nusantara Bekasi is rooted in the integration of interpersonal and promotional strategies that align with the AIDA model. Sales representatives not only perform persuasive communication but also act as brand ambassadors who embody credibility, trust, and consistency. Through personal selling and direct engagement during exhibitions, they build authentic relationships that go beyond product information. The dealership's marketing efforts—particularly event marketing and targeted advertising—serve to amplify brand visibility while reinforcing emotional connections with potential buyers.

Furthermore, the study demonstrates that sales growth is driven by the synergy between communication skills, consumer psychology, and data-informed marketing decisions. Rather than relying solely on discounts or promotions, the dealership cultivates customer loyalty through satisfaction and trust, leading to repeat purchases and positive word-of-mouth. This aligns with contemporary marketing perspectives that view customers as partners in value creation rather than mere targets of persuasion.

In conclusion, the communication strategy applied at Honda Mobil Nusantara Bekasi illustrates how relational approaches and adaptive promotional techniques can sustain competitiveness in a saturated market. Future studies may expand on this research by exploring digital transformation's impact on sales communication and how technology further reshapes consumer engagement in the Indonesian automotive industry.

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