



ANALYSIS OF DECISION MAKING PROCESS AND FACTORS PRIORITIZED BY CONSUMERS OF A SALON FOR MUSLIM WOMEN

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Abstract

The purpose of this study was to find out the consumer decision-making process in purchasing services at the House of Khadijah Salon and knowing the most important factors of consumers from the quality of services that include tangibles, reliability, responsiveness, insurance, and empathy. Convenience sampling method is used to conduct a survey with a sample size of 100. The data was subject to descriptive analysis and confirmatory factor analysis method using Lisrel version 8.3. The results show that in the purchasing decision making process, consumers of House of Khadijah go through five stages, namely the introduction of needs, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior. From the results of the Confirmatory Factor Analysis of five factors that influence consumer purchasing decisions, it can be seen that the most important factors of consumers are responsiveness (32,08), Emphaty (30,29), Tangible (30,17), Assurance (25,92), and reliability (21,97). and the attributes most important to consumers in the responsiveness factor are ready to serve consumers (3,85).

Keywords: Purchasing Decision Making Process, Service Quality, House of Khadijah Salon, Confirmatory Factor Analysis, Secondary CFA, Salon for Muslim Women

INTRODUCTION

Indonesia is a country with the largest number of Muslim citizens. Based on the results of the population census conducted by the Indonesia Central Statistics Agency in 2010, About 87,5 percent of its population are Muslim (BPS, 2013). The size of the population increases every year. Based on data from Worldometers (2019) The country has 269.536.482 people in 2019,

with 1,03 percent growth compared to the previous year (Tumoutou News, 2019). On the other hand, according to the Inter-Census Population Survey (BPS, 2015), it is estimated that there are 132,89 million Muslim women in Indonesia in 2019. Indonesian women are involved in various activities, such as working, studying and taking care of families. Sometimes, the activities cause fatigue, which makes the women feel the need to relax and have beauty treatments.

When they go facilities that provide beauty and relaxing treatments, Muslim women expect the facilities to be able to maintain their privacy by not letting men get involved in the activities as employees or customers. Muslim women must follow the Sharia law, which says that they must keep most of their body parts from men's sight. Care and relaxation places, better known as salons and spas for women and Muslim women who use halal beauty products for Muslim women, have become a popular trend. Data from the ZAP Beauty Index 2018 which surveyed 17,889 women in Indonesia through online channels said that the growth of the beauty industry in Indonesia will grow and the market in Indonesia will be very large in the future, reaching 16% growth. Likewise with the growth of Muslim beauty products has increased. The survey results also state that 27 percent of Indonesian women want a halal label on their beauty products (Kompas, 2018). The increasing popularity of this halal lifestyle affects Muslim women's decisions when it comes to the right places to have beauty treatments.

Based on the data from Statistics Indonesia (2013) in Kompas, beauty parlor business keeps attracting people. This business keeps increasing. the stability of the inflation in health and physical care services sector is between 0,00 and 1,30 percent. The number of beauty salon owners increases every year. Research shows that the growth in the number of this kind of business reaches 10 percent every year. There are 90.000 units of big-scale or small-scale salon, including spa, owners until 2012 in all over Indonesia. The extensive market has started to target people from the middle and lower classes. This business also follow the continuously increasing consumers' buying power.

Owners of beauty salon and spa facilities for women and Muslim women in Indonesia, especially in big cities with large numbers of working women who put beauty treatments in their lifestyles, use the opportunities. The potential and extensive market of beauty salons for Muslim women encourage a number of owners to expand their businesses by offering partnerships or franchise opportunities. This is proven by the increasing number of beauty salons for Muslim women in several big cities in Indonesia.

Bogor is one of the cities in Indonesia that is located near Jakarta, the capital city. Beauty salon business in Bogor grows fast. House of Khadijah salon is a salon in an area that is close to Bogor with a concept that centers on herbs, halal and Muslim women. House of

Khadijah salon was established in 2011 and is a part of PT Sharika Solusi International business expansion. Their services include hair treatments (creambath, hair masking, hair spa, hair cutting, hair coloring, hair straightening), body treatments (massage, scrubs, sauna), face treatments (including eye and ear treatments), manicure, pedicure, reflexology, aura massage and bridal makeup. They also produce various beauty products called Skin Care and Body Care of House of Khadijah, which are made of natural ingredients.

Competition in the salon and spa for Muslim women business forces House of Khadijah to enhance the quality of their services in order to maintain their existence. It is important for House of Khadijah to study the consumers' behavior. If a company intends to keep running and growing, it needs to attract new consumers and keep the existing ones, which will be easier when the business owner understands consumers' behavior well (Sumarwan, 2014). Before constructing a marketing strategy, it is important to study consumers' decision making process and factors that they prioritize in terms of the quality of the salon's services in order to keep the consumers satisfied and loyal.

LITERATURE REVIEW

According to Soekresno (2010), a salon is a place for beauty treatments where people can have their hair styled and their bodies treated. Those things are done by beauticians who use their skills and simple tools, and only to improve one's appearance, not alter it. As it is stated in the 1st verse of the 14th article of Law Number 10 Year 2009 regarding Tourism, a SPA business is a beauty treatment business that provides services that combine methods of water therapy, aromatic therapy, massage, herbs, healthy food/beverage services, and physical activities in order to balance one's body and soul by keeping Indonesian traditions and cultures (BPS, 2016) Consumers' behavior, according to Sumarwan (2014), is any activity, action as well as psychological process that influence consumers before and while buying, while using and consuming products and services after doing the things mentioned above or evaluating. Meanwhile, Schiffman and Kanuk (2010) state that consumers' behavior is a behavior shown by consumers when looking for, buying, using, evaluating and consuming products and services that are expected to fulfill their needs.

According to Engel et al. (1995) and Kotler and Keller (2009), consumers' decision is made after five stages, which are: needs recognition, information gathering, evaluation of alternatives, decision to purchase and behavior post-purchase.

Providing quality services to consumers in the service industry is quite influential in providing satisfaction. To get a competitive advantage, every company is required to be able to satisfy consumers who are carried out continuously, this is due to the fact that consumers who

are dissatisfied with the products / services they consume will look for products / services from other companies that are able to satisfy their needs and desires.

Research on service quality has been carried out by several researchers, among them a research conducted by Ismail et al. (2016) entitled "Service Quality as a Predictor of Customer Satisfaction and Customer Loyalty," it is said that the dimensions of service quality need to be studied and applied today, as service quality domain dimensions. Service providers' ability to plan and apply quality dimension service in performing daily jobs will strongly enhance positive income from consumers.

In a research entitled "A proposed model for measuring service quality in secondary education," Ramseook et al. (2010) uses a service quality model as a tool that can be useful in understanding the idea of service quality, as it is defined by customers. Factor analysis using principal factoring and varimax rotation with Kaiser normalization is also used. The results show the index of 0,791. KMO-MSA that is above 0,6 shows that the use of factor analysis is appropriate. Hasani et al. (2015) Use factor analysis to find the most important factor in the packaging elements which influence consumers' purchasing behavior. The data was collected using a structured questionnaire and processed using the SPSS software. Factor analysis is used to determine the most important factors in the packaging elements that are more important for consumers during the decision making process when making purchases.

Rahmani-Nejad et al. (2014) in a research entitled "Service Quality, Relationship Quality and Customer Loyalty (Case Study: Banking Industry in Iran)" state that, today, the role of service quality in ensuring customers' satisfaction is known by everyone. The higher the quality of the services they experience, the higher the customers' satisfaction level will be. Hence, they will become loyal to the organization. In order to reach that, it is important to always evaluate the quality of the services.

Research to find out the most dominant factors in service quality and its attributes processed using Confirmatory Factor Analysis has been carried out by several researchers including Rathee et al. (2013) with their research entitled "Quality Dimensions in Healthcare Confirmatory Factor Analysis" explaining that In Today's increasing competitive atmosphere provides service quality is important for any service industry. This study uses Confirmatory Factor Analysis, which was employed to compare the expectations and perceptions. Furthermore, Efendi and Purnomo (2012) research entitled "Analysis of Confirmatory Factors to Know Passing Awareness Between Motorbike Riders in East Surabaya" with the intention of developing statistical science in the field of Confirmatory Factor Analysis (CFA) and research conducted by Dewi et al. (2015) entitled "Analysis of Visitor Satisfaction Using Second Order Confirmatory Factor Analysis in Structural Equation Modeling (Case Study: Guci)" using SEM

and CFA because it can test causality, validity and reliability relationships at the same time, test several independent and bound variables at once, and can measure factor variables that cannot be measured directly through the indicator.

RESEARCH METHOD

This research was conducted at House of Khadijah Salon, Jl. Raya Laladon No.24, Laladon, Ciomas, Bogor, West Java, Indonesia. This research used qualitative primary and secondary data as well as the quantitative ones. The sources of the primary data are the consumers of House of Khadijah Salon. The samples used in this research are women whose age is above 17 years old. It is assumed that women from that age group can make decisions to get beauty treatments, and have made at least one visit. Sampling was done using convenience sampling method with 100 respondents.

The data was processed using validity and reliability tests. The tools used in the data analysis of this research are descriptive analysis and confirmatory factor analysis, which was implemented with the help of Lisrel software version 8,3. The respondents' characteristics and decision making processes, which include needs recognition, information gathering, evaluation of alternatives, decision and behavior post-decision, will be explained through the descriptive analysis. As for knowing the important factors of the company in the quality of the services of the Salon House of Khadijah explained by using Confirmatory Factor Analysis.

Confirmatory Factor Analysis is one of the multivariate analysis methods that can be used to confirm whether the measurement model that is built matches the one hypothesized. In confirmatory factor analysis, there are latent and indicator variables. Latent variables are variables that cannot be formed and built directly while indicator variables are the ones that can be observed and measured directly (Ghozali, 2005).

The data was collected using a questionnaire with closed items that use Likert scale, which allow the respondents to choose a level that describes the importance of the elements in the salon's service quality from a set of options, which can be seen in the table 1 below.

Table 1. Likert Scale

Answer	Score
Very Important	5
Important	4
Quite Important	3
Not Really Important	2
Extremely Not Important	1

RESULTS AND DISCUSSIONS

The General Characteristics of the Consumers of House of Khadijah in this research can be seen in terms of age, marital status, educational background, occupation and income. Based on the results of the processing of the questionnaire's data obtained from 100 respondents, it was found that 31 percent of the respondents are aged 18-24, 24 percent are between 25-31 years old, 21 percent are between 40-50 years old, 18 percent are 32-39 years old, and 6 percent are above 50 years old.

In terms of marital status, most of the consumers, 61 percent, are married while 39 percent of them are single. In terms of educational background, 40 percent of the consumers have Bachelor's degree, 30 percent of them are high school graduates, while those who have a diploma and Master's degree account for 15 percent, respectively.

In terms of occupation, it was found that 46 percent of the consumers of House of Khadijah are private sector employees, 21 percent are public sector employees, 18 percent are housewives, 12 percent are college students and 3 percent are entrepreneurs.

In terms of income, it was found that 43 percent of the consumers of House of Khadijah generate Rp3.000.000 – Rp5.000.000, 32 percent generate less than Rp3.000.000 and 25 percent generate more than Rp5.000.000.

Consumers' Decision Making Process

Consumers' decisions that are realized in the act of purchasing do not turn up instantly; they turn up after a set of stages.

Needs Recognition

In the case of House of Khadijah, the process is started by the consumers when they start recognizing and feeling the need to have the services. Based on the research, 34 percent of the consumers need the benefits of face treatments, 27 percent of the consumers need the benefits of body treatments, 24 percent need hair treatments, while 15 percent want to get the benefits of relaxation.

Information Gathering

Consumers who feel the need will want to gather more information. At this stage, the source of information has a key role in influencing consumers' decision to go to House of Khadijah. Based on the research, it was found that 40% of consumer information sourced from friends, 33% from signpost or salon signboard, 15 percent from family and 12% from promotion media. The results show that friends have a crucial role in terms of giving information, which means that, indirectly,

friends are information carriers. This information is spread via word of mouth, usually generated by the sources' trust in House of Khadijah which encourages them to promote the salon to their friends. Consumers who experience good services at the salon will share the experience to their friends and give positive stimulus to them.

Evaluation of Alternatives

In the process of choosing House of Khadijah, consumers consider various criteria, one of which will eventually be chosen based on their needs. Some of the things that are considered by the consumers that encourage them to choose House of Khadijah are price, location, cleanliness and comfort, facilities, services, and security. Based on the data processing, it can be concluded that, mostly, the focus of the consumers' attention that encourage them to choose House of Khadijah about 33 percent is cleanliness and safety, 31 percent is location, 18 percent is services, while prices, facilities and security, each 6 percent.

In terms of the way the consumers choose House of Khadijah, some of them plan them ahead while the others do it spontaneously. Based on the results of the data processing, 58 percent consumers plan them ahead while 42 percent spontaneously. This shows that most of the consumers evaluate certain aspects of House of Khadijah, such as the facilities, before deciding to use their services.

If the salon is closed, the consumers will wait until the next day or go to a different salon. Based on the research results, it was found that, if House of Khadijah is closed, 73 percent of the consumers will wait until it opens again on the following day while 27 percent will look for other salons. Hence, it can be concluded that most of the consumers of House of Khadijah are loyal.

Decision to purchase

There are some things that influence consumers when making the decision to purchase, such as the media and the parties that influence them the most. Based on the results research, 54 percent of consumers were influenced by media and the parties and 57 percent of the consumers of House of Khadijah are influenced by their friends while . House of Khadijah need to use this situation and intensify their word of mouth promotions. This information will support stories about positive experiences when doing treatments at House of Khadijah.

Behavior post-purchase

Post-purchase evaluations show satisfaction and dissatisfaction. Based on the results of the data processing, 58 percent of the consumers feel satisfied after getting beauty treatments or

other services from House of Khadijah Salon. and 21% were very satisfied, 12% felt normal and 9% of consumers felt dissatisfied. This satisfaction is generated by good services and quality.

When it comes to consumers' intention to choose other institutions, 88 percent of the respondents do not have the intention to do so. This shows that the consumers of House of Khadijah are highly loyal. This loyalty has positive correlations with the consumers' satisfaction as most of them are satisfied and highly satisfied by the quality and the services provided.

Results from Confirmatory Factor Analysis

Second Order Confirmatory Factor Analysis

It is possible for the latent variables in a problem not to be able to be measured directly through the indicator variables. The latent variables have several indicators that cannot be measured directly. Thus, more indicators are needed. In this case, First Order Confirmatory Factor Analysis cannot be used. Hence, the higher order is used (second order Confirmatory Factor Analysis).

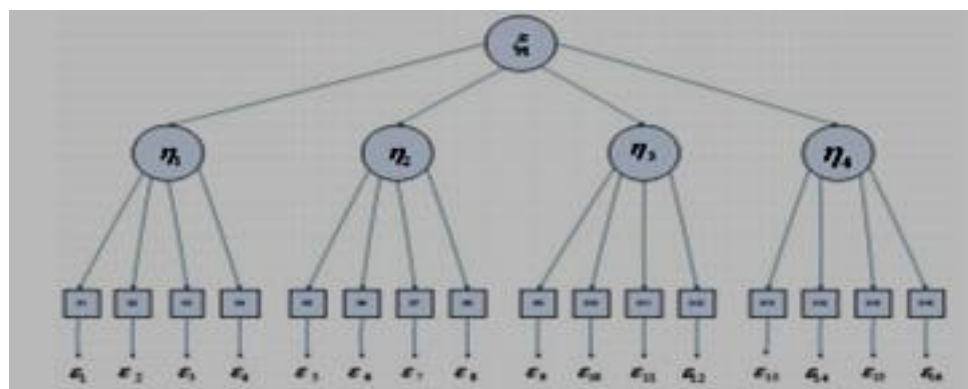


Figure 1 Secondary CFA

Validity and Reliability Tests

Validity test is done by testing the significance of the parameters of the measurement model. Lambda (λ) is a parameter that is related to the measurement of latent variables by indicator variables. The test statistics used is t-test with a set of criteria that rejects H_0 if t-test is higher than t-table or p value $< \alpha$ and the tested hypotheses are:

$H_0 : \lambda = 0 \approx$ indicator variable is not valid as latent variable indicator

$H_1 : \lambda \neq 0 \approx$ indicator variable is valid as latent variable indicator

High reliability shows that the indicators have high consistency in measuring the latent variables. To measure the reliability, construct reliability (CR) and Variance Extract (VE)

formulas can be used. The reliability can be considered as appropriate when the CR is $>0,7$ and the VE is $>0,5$ (Wjanto, 2008).

Table 2. Test Results Validity and reliability

Variable	Indicator	Standardized		t count	Ei	Validity	CR	VE
		Loading	Factor					
Reliability	RELIA1	0.96	8.59	0.08	Valid	0.9669	0.6185	
	RELIA2	0.57	15.57	0.68	Valid			
	RELIA3	0.69	16.79	0.53	Valid			
	RELIA4	0.73	16.45	0.46	Valid			
Responsiveness	RESPONS1	0.36		0.87	Valid			
	RESPONS2	0.96	3.85	0.08	Valid			
	RESPONS3	0.71	3.53	0.5	Valid			
Assurance	ASSURAN1	0.87	18.32	0.25	Valid			
	ASSURAN2	0.96	17.19	0.08	Valid			
	ASSURAN3	0.87	15.28	0.25	Valid			
	ASSURAN4	0.91	16.53	0.17	Valid			
Variable	Indicator	Standardized		t count	Ei	Validity	CR	VE
		Loading	Factor					
Emphaty	EMPHATY1	0.72		0.49	Valid			
	EMPHATY2	0.69	11.55	0.52	Valid			
	EMPHATY3	0.47	9.21	0.78	Valid			
Tangible	TNGBLE1	0.91		0.18	Valid			
	TNGBLE2	0.82	16.7	0.33	Valid			
	TNGBLE3	0.92	17.65	0.15	Valid			
	TNGBLE5	0.94	17.51	0.11	Valid			
	TNGBLE6	0.5	11.35	0.75	Valid			

The results in the table above show that all indicators have t count $>$ t table (1,96), which means that they are valid. The CR score is 0,09669, above 0,7, while the VE score is 0,6185, above 0,50, which means that they are reliable.

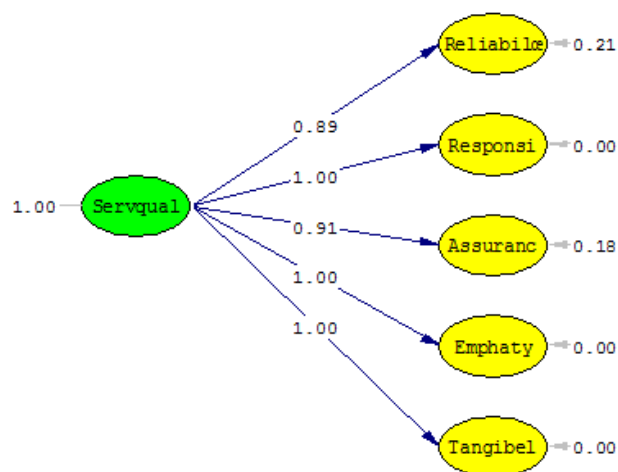
Model Evaluation

Evaluating whether a model is appropriate or not is included in the process of interpreting the model. There is no single measurement that can be used to measure the appropriateness of a model. These are several model appropriateness measurements that are often used to measure the appropriateness of a model. Below is a table regarding the appropriateness of Model Confirmatory Factor Analysis.

Table 3. Model Appropriateness

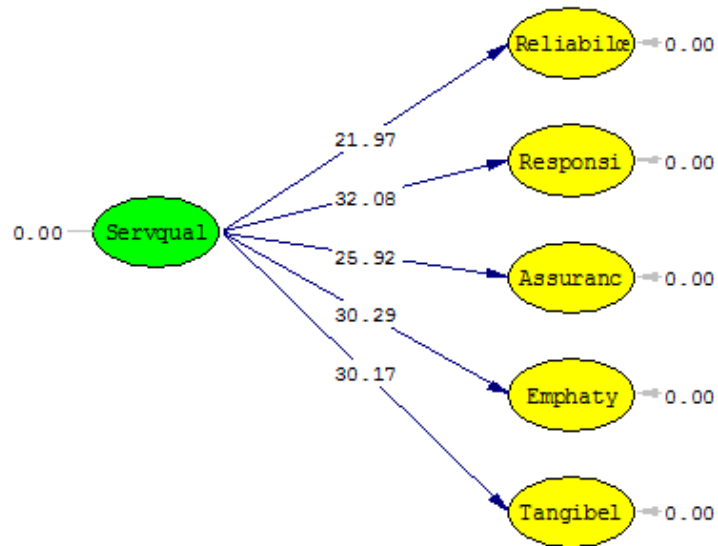
GOFI	Value of Calculated Results	Standard Value for Good Match	Conclusion
RMSEA	0.078	≤ 0.08	Good model feasibility
NFI	0.97	≥ 0.90	Good model feasibility
NNFI	0.96	≥ 0.90	Good model feasibility
CFI	0.99	≥ 0.90	Good model feasibility
IFI	0.98	≥ 0.90	Good model feasibility
Std. RMR	0.061	≤ 0.10	Good model feasibility
GFI	0.97	≥ 0.90	Good model feasibility
AGFI	0.96	≥ 0.90	Good model feasibility

Results of Variable Loading Factor against Servqual



Chi-Square=214.89, df=134, P-value=0.00001, RMSEA=0.078

Figure 2 Standardized Loading Factor



Chi-Square=214.89, df=134, P-value=0.00001, RMSEA=0.078

Figure 3 t count

Results of Loading Factor Variable on Servqual

Confirmatory Factor Analysis results show that the most dominant factor based on the loading factor score and t count is responsiveness, whose loading score is 1.00 and t count is 32.08. The next one is empathy, whose loading score is 1.00 and t count is 30.29. It is followed by tangible, whose loading score is 1.00 and t count is 30.17, assurance, whose loading score is 0,91 and t count is 25,92, and the last one, reliability, whose loading score is 0,89 and t count is 21,97.

The attributes contained in the responsiveness factor are salon employees who are able to provide responsive services to customers, salon employees who are always ready to serve customers who need help, and salon employees who are always careful in providing services. The results showed that the attributes most important to consumers in the responsiveness factor were attributes of salon employees who were always ready to serve customers who needed help whose loading score is 0.96 and t count is 3.85.

Meanwhile, the attributes contained in the empathy factor are being able to understand needs, provide good compensation if employees make mistakes in service, and employees who always show a friendly and smiling attitude to customers. Attributes contained in tangible factors are good interior arrangement and room layout, clean room maintenance, equipment used in good condition, neat appearance of employees when receiving and serving consumers. The attributes contained in assurance factors are employees who have good knowledge of

maintenance specifications, good attitudes of employees when facing customers, salon safety and products, and customer convenience. And the attributes contained in the factor of reliability are services according to needs, timely service, and competent therapists.

SUMMARY AND CONCLUDING REMARKS

In the process of making consumer decisions, 34% of respondents need the benefits of facial care and cleanliness. At the stage of searching for information the most dominant source of information is information from friends that is equal to 40%. In the alternative evaluation phase, the majority that became the focus of attention of consumers at the first time so that they were interested in choosing House of Khadijah was cleanliness and comfort, namely 33%. And as much as 58% of consumers plan well in choosing House of Khadijah, and if the salon closes when consumers want to do maintenance, 73% of respondents will wait the next day when the salon reopens. At the stage of the purchase decision, 54% of consumers are influenced by parties or the media in the House of Khadijah salon service purchase decisions and by 57% the most influential in the purchase decision are friends. At the stage of post-purchase behavior, 58% of consumers were satisfied to have purchased services in the House of Khadijah and 88% of consumers did not have the desire to move to another salon.

From the results of the Confirmatory Factor Analysis of five factors that influence consumer purchasing decisions, it can be seen that the most important factors of consumers are responsiveness (32,08), Empathy (30,29), Tangible (30,17), Assurance (25,92), and reliability (21,97). In the responsiveness factor, the most important attributes of consumers are ready to serve consumers (3,85). So it is important for the House of Khadijah Salon to continue to be able to maintain its readiness in serving customers who need help and improve other service quality factors.

LIMITATIONS OF THE CURRENT STUDY

The researcher realized there were still limitations in conducting this research. This study only uses some attributes of each factor of service quality, for future research, other relevant attributes can be added. The latest and specific data limitations regarding the list or number of Muslim salons, especially in the Bogor region of Indonesia, so that the increase in the number of Muslim salon every year can be more visible. The number of samples in this study is also one of the limitations. So even though to do an analysis using Confirmatory Factor Analysis the number of samples is still adequate, the sample size should be maximized.

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