
Influence of Promotional Strategies Through Media Social on the Purchase Decision of the Garskin Dimediate Word of Marketing

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Abstract

This study aims to determine: (1) The effect of promotional strategies through social media on purchasing decisions for Garskin products, (2) The effects of promotion strategies through social media on word of mouth marketing for Garskin products, (3) The influence of word of mouth marketing on product purchasing decisions for garskin, and (4) the effect of promotional strategies through social media mediated by word of mouth marketing on purchasing decisions for garskin products. The research design is a survey research. The sampling technique in this study used purposive sampling with a total sample of 145. Data analysis techniques were used to answer the research hypothesis were regression tests, path analysis (path analysis), and sobel tests. The results of this study indicate that: (1) There is a positive influence of promotional strategies through social media on purchasing decisions for Garskin products. This is evidenced by the t count of 8.664 with a significant value of 0.000 which is less than 0.05, and the regression coefficient has a positive value of 0.792, (2) There is a positive influence of promotional strategies through social media on word of mouth marketing for Garskin products. This is evidenced by the t count of 4.395 with a significant value of 0.000 which is less than 0.05, and the regression coefficient has a positive value of 0.395, (3) There is a positive influence of word of mouth marketing on purchasing decisions for Garskin products. This is evidenced by the t count of 4.821 with a significance value of 0.000 less than 0.05, and the regression coefficient has a positive value of 0.440 (4) There is an influence of promotion strategies through social media on purchasing decisions mediated by word of mouth marketing on Garskin products. This is evidenced by the mediation coefficient of 0.0906 which is positive and has a significance of 0.0217, less than 0.05.

Keywords: Promotion, Social media, Word of mouth marketing, Purchase decisions

INTRODUCTION

Currently the use of the internet is not foreign again to market a product. An effort made to do marketing products or services using internet media can also be called e-commerce. marketing . E-marketing is side marketing from ecommerce, which consists from Work from company For communicate something, promote, and selling goods and services Through the internet(Zano & Santoso, 2019). E-commerce is system sale which develop after found Internet. System marketing or sale likes this can reach whole world on moment which together without must establish

office branch in all country. Besides that Also can done 24 O'clock without stop(Mufiroh Ifayatul, 2019). with only through units computers which connected to the Internet, companies can market their products. Marketing with strategy promotions through Internet specifically with social media (social networking) can increase sales substantially extensive and does not require expensive marketing costs. Consumers too it will be easier to find information about the product you want they buy because No need face to face in a manner direct.(Pradiani, 2017)

Data reported by the site



www.sigmanews.us, shows 7 sites social media most popular in year 2013, Facebook occupy position first, followed by Twitter, Google +, MySpace, LinkedIn, Friendster, and finally Pinterest(Wibowo, 2018). In addition, the number of Indonesian internet users each year continues to increase significantly. It can be seen from the graph that continues to increase from the 1998-2012 data version of the APJII (Association Service Providers Internet Indonesia).

Though from data which in write in site <http://www.iHubmedia.com>, Asia Still keep going continues For dominated Facebook in year 2015. Temporary Indonesia Alone become country second the most user Facebook after India. According to data <http://the-marketeers.com> access Internet past smartphones now amount 58 million souls. Research MarkPlus Insights this, about 58 million internet users in Indonesia accesses the internet via tools move likes device mobile or smartphones, personal notebooks, netbooks, And tablet PC. three from ten netizens confess replace cellphones they in a year later, And One from ten netizens admit to changing their laptop or netbook inside a year lately(Katrin, K., & Vanel, 2020). Seeing the number of social media users in Indonesia via smartphones, can become opportunity business which good, Wrong only one in the digital printing industry, one of which is Garskin(Hendrawan, 2019). Garskin serves to cover the HP case, protect it HP case from scratches which is usually happen because factor accident man. In addition, garskin is used to beautify the appearance smartphones order more interesting. Wrong One company which make garskin is Say hello(Dwita & Megawati, 2021). SayHello sells its products without a fixed store or kiosk, SayHello is more chooses to sell its products through its Facebook account and Twitter account. Buyers generally know about Garskin products through info on their Twitter account or from tags taking pictures the product in Facebook. Although the product only marketed past social media but para consumers already spread, not only

locally in Java, but has reached all over Indonesia. (Handoko, 2017)

The emergence of increasingly sophisticated technology no longer limits word of mouth marketing to face-to-face conversation situations, but can be via telephone or social networking(Anggia et al., 2019). In addition, today's people's lifestyles are more inclined to use their smart devices, which are known as smartphones, to access the internet. The success of Garskin's marketing strategy using social media cannot be separated from Garskin's own consumer behavior. On several Facebook or Twitter accounts, there are some people who are updating their status regarding their new garskin, looking for garskin or looking for information about garskin sellers(Muhammad Fakhru Risky, 2021). With people discussing these products, it can indirectly influence other consumers to find out information and even buy Garskin products. Because SayHello can take advantage of new market opportunities in the field of digital printing, every day the number of followers on the SayHello Twitter account is increasing, as well as the SayHello Facebook fan page which is increasing and has reached thousands. (Triyono, 2022)

This is similar to research conducted by Ronomenggolo (2013), research showing the magnitude of the influence of service marketing mix factors consisting of personal relevance, interactivity, message, brand familiarity variables on consumer purchasing decisions. This social media-based promotion has a positive and significant influence on consumer purchasing decisions for ROVCA products. Over time, the number of garskin sellers in cyberspace has increased very significantly. They are none other than resellers of Garskin products from other companies engaged in similar industries. They created a large number of Twitter and Facebook accounts. The large number of Garskin seller accounts makes it difficult for consumers to make their choice to buy Garskin(Sulaksono, 2020). Especially consumers who want to buy products directly from SayHello. As a result of

too many accounts selling garskin, now fewer and fewer consumers rely on advertisements made by the company, consumers switch to word of mouth because it is more reliable and trustworthy(Puspitarini & Nuraeni, 2019). By looking at some of the things that happened above, the researcher is interested in conducting research with the title "The Effect of Promotional Strategies Through Social Media on Garskin Purchasing Decisions Mediated by Word of Mouth Marketing".

METHODS

This research is a survey research, where information is collected from respondents using a questionnaire(Creswell, 2014). According to Sugiyono, this survey research collected data using questionnaires/interviews to obtain responses from respondents. Survey research is research conducted to obtain facts from existing symptoms and seek factual information without knowing why these symptoms exist(Sugiyono, 2017). The sample in this study were some consumers of Garskin products with the SayHello brand in the city of South Sumatra(Creswell, 2012). The sampling technique to determine the sample to be used in this study uses a non-probability sampling technique, namely purposive sampling.(Sugiyono, 2015)

RESULTS AND DISCUSSION

This study aims to determine: (1) the

Table 1. Results Analysis Regression Influence Strategy Promotion Through social Media to Decision Purchase

Coefficient Regression	Constant	t count	Sig.	Adjusted R ²
0.792	11,616	8,664	0	0.34

Equality Regression

From results analysis regression can is known equality regressionas following:

$$Y = 11,616+ 0.792X$$

The regression equation shows that the coefficient value promotion strategy through social media (X) of 0.792 which means if the promotion strategy through social media increases by one unit so buying decision will increase 0.792 unit .

Testing significance regression with test t

influence of promotion strategies through social media on purchasing decisions for Garskin products with the SayHello brand in South Sumatra City, (2) the influence of promotion strategies through social media on word of mouth marketing for Garskin products with the SayHello brand in South Sumatra City, (3) the effect of word of mouth marketing on purchasing decisions for Garskin products with the SayHello brand in South Sumatra, and (4) the influence of promotion strategies through social media mediated by word of mouth marketing on purchasing decisions for Garskin products with the SayHello brand in South Sumatra. The subjects in this study were consumers who bought Garskin SayHello products in the city of South Sumatra , totaling 145 people.

Testing the hypothesis in research aims to prove the influence of social media mediated by word of mouth marketing on Garskin purchasing decisions for Garskin consumers with the SayHello brand City South Sumatra. As for results testing hypothesis served as following:

First Hypothesis

The results of the regression analysis are used to test the effect of the strategy promotion through social media on purchasing decisions, presented on table below:

The statistical results of the regression test obtained t count of 8.664 witha significance value of 0.000, because the significance value is smaller than 0.05 (0.000<0.05), And coefficient regression have mark positive as big 0.792; so hypothesis Which state that "There is influence positive strategy promotion through

social media to decision purchase product garskin brand Say hello in CitySouth Sumatra" **proven** .

Coefficient Determination (Adjusted R ²)

The magnitude influence strategy promotion through social media on purchasing decisions of 0.340; it means that decision purchase influenced by social media as big

Table 2 . Results Analysis Regression Influence Strategy Promotion Through social media against word of Mouth Marketing

Coefficient Regression	Constant	t count	Sig.	Adjusted R ²
0.395	24,358	4,395	0	0.113

Equality Regression

From results analysis regression can be known equality regression as following:

$$M = 24,358 + 0.395X$$

The regression equation shows that the coefficient value promotion strategy through social media (X) of 0.395 which means if the promotion strategy through social media increases by one unit so word of mouth will increase by 0.395 units.

Testing significance regression with test t

The statistical results of the regression test obtained t count of 4.395 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 < 0.05), And coefficient regression have mark positive as big 0.395; so hypothesis Which state that "There is

Table 3 . Results Analysis Regression Influence word of Mouth marketing to Decision Purchase

Coefficient Regression	Constant	t count	Sig.	Adjusted R ²
0.440	19,858	4,821	0.000	0.134

Equality Regression

From results analysis regression can be known equality regression as following:

$$Y = 19,858 + 0.440 M$$

The regression equation shows that the coefficient value word of mouth marketing (M) of 0.440 which means if the word of mouth marketing increased by one unit then the purchase decision will increase 0.440 units.

Testing significance regression with test t

The statistical results of the regression

34%, while the rest as big 66% influenced by other factors Which No included in this research.

Second Hypothesis

The results of the regression analysis are used to test the effect of the strategy promotion through social media to word of mouth marketing , served on table below:

the positive influence of promotion strategies through social media on word of mouth marketing product garskin brand Say hello in CitySouth Sumatra" **proven** .

Coefficient Determination (Adjusted R ²)

The magnitude influence word of mouth marketing to purchase decision of 0.113; this means that the word of mouth marketing influenced by strategy promotion through social the media was 11.3%, while the remaining 88.7% were affected by another factor Which not included in research This.

Third Hypothesis

The results of the regression analysis are used to test the effect of the word of mouth marketing on purchasing decisions, presented in the table below lower This:

test obtained t count of 4.821 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 < 0.05), And coefficient regression have mark positive as big 0.440; so hypothesis Which state that "There is influence positive word of mouth marketing to decision purchase product garskin brand Say hello in City South Sumatra Proven.

Coefficient Determination (Adjusted R ²)

The magnitude influence word of mouth



marketing to purchase decision of 0.134; this means that decision purchases were influenced by word of mouth marketing by 13.4%, while the remaining 86.6% is influenced by other factors No included in this research.

Analysis Sobel

Sobel analysis in this study is used to find out influence No direct from variable mediation that is word of mouth marketing . The results of Sobel's analysis in this study are presented as following:

Based on results test Sobel in on seen influence strategy promotion through social media mediated by word of mouth marketing on purchasing decisions for Garskin products with the SayHello brand in the City South Sumatra, in matter This magnitude influence No direct as big 0.0906 which is the result of multiplying the coefficient between b (MX) and b (YM. X) = 0.3953 x 0.2293 = 0.0906. Mark coefficient mediation as big 0.0906 with a significance value of 0.0217 turned out to be that value more small from 0.05. With thereby hypothesis fourth Which states "There is an influence of promotion strategies through social media mediated by word of mouth marketing on purchasing decisions product garskin brand SayHello di City South Sumatra" proven .

Discussion

The Effect of Promotion Strategy Through Social Media on Decisions Product Purchase Garskin Brand Say hello in City of South Sumatra

The statistical results of the regression test obtained t count of 8.664 with a value significance 0.000, by Because mark significance more small from 0.05 (0.000<0.05), and the regression coefficient has a positive value of 0.792; then the hypothesis states that "There is a positive influence of strategy promotions through social media on purchasing decisions for Garskin products the SayHello brand in the City of South Sumatra" **is proven** . The magnitude of the influence of strategy promotions through social media on

purchasing decisions of 0.340; this means that the purchase decision is influenced by the promotion strategy through social media as big 34%, whereas the rest as big 66% influenced by another factor that No included in the research This.

One of the tools in marketing that can be utilized by a company is through strategy promotion through social media . According to Thoyibie (2010), social media is content containing information, which is made by people who take advantage of publishing technology, very accessible and is intended to facilitate communication, influence and interaction with others and with the general public. Today, marketing practices through social media start develop And used as tool marketing product promote brand And brands something company. Strategy promotion through social media is place gathering people who want to share information and places to find friends and interact with other friends online . Promotion strategy through social media which is growing tremendously rapidly in the country Indonesia is Facebook and Twitter.

Use strategy promotion through social media Which appropriate And effective can increase image A company in eye consumer. Strength strategy promotion through social media A company built on fun, hobbies, lifestyle, loyalty, and drive curiosity of the consumers themselves. These things have an effect on consumer purchasing decisions. So that when consumers have understand right about product We Which he thought interesting, so customers will immediately notify friends or people in surrounding, Which expected naturally influence they For take buying decision.

Influence Strategy Promotion Through social Media to word Of Mouth marketing on Product Garskin Brand Say hello in City South Sumatra

The statistical results of the regression test obtained t count of 4.395 with a value significance 0.000, by Because mark significance more small from 0.05



($0.000 < 0.05$), and the regression coefficient has a positive value of 0.395; then the hypothesis states that "There is a positive influence of strategy promotion through social media to word of mouth marketing products garskin brand SayHello in the City of South Sumatra" **is proven**. The magnitude of the influence word of mouth marketing on purchasing decisions of 0.113; matter this means that word of mouth is influenced by the promotion strategy through social media by 11.3%, while the remaining 88.7% were influenced by another factor Which not included in the study This. Social media marketing allows building social relationships more personal and dynamic than a marketing strategy traditional. Social media marketing activities are centered on business creation contents Which interesting attention And push reader For interact as well as share it in environment network social their friendship. Use of promotional strategies through social media active And up to date will make word of mouth marketing Which effective.

Because by delivering through social media, the message is conveyed will spread wide in time Which very short, Which in a manner No directly influence the minds of consumers to view advertisements or products what we say. Use strategy promotion through social media Good and precise is the core of the formation of a word of mouth marketing A company, because with matter This company can catch the attention of consumers and make the company's products more remembered and scattered extends from person Which One to person Which other.

The Effect of Word Of Mouth Marketing on Purchasing Decisions Garskin products Brand Sayhello di City of South Sumatra

The statistical results of the regression test obtained t count of 4.821 with a value significance 0.000, by Because mark significance more small from 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.440; then the hypothesis states that "There is a positive influence word of mouth marketing to decision

purchase product garskin brand SayHello in the City of South Sumatra" **is proven**. The magnitude of the influence of word of mouth marketing to decision purchase as big 0.134; matter This means that decision purchase influenced by word of mouth marketing as big 13.4%, while the rest as big 86.6% influenced by factor other Which not included in research This.

Word of mouth is person to person communication between sources message recipient messages where message recipients receive messages with likes willingly about a product, service or brand. According to Word Of Mouth marketing Association (WOMMA), define word of mouth as business marketing Which trigger consumers to talk about, promote, recommend, and sell our product to other customers. Most of the process of communication between humans is done through word of mouth. Every day someone talks to each other, to each other exchange thought, information, opinion And process communication other. Consumer knowledge about a product is more influenced by word of mouth marketing. This is because the information from friends is more can trusted compared to with information Which obtained from advertisement.

The Influence of Promotional Strategies Through Word -Mediated Social Media of Mouth Marketing on Purchasing Decisions of Garskin Products Brand Sayhello in the City of South Sumatra

Based on the results of the Sobel test above, the influence of the promotion strategy can be seen through social media mediated by word of mouth marketing purchasing decisions for Garskin products with the SayHello brand in South Sumatra City, in matter This magnitude influence No direct as big 0.0906 Which is the result of multiplying the coefficient between b (MX) and b (YM.X) = $0.395 \times 0.2293 = 0.0906$. Mark coefficient mediation as big 0.0906 with mark significance as big 0.0217 it turns out mark the more small from 0.05. Thus the fourth hypothesis which states "There is influence

strategy promotion through social media Which mediated word of mouth marketing on purchasing decisions for Garskin products with the SayHello brand City South Sumatra" proven.

CONCLUSION

Based on results study And discussion, so can pulled conclusion as follows. There is a positive influence of promotion strategies through social media on purchasing decisions for Garskin products with the SayHello brand in the City of South Sumatra. This can be proven from the t count of 8.664 with a significance value 0.000 is less than 0.05, and the regression coefficient has a positive value as big 0.792. There is a positive influence of promotion strategies through social media on word of mouth marketing product garskin brand Say hello in City South Sumatra. Matter This can proven from t count as 4.395 with mark significance 0.000 more small from 0.05, And coefficient regression have positive value of 0.395. There is influence positive word of mouth marketing to decision product purchases garskin SayHello brand on City of South Sumatra. This matter can be proven from the t count of 4.821 with a significance value of 0.000 smaller than 0.05, and the regression coefficient has a positive value of 0.440. There is the influence of promotion strategies through mediated social media word of mouth marketing on purchasing decisions for garskin products brand Say hello in City South Sumatra. Matter This proven from n mediation coefficient of 0.0906 is positive and has a significance of 0.0217, smaller than 0.05. The calculation results also show that the magnitude of the indirect influence of promotion strategies through social media mediated by word of mouth marketing on purchasing decisions as big 0.0906. Matter This means that influence direct more big than the indirect effect on purchasing decisions ie of 0.7917, while the indirect effect is only 0.0906. Thus can concluded that the real influence is influence direct.

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