

## Analysis of the Impact of Covid-19 and Company Policies on Sales Volume in the New Normal Period (Case Study: Medan Market Center)

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### ABSTRACT

At this time, Small Micro Enterprises both in the service and production business sectors are experiencing many severe challenges during the covid-19 pandemic. The things that are most felt by Micro, Small Enterprises are a significant decrease in turnover, lack of customers, difficulty getting profits, and inhibition of product sales due to *social distancing* and Large-Scale Social Restrictions (PSBB) that apply throughout city Indonesia. So this study was conducted to determine the influence of the impact of the Covid-19 pandemic and company policies on sales volume in the Medan Market Center. The research method uses a quantitative approach by taking data in a survey of sellers at the Medan Market Center. In this study, the source of data obtained is the primary data source. A total of 88 respondents taken will fill out the questionnaire. This research shows that the company's policy is a product price strategy that affects sales volume at the Medan Market Center.

**Keywords:** Covid-19 Impact, Company Policies, Sales Volume

### INTRODUCTION

At the beginning of 2020, the world was shocked by a new virus, namely a new type of *coronavirus* (SARS-CoV-2) and the disease called *Coronavirus Corona Virus Disease* 2019 (COVID-19) which has been declared by WHO as a pandemic. One of them is the Indonesian canyon which is experiencing a state of health care with the emergence of this virus which is a type of global disease outbreak that is very rapidly spreading among humans (Coal, 2021).

The impact of covid-19 has a significant influence on various aspects in the world, including Indonesia, the impact of the corona virus (Covid-19) outbreak is not only detrimental to health, this virus even affects the economies of countries around the world. The global economy is slowing down and affecting the business world. In Indonesia, the government is trying to make various efforts to reduce the impact of the corona virus on the industry, all parties are asked to carry out *social distancing*, *Work From Home (WFH)* and decide to cover. The government has also carried out subsidies designed to be given to residents affected by the Covid-19 pandemic. All that is given is resident who are low-income (Mutmainnah. Sadiqin, 2021).

At the time of the Covid-19 pandemic outbreak, there was a lot of money among the merchant community and also since some areas imposed restrictions on the movement of people, crowds until someone carried out a partial quarantine, making many traders lose money because buyers were very rare and even absent. Some traders are still looking for the profit of selling even with the risks that exist. This is because their needs in life are very dependent on daily needs. The crisis caused by covid-19 is currently

occurring simultaneously, so the consequences are deeply felt by vulnerable groups that are getting worse, including business groups that need crowds, groups of freelance daily workers, street vendors, workers who are stranded by layoffs, farmers and the community.

Pusat Pasar is one of the traditional markets that was established in 1929, and is now managed by PD Pasar Kota Medan. The location of this market is adjacent to *the modern* market, namely Medan Mall and Olympia (Ansori, 2015). This market center is also be known crowds because there are so many visitors who come to buy clothes there. Before the outbreak of the covid-19 pandemic, clothing merchants in the Market Center could easily make sales on their products. However, after being hit by the pandemic covid-19, market traders are considered to have experienced a decrease in their Sales Volume. Sales volume is considered to have decreased quite drastically due to the covid-19 pandemic which caused stores to be empty of visitors for several months and caused sales to be hampered. Therefore, this study took samples at the Market Center.

**Table 1.** The Revenue Of One Of The Stores In The Last 3 Years

<b>MOON</b>	<b>YEAR 2019</b>	<b>YEAR 2020</b>	<b>YEAR 2021</b>
January	IDR 295,351,500	IDR 188,787,000	IDR 191,322,000
February	IDR 273,048,000	IDR 236,913,000	IDR 172,241,000
March	IDR 337,567,000	IDR 209,798,000	IDR 246,750,000
April	IDR 391,649,000	IDR 140,587,000	IDR 308,219,000
May	IDR 543,948,000	IDR 216,595,000	IDR 185,801,000
June	IDR 171,158,000	IDR 170,897,000	IDR 144,664,000
July	IDR 289,758,000	IDR 218,782,000	IDR 136,684,000
August	IDR 211,461,000	IDR 202,225,000	IDR 219,895,000
September	IDR 229,450,000	IDR 197,531,000	IDR 190,211,000
October	IDR 230,666,000	IDR 207,679,000	IDR 218,839,000
November	IDR 215,391,000	IDR 206,912,000	IDR 197,476,000
December	IDR 253,232,000	IDR 247,136,000	IDR 231,984,000
<b>AMOUNT</b>	<b>IDR 3,442,679,500</b>	<b>IDR 2,443,842,000</b>	<b>IDR 2,439,086,000</b>

There is a company policy issued to traders in the Market Center. Merchants can open stores every day but operating hours will be shortened from 9 am to 4 pm. But traders definitely have their own policies for their own business. According to Edi Suharto (2012), Policy is the principle of how to act to decide to direct decisions (Hermawan, 2021). One of its policies to over come it is with a change of strategy on the price. When consumers buy a product, the first thing that potential consumers often pay attention to is the price, then the product to be purchased, both t ampilan and availability. Price is important for consumers. The high price offered must be in accordance with the satisfaction that will be received by consumers who consume it. Prices that are too high and too low will affect consumers' buying interest. Prices that are too high will make consumers switch to other similar products but at a cheaper price, and vice versa, if the price offered is too low, consumers will doubt the quality of the products offered so as to reduce buying interest in these products (Dian Sari, 2020).

The term new normal is used for various activities that indicate the existence of previous considerations. Abnormal differences are now becoming common place and common place (Pramezwyary et al., 2021). To stop the chain of transmission of the corona virus while still trying to move the economy, the world is implementing a new order of life, namely to keep life productive but safe from this covid-19 outbreak, the

world is implementing a new order of life, which is to keep life productive but safe from this outbreak covid-19. The new order, habits and behaviors based on adaptation to cultivate clean and healthy living behaviors are what has come to be referred to as the *New Normal*.

*New Normal* is a policy of reopening economic, social and public activities on a limited basis using health standards that had never existed before the pandemic (Ezizwita & Sukma, 2021). In this *New Normal* period, industrial businesses are slowly trying to rise and begin to aggressively look for new strategies in an effort to survive and rise from the slump (Venice, 2020). Therefore, the research conducted today is to examine and understand the elements of Covid-19 and company policies towards sales volumes in the Medan Market Center.

## LITERATURE REVIEW

Based on the identification of the problems above, the problems in this study are limited to free variables, namely Pandemic Impact ( $X_1$ ) and Company Policy ( $X_2$ ), and volume-bound variables Sales ( $Y$ ). This research was conducted at the Medan Market Center. According to Harianto 2009 in (Zahroh, 2012), that the transmission of COVID-19 can be through the respiratory tract, the use of masks by the entire community is felt necessary during this COVID-19 pandemic. Indicators of the Covid-19 Outbreak are government policies and understandings about Covid-19. Efforts in government policy in dealing with Covid-19 provide free vaccines to the community, provide subsidies to low-income traders, enforce health protocols, PSBB, PPKM and provide an understanding of the dangers of corona virus transmission.

According to Shinta (2011:1) marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or any activities related to the delivery of products or services ranging from producers to consumers (Nabilla A. G, 2021). Marketing Mix According to Nervous Kismono (2015: 308) the definition of marketing *mix* is a combination of variables or activities that are the core of marketing consisting of product strategy (*product*), price (*price*), promotion (*promotion*) and place (Sunarsi, 2020).

In the company's policy there is a marketing strategy. Marketing strategy can be interpreted as a form of one of the foundations used in the preparation of total company planning. Viewed in terms of the breadth of problems that exist in a company, thus a comprehensive technical planning is needed to be used as a reference for the company in carrying out its activities. In this study took a pricing strategy. According to Kotler & Armstrong (2011:345) Price is an amount of money billed for a product and service, or the amount of value that customers exchange to benefit from owning or using a product or service that can be controlled and that determines whether or not a product is received by consumers (Sari & Suryoko, 2017). According to Kotler and Armstrong (2008:278) the price indicator is prices affordable by purchasing power of consumers and the difference between price and quality.

According to Abdurrahman (2015) Sales is a personal presentation by conducting relationships with customers and making purchase stages to meet the needs of consumers (Halin et al., 2017). Sales is the activity of conveying the needs that have been generated to those who are needed in exchange according to the price determined by mutual consent. The goal of sales in the company is to achieve sales volume, get a certain profit, support the company's growth (Maros & Juniar, 2016).

According to Swastha and Irawan, sales volume is the total volume that a certain group of buyers in a particular geographic area and a specific advisory program will purchase.

While the sales volume is the total amount generated from the sales activities of goods. The greater the amount of sales that the company generates, the more likely the profit the company will make. The definition of sales volume proposed by Freddy Rangkuti (2009: 207) that sales volume is an achievement that is expressed quantitatively in terms of physical or unit volume of a product. Sales volume is something that signifies the rise and fall of sales and can be expressed in the form of units, kilos, tons or liters (Makmur, 2015). Sales Volume indicators are the selling price and sales turnover.

## RESEARCH METHOD

### Research Location and Time

The Research conducted at the Medan Market Center which is located on St Pusat Pasar. And this research was carried out on 16 September 2022- 18 September 2022.

### Research Variables

According to (Burhan, 2005), a variable is a phenomenon that varies in form, quality, quantity, quality of standar and so on or in other words, that a variable is a phenomenon (which is arbitrary) (Effiyaldi et al., 2022). The model set out in this study will look at the influence of 2 free variables which are the Covid-19 Outbreak and Company Policy on the Volume Sales on Pusat Pasar which is the dependent variable as shown in the picture.

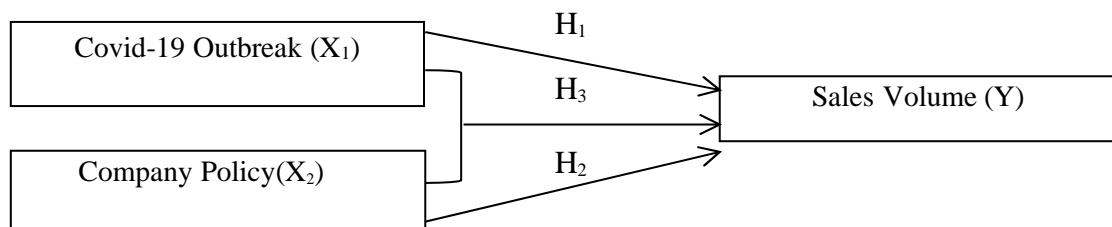


Figure 1. Theoretical Framework

The Covid-19 outbreak variable ( $X_1$ ) is a virus that can be transmitted to other people through droplets and can occur wherever it is. One of the places of contagion that occurs quickly in the *Market* / shopping center such as the Medan Market Center. The Company Policy Variable ( $X_2$ ) is a situation in which the company is managed professionally without conflict of interest and intervention from any party that is not in accordance with applicable laws and regulations and sound company principles. In the company's policy, the research takes a pricing strategy.

The Variable Sales Volume ( $Y$ ) is the final result achieved by the company from the sales of products produced by stores in the Medan Market Center. The sales volume does not separate in cash or credit but is calculated as a whole from the total achieved. Research is a process or activity that is carried out systematically, logically, and plans to collect, process, analyze data, and conclude using certain methods or techniques to find answers to problems that arise (Abdullah, 2015). In this research period, it uses atitative quantifiable approach, by taking data in a survey directly to sales at the Medan Market Center. The data taken in the form of primary data from survey results using questionnaires with a *Likert* scale (scale 5), namely using several question items to measure individual behavior by responding to 5 points of choice in each question item,

strongly agreeing, agreeing, disagreeing, disagreeing, and strongly disagreeing (Tuhumury, 2013) . From the questionnaire distributed to 88 clothing sales.

### Data Collection Techniques

According to Sugiyono (2011: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Pradana & Reventiary, 2016). This study selected the population of clothing sales in the Medan Market Center.

According to Sugiyono (2011: 81) states that the sample is part of the number and characteristics possessed by the population. It is known that the sample technique used in this study is random sampling of sederhana (Simple Random Sampling). To obtain the sample used the *slovin* formula, this *slovin* formula formulated by Slovin p existed in 1960 to determine the sample size especially if there is uncertainty about the behavior of the population (Isip, 2021) as follows :

$$n = \frac{N}{1+N(e^2)}$$

Description :

n = Number of samples

N = Total Population

e = Fault tolerance limit (10%)

This study used a reliability rate of 90% because it used a 10% non-accuracy allowance. If the calculation is carried out using the formula, the minimum amount obtained is:

$$\begin{aligned} n &= \frac{700}{1+700(10\%^2)} \\ &= \frac{700}{1+700(0,01)} \\ &= \frac{700}{1+7} \\ &= \frac{700}{8} \\ &= 87,5 \text{ atau } 88 \text{ Respoden} \end{aligned}$$

Instrumen research in the form of a questionnaire containing predetermined questions using a *likert* scale of 1 – 5, where the value of 1 indicates the lowest value and 5 indicates the highest value. This research instrument was first tested validitas using *the Pearson Correlation* method and its reliability using *the Cronbach's Alpha* method.

**Table 2.** Likert Scale

Score	Criterion
1	Strongly Disagree (SD)
2	Disagree (D)
3	Disagreement (DS)
4	Agree (A)
5	Strongly Agree (SA)

The data processing process is carried out by multiple linear analysis testing, then continued with hypothesis testing using t tests and coefficients of determination. Before the data is processed, previously a requirement test was carried out, namely the classical assumption test: normality test, multicollinearity, heterokedasticity,

autocorrelation. This data processing is carried out using the help of spss application version 25.

## RESULTS

### Validity Test results and Reability Test

According to Sugiyono (2005) Validity is an index that shows that the measuring instrument really measures what is to be measured (Sugiono, 2020). Validity testing is carried out using correlation *correlation*. The value of the correlation coefficient between each item with a total score compared to  $r_{table}$  *pearson product moment* at 5% significance with a 2-sided test and a test on a sample of 30 obtained  $r_{table}$  of 0.361. From the validity test results for the Covid-19 variable as seen in table 3 that all correlation values are above the  $r_{table}$  value so that all items are declared valid.

For testing According to Sekaran in Dwi Priyatno in Arpis Susanto (2015:46), the reliability of less than 0.6 is less good, while 0.7 is acceptable and above 0.8 is good (Manik, 2017). The relectability used is *Cronbach's alpha* method. From the test results obtained the value of korelasi *Cronbach's Alpha* of 0.787. The *alpha* coefficient of variable  $X_1$  is 0.787 ( $0.787 > 0.60$ ), this data shows *reable*.

**Table 3.** Covid-19 Impact Validity Testing Results ( $X_1$ )

Validity				Reability	
Items	Correlation	$r_{table}$	Information	<i>Cronbach's Alpha</i>	Information
1	0.603	0.361	Valid	0.787	Valid
2	0.741	0.361	Valid		Valid
3	0.822	0.361	Valid		Valid
4	0.778	0.361	Valid		Valid
5	0.724	0.361	Valid		Valid
6	0.776	0.361	Valid		Valid
7	0.680	0.361	Valid		Valid
8	0.603	0.361	Valid		Valid
9	0.821	0.361	Valid		Valid
10	0.855	0.361	Valid		Valid

From the validity test results for the Price variable as seen in table 4 that all correlation values are above the table  $r$  value so that the whole item is declared valid. For reliability testing using *the Cronbach's Alpha* method. From the test results obtained the value of korelasi *Cronbach's Alpha* of 0.787. The *alpha* coefficient of variable  $X_2$  is 0.787 ( $0.787 > 0.60$ ), this data shows *reable*.

**Table 4.** Price Validity Test Results ( $X_2$ )

Validity				Reability	
Items	Correlation	$r_{table}$	Information	<i>Cronbach's Alpha</i>	Information
1	0.769	0.361	Valid	0.787	Valid
2	0.894	0.361	Valid		Valid
3	0.852	0.361	Valid		Valid
4	0.790	0.361	Valid		Valid
5	0.867	0.361	Valid		Valid
6	0.898	0.361	Valid		Valid
7	0.970	0.361	Valid		Valid
8	0.853	0.361	Valid		Valid
9	0.936	0.361	Valid		Valid
10	0.815	0.361	Valid		Valid

From the results of the validity test for the sales volume variable as seen in table 5 that all correlation values are above the table r value so that the entire item is declared valid. For reliability testing using *Cronbach's Alpha* method. From the test results obtained the value of korelasi *Cronbach's Alpha* of 0.766. The *alpha* coefficient of variable Y is 0.787 ( $0.766 > 0.60$ ), this data shows *reable*.

**Table 5.** Sales Volume Validity Test Results (Y)

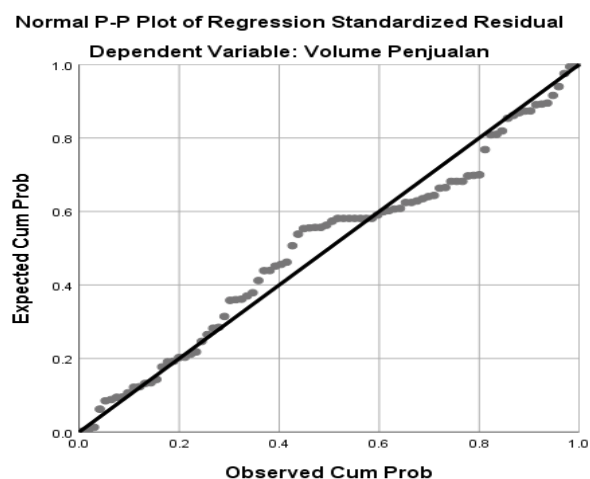
Validity				Reability	
Items	Correlation	r <sub>table</sub>	Information	Cronbach's Alpha	Information
1	0.843	0.361	Valid	0.766	Valid
2	0.683	0.361	Valid		Valid
3	0.623	0.361	Valid		Valid
4	0.675	0.361	Valid		Valid
5	0.719	0.361	Valid		Valid
6	0.612	0.361	Valid		Valid
7	0.813	0.361	Valid		Valid
8	0.734	0.361	Valid		Valid
9	0.808	0.361	Valid		Valid
10	0.459	0.361	Valid		Valid

### Classical Assumption Test Results

According to Situmorang and Lutfi (2012:114) classical assumption tests are statistical requirements that must be met in multiple linear regression analyses (Wakhyuni & Andika, 2019).

### Normality Test

According to Gozali (2005:110) "The purpose of the normality test is to test whether independent variables and dependent variables are normally distributed" (Ardian, 2019) . In figure 2, you can also see the distribution of data on the diagonal source on the normal *P-P graph plot of regression standardized residual* and it can be seen that the dots spread around a diagonal straight line, so the residual value has normalized.



**Figure 2.** Normal graph *P-Plot of Regression Standardized Residual*

### Multicholinerity Test Results

The criterion for multicholinerity testing is to look at *the value of inflation factor (Value Inflation Factor)* in the regression model (Sinaga & Andriyani, 2019). If the VIF < 10 then there is no multicholinerity. If the VIF > 10 then multicholinerity occurs. If *the*

*tolerance* > 0.10 = Does not occur. If *the tolerance* < 0.10 = Occurs. Based on the spss data results in table 6, there is no multicholinerity (0.960 > 0.10) & (1.0142 < 10.00). So that the impact of covid-19 and price on sales volume does not occur, it means that all these variables can be used as mutually free variables.

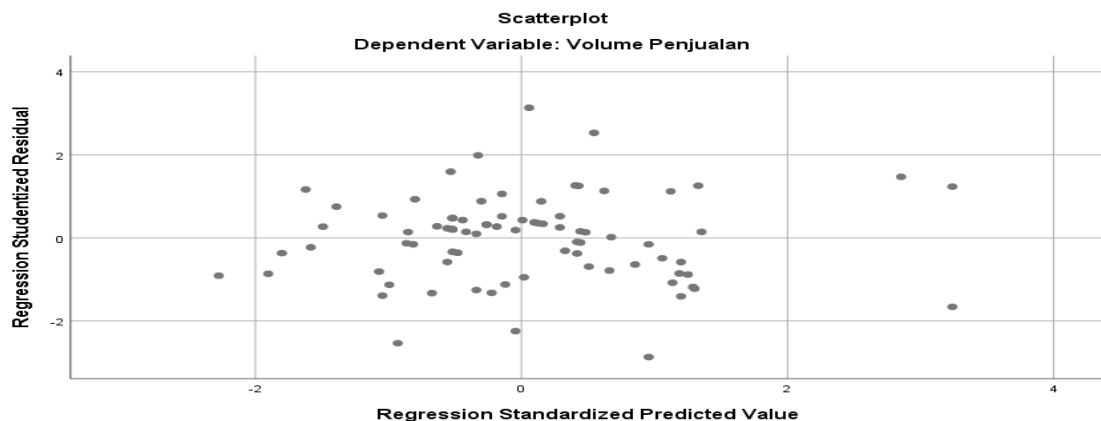
**Table 6.** Multicholinerity Test Results

Coefficients								
		Unstandardized Coefficients					Collinearity Statistics	
Type		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	12.375	5.020		2.465	.016		
	Covid-19	.087	.089	.093	.984	.328	.960	1.042
	Product Price	.580	.110	.496	5.262	.000	.960	1.042

a. Dependent Variable: Sales Volume

### Heteroskedasticity Test Results

From the *output* of SPSS, it is obtained that the significance value of the Covid-19 Impact variable and its price of more than 0.05 can thus be concluded that there is no heterokedastysitas problem in the regression model. The look on the *scatterplot* chart in figure 3 shows a random spread and spreads above also below the number 0 on the Y axis.



**Figure 3.** Heteroskedasticity Test Results – *Scatterplot*

**Table 7.** Heteroskedasticity Test Results

Coefficients								
		Unstandardized Coefficients					Collinearity Statistics	
Type		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.055	3.113		-.018	.986		
	Covid-19	-.107	.055	-.204	-1.945	.055	.960	1.042
	Product Price	.185	.068	.284	2.700	.008	.960	1.042

a. Dependent Variable: Sales Volume

### Autocorrelation Test Results

From the SPSS output, it is obtained that there is no Autocorrelasi as seen from table 8. If  $d < dl$  or  $d > 4-dl$ , then there is an autocorrelation. If  $du < d < 4-du$ , then there is no autocorrelation. If  $dl < d < du$  or  $4-du < 4-dl$ , then there is no conclusion.



**Table 8.** Autocorrelation Test Results

d	DI	Du	4-dl	4-du
1.971	1.612	1.703	2.388	2.297

Because  $du < d < 4-du$   
 $= 1,703 < 1,971 < 2,297$  (Conclusion = No autocorrelation)

**Multiple Linear Regression Test Results**

Multiple linear regression analysis is carried out to see the direction of the relationship either the direction of the positive relationship or the direction of the negative relationship between the free variables of the Impact of Covid-19 and Price, as well as to get a prediction of the value of the Variable Sales Volume if the two free variables experience an increase or decrease.

**T test (Partial)**

If the sig value  $< 0.05$ , or  $t_{counts} > t_{table}$  then there is an influence of variable X on variable Y. If the sig value  $> 0.05$ , or  $t_{counts} < t_{table}$  then there is no influence of variable X on variable Y. Based on the SPSS *output* in table 9, you can see the results of the hypothesis testing decision.

$$t_{table} = t(a/2 ; n-k-1) = t(0.025 ; 85) = 1.992$$

**Table 9.** Multiple Linear Analysis Coefficient

Coefficients						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.375	5.020		2.465	.016
	Covid-19	.087	.089	.093	.984	.328
	Product Price	.580	.110	.496	5.262	.000

a. Dependent Variable: Sales Volume

1. First Hypothesis Testing ( $H_1$ )  
 Known sig value. for the influence of  $X_1$  on Y is  $0.328 > 0.05$  and the calculated value of t is  $0.984 < t_{table} 1.992$ , so it can be concluded that  $H_1$  is rejected which means there is no influence of  $X_1$  on Y.
2. Second Hypothesis Testing ( $H_2$ )  
 It is known that the Sig value for the influence of  $X_2$  on Y is as large as  $0.000 < 0.005$  and the calculated value of t is  $5.262 > t_{table} 3.10$ , so it can be concluded that  $H_2$  is received which means that there is an influence of  $X_2$  on Y.

**F Test (Simultaneous)**

If the sig value  $< 0.05$ , or  $F_{counts} > F_{table}$  then there is a simultaneous influence of variable X on variable Y. If the sig value  $> 0.05$ , or  $F_{counts} < F_{table}$  then there is no simultaneous influence of variable X on variable Y. Based on the *output* in table 10, it is known that the significance value for the simultaneous influence of  $X_1$  and  $X_2$  on Y is

0.000 < 0.05 and the value of  $F_{counts} 16,000 > F_{table} 3.10$ , so it can be concluded that  $H_3$  is accepted which means there is an influence of F.  $X_1$  and  $X_2$  simultaneously against Y.

$$F_{table} = F (k; n-k) = F (2 ; 86) = 3.10$$

**Table 10.** Anova Table

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	
1	Regression	445.067	2	222.533	16.000	Sig.
	Residual	1182.206	85	13.908		.000b
	Total	1627.273	87			

a. Dependent Variable: Sales Volume

b. Predictors: (Constant), Product Prices, Covid-19

### Determination Test Results

The coefficient of determination R is used to measure the percentage of the magnitude of the influence of two free variables, namely Pandemi Covid-19 and Price on the bound variable, namely Sales Volume. From the measurement results as seen in table 11, the magnitude of R is 0.701 (70.1%). This means that the Sales Volume of 70.1% is affected by one of the free variables. So it can be said that there are other factors that affect Sales Volume, where the difference of 29.9% is influenced by other variables outside the study.

**Table 11.** Model Summary Table

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 <sup>a</sup>	.492	.454	3.599

a. Predictors: (Constant), Cost of Goods, Covid-19

## DISCUSSION

Based on the findings of this study, all of the variables above, namely the Impact of Covid-19 and Company Policies, only one affects Sales Volume, namely Company Policies. In a company policy price strategy that has a lot of great influence on sales turnover. Srirahayu in his journal article the effect of the selling price of broiler animal feed products on sales volume at PT. Sinar Terang Madani Kota Makasar that result of his research during the pandemi period showed that the influence of the impact of the pandemic has greatly decreased sales (srirahayu, 2021). The results of the research that I did showed the same thing at the center of the Medan market, namely when the price of clothing is high, consumers will reduce the number of product purchases or even will not buy the product, consumers will look for goods in other places or substitutions in meeting needs. So it can be said that the price can influence consumer decisions in buying a product which will later affect sales volume. For the company, it is necessary to pay attention to the price of the products offered. Setting prices that are competitive and can be reached by the public, as well as providing flexibility to consumers in the event of price changes.

## CONCLUSION

Variable testing of the covid-19 outbreak variable has no influence on sales volume. Due to the covid-19 outbreak in the market center is only a momentary state of the situation. However, the company's policy variables have an influence on sales volume in the Medan Market Center. This shows a significant influence, the contribution of the influence of the Company Policy variable of 70.1%, on the sales volume of clothing and the remaining 29.9% influenced by other factors that were not studied in this study.

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