



Analysis of Marketing Performance: A Case Study of Rice Marketing at Usaha Dagang Hardianti, Pinrang Regency

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ABSTRACT

This study is intended to analyze the influence of product quality, selling price, distribution location, and marketing strategies on the marketing performance of rice at Usaha Dagang Hardianti in Pinrang Regency. The approach used is quantitative, employing multiple linear regression analysis. Data were collected through questionnaires, interviews, and documentation studies, and were analyzed using validity and reliability tests, t-test, F-test, and the coefficient of determination (R^2). The findings indicate that only the distribution location and selling price variables have a significant effect on marketing performance, with significance values of 0.025 and 0.041 respectively—both below the 0.05 threshold. In contrast, the product quality and promotional strategy variables do not show significant influence, with significance values of 0.892 and 0.275 respectively (>0.05). The coefficient of determination (R^2) reveals that the independent variables account for only 22.3% of the variation in marketing performance, while the remaining 77.7% is influenced by other factors outside the model. These findings highlight that competitive pricing and distribution efficiency play a more dominant role in enhancing marketing performance than product quality or promotional efforts. Therefore, business actors are advised to prioritize the implementation of competitive pricing strategies and optimal distribution systems to strengthen the market competitiveness of their rice products.

Keywords: Marketing Performance, Rice, Usaha Dagang

INTRODUCTION

The agricultural sector is the backbone of Indonesia's economy, with rice being the primary commodity and a staple food for the population. One of the key players in rice distribution is Micro, Small, and Medium Enterprises (MSMEs), which serve as a bridge between farmers and end consumers. In Pinrang Regency, known as one of the rice granaries of South Sulawesi, the presence of rice milling and marketing MSMEs such as Usaha Dagang (UD) Hardianti is highly significant. UD Hardianti plays an active role in distributing locally produced rice to consumers in both rural and urban areas.

Marketing plays a crucial role in determining the success of a business, especially in the agribusiness sector. As a core business activity, marketing functions to ensure business continuity because it is directly connected to the market (Andriani & Kamaruddin, 2024). Meanwhile, performance reflects the output of employees based on their abilities, skills, and attitudes, and is assessed through mastery of both theory and practice, such as computer operation and foreign language proficiency (Fauzi & Nugroho A, 2020). Marketing performance serves as an indicator of a company's success in implementing its marketing strategies, as measured by profit achievement, sales volume, market share, and customer satisfaction (Hatta, 2015).

However, amid increasingly intense competition and market price fluctuations, MSMEs such as UD Hardianti face major challenges in marketing. Limited promotional strategies, restricted market access, and price volatility are significant obstacles to improving marketing performance. This situation is worsened by a lack of

innovation in distribution and promotional strategies, as well as the suboptimal use of information technology to reach broader markets. Data from the Pinrang Regency Central Statistics Agency (BPS) in 2023 shows that rice production reached 250,000 tons, but distribution to consumers remains concentrated in local markets. This indicates that the value chain has not been fully utilized by MSME actors.

Research by Hatta (2015) in Lampung showed that limited capital and promotion were the main obstacles for rice MSMEs. Meanwhile, a study by Padilah & Adam (2019) in Karawang revealed that rice marketing performance is strongly influenced by price factors, distribution location, and marketing channels. Juliana et al. (2022) emphasized the importance of the marketing mix in agribusiness product marketing. Strategies such as competitive pricing, targeted distribution, and promotion through digital media have been proven to significantly increase sales volume for agribusiness MSMEs. However, there is still limited research specifically analyzing rice marketing performance in South Sulawesi, especially for business units like UD Hardianti. Local contextualization is crucial considering that market characteristics in the area differ from those in other major food industry centers.

This study is intended to assess the impact of product quality, selling price, distribution channels, and promotional tactics on the marketing performance of rice at Usaha Dagang Hardianti. Understanding these elements is expected to support business actors in formulating more effective and efficient marketing efforts, enhancing competitiveness, and maintaining business continuity amid the increasingly competitive rice market. It is also anticipated to make a significant contribution in several aspects. Academically, this research adds insight to the field of agribusiness marketing. Practically, the results can serve as a guide for business actors in optimizing marketing strategies. From a policy perspective, this study has the potential to provide a basis for government considerations in supporting the development of local rice milling businesses.

RESEARCH METHODS

This study designates the employees of Usaha Dagang Harianti in Pinrang Regency as the research population, with sample determination as well as the type and source of data adjusted according to the characteristics of the population. The sample was determined using the census method or total sampling, whereby all 40 employees in the population were involved in the study. According to Ramadhan (2019), the census technique is a method in which the entire population is used as the sample, while Hadi & Purwati (2020) state that this technique is applied when all members of the population are included in the research. Sugiyono (2023) explains that a census is a data collection method conducted on all members of the population without exception.

Although the number of respondents is only 40, the use of the census technique ensures that the data obtained reflects the actual and comprehensive condition of the business unit studied. However, the limited population size presents a limitation in this study. Therefore, the findings are not intended to be generalized to other companies or similar sectors broadly, but rather focused on understanding and evaluating the specific context of UD Hardianti. This limitation is expected to open opportunities for further research with a larger scope and sample size.

This study uses a quantitative approach with descriptive and inferential analysis, where primary data were collected through in-depth interviews, distribution of closed questionnaires based on a Likert scale, direct observation, and documentation of rice marketing activities at UD Hardianti. The Likert scale is used to identify the level of respondent agreement with each statement, generally consisting of five answer choices representing the intensity of their attitudes or perceptions (Syofian et al., 2015).

Furthermore, the data were analyzed using a multiple linear regression model to determine the influence of product quality, price, distribution location, and promotional strategies on marketing performance. The statistical tests applied included validity test, reliability test, coefficient of determination (R^2), t-test, and ANOVA (F-test). To strengthen the validity of the model, the analysis was conducted by examining data accuracy, respondent consistency, and variation among the variables studied. The formulas and analysis procedures are technically presented in the following section:

Validity Test

Validity is a measure to ensure that the research instrument truly measures the variables being studied (Amanda et al., 2019). Validity testing can be conducted using Pearson bivariate correlation with software such as SPSS (Al Hakim et al., 2021). A measurement instrument is considered valid if the calculated r-value is greater than the table r-value, and invalid if otherwise. High validity indicates that the data collected is accurate and free from bias. The formula applied can be written as follows:

$$r = \frac{n \sum XY - (\sum X)(\sum y_i)}{\sqrt{\{n \sum X^2 - (\sum X)^2\}\{n \sum Y^2 - (\sum Y)^2\}}}$$

Explanation:

r	Strength of relationship
n	Total participants
X	Score for each statement (item)
Y	traslet ke bahasa ingris
$\sum XY$	The sum of the products between each item score and the total score
$\sum X$	Accumulated score of each question
$\sum Y$	Total score
$\sum X^2$	The sum of the square of each question's score
$\sum Y^2$	Recapitulation of the squared total scores

Reliability Test

According to Al Hakim et al. (2021), reliability testing aims to assess the dependability or consistency of an instrument or assessment tool in producing stable and trustworthy results. The following is the formula used for the reliability test:

$$\frac{N}{N-1} \left(1 - \frac{\sum \sigma_i^2}{\sigma_{total}^2} \right)$$

Explanation:

α	=	Cronbach's Alpha value (reliability coefficient)
N	=	Number of items or questionnaire statements
σ_i^2	=	Variance of each item or questionnaire statement
σ_{total}^2	=	Total variance of the scores of all items or questionnaire statements

Multiple Linear Regression Analysis

Ningsih & Dukalang (2019) stated that multiple linear regression is developed from the simple linear regression model, with one output and several input variables. This technique aims to examine the relationship between the dependent variable and several independent variables that influence it (Triyanto et al., 2019), as well as to measure the impact of factors on the response variable. The following is the formula for multiple linear regression analysis:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Explanation:

Y	=	Dependent variable.
X	=	Contributing factor
a	=	Intercept and constant
b	=	Coefficient value
e	=	Error term (disturbing factor) or residual

1. Coefficient of Determination

Sanny & Dewi (2020) stated that the coefficient of determination represents the ability of the regression model to describe actual data. In a study on the marketing performance of trading businesses, this coefficient indicates the extent to which marketing variables influence rice sales. The following is the formula for the coefficient of determination:

$$R^2 = 1 - \frac{\sum (Y_i - \hat{Y}_i)^2}{\sum (Y_i - \bar{Y})^2}$$

Explanation:

Y_i	=	Actual observed value
$\hat{Y}_i$	=	Predicted value from the model
$\bar{Y}$	=	Average of the Y_i values
$\sum$	=	Represents the sum of all observed data

Simultaneous F Test

The simultaneous F test aims to determine whether the independent variables collectively influence the dependent variable (Tandi et al., 2018). Meanwhile, Nursanti (2018) explains that this test essentially evaluates whether all independent factors in the regression model simultaneously contribute significantly to the dependent variable. The following is the formula for the F test:

$$F_h = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Explanation:

F_h	=	Calculated F-test statistic value
R^2	=	R-squared value
n	=	Sample size
k	=	Number of independent variables

Partial T Test

Magdalena & Krisanti (2019) revealed that the partial test is used to evaluate the influence of each independent variable individually on the dependent variable in a regression model. The following is the formula for the t-test:

$$t_i = \frac{\hat{\beta}_i}{SE(\hat{\beta}_i)}$$

Explanation:

t_i	=	t-value for the independent variable X_i
$\hat{\beta}_i$	=	Regression coefficient for the independent variable X_i
$SE(\hat{\beta}_i)$	=	Standard error of the regression coefficient $\hat{\beta}_i$

RESULTS AND DISCUSSION

Marketing performance reflects the outcome of various marketing strategies implemented by a company to enhance product competitiveness and sales. In the context of *Usaha Dagang Hardianti* in Pinrang Regency, the marketing performance of rice is influenced by several key elements: product excellence, pricing, promotional strategies, and distribution channels. Research findings indicate that product characteristics including texture, aroma, cleanliness, moisture content, and durability after cooking do not significantly contribute to improved marketing performance. Although product quality remains a major factor for consumers, other factors such as pricing and distribution have a greater impact on marketing success. Product pricing plays a crucial role in influencing purchasing decisions, where competitively priced rice significantly boosts marketing performance, as consumers tend to consider the balance between price and quality when purchasing rice.

Promotional strategies, such as advertising, digital platforms, and direct verbal promotion, have an impact on consumer awareness of rice products. However, in this study, promotional strategies showed a negative effect on marketing performance, possibly due to ineffective or poorly targeted promotional efforts. Meanwhile, efficient distribution channels ensure that rice is accessible to consumers easily and on time. Nevertheless, distribution challenges such as high logistics costs can negatively affect marketing performance. Based on the research findings, it can be concluded that product pricing and the efficiency of distribution channels have a more significant influence on the marketing performance of rice at *Usaha Dagang Hardianti* in Pinrang Regency than product quality and promotional strategies. Therefore, the company is advised to focus more on setting competitive prices and establishing effective distribution systems to improve product competitiveness in the market. The research results are presented in the table below:

Table 1. Instrument Validity Test Results

Indicator	Question	Correlation	Description
Product Quality X1	Point 1	0,731	Relevant
	Point 2	0,709	Relevant
	Point 3	0,731	Relevant
	Point 4	0,761	Relevant
	Point 5	0,716	Relevant
Promotion Strategy X2	Point 1	0,702	Relevant
	Point 2	0,731	Relevant
	Point 3	0,745	Relevant
	Point 4	0,746	Relevant
	Point 5	0,751	Relevant
Place of Distribution X3	Point 1	0,720	Relevant
	Point 2	0,729	Relevant
	Point 3	0,727	Relevant
	Point 4	0,715	Relevant
	Point 5	0,72	Relevant
Product Price X4	Point 1	0,705	Relevant
	Point 2	0,705	Relevant
	Point 3	0,705	Relevant
	Point 4	0,728	Relevant
	Point 5	0,728	Relevant
Marketing Performance Y	Point 1	0,754	Relevant
	Point 2	0,726	Relevant
	Point 3	0,726	Relevant
	Point 4	0,812	Relevant
	Point 5	0,810	Relevant

Source: Primary Data Processed, 2025

Referring to the validity check results column, all statement items applied in this study to assess the variables Product Quality (X1), Promotion Strategy (X2), Distribution Place (X3), Product Price (X4), and Marketing Performance (Y) are declared valid. This validity is indicated by the positive correlation values of each item, all exceeding the table r-value of 0.3. The correlation values in the table range from 0.702 to 0.812, showing that all items have a strong relationship with their respective variables. The highest correlations are found in item 4 (0.812) and item 5 (0.81) within the Marketing Performance (Y) variable, indicating that these two items contribute more significantly to measuring that variable.

Table 2. Results of Instrument Reliability Test

Indicator	Standard Level	Cronbach's Alpha Value	Description
Product Quality	> 0,60	0,768	Stability
Promotion Strategy	> 0,60	0,780	Stability
Place of Distribution	> 0,60	0,758	Stability
Product Price	> 0,60	0,633	Stability
Marketing Performance	> 0,60	0,761	Stability

Source: Primary Data Processed, 2025

Based on column 2, the consistency test results show that all variables in this study have Cronbach's Alpha scores above the minimum threshold of >0.60. The highest value was found in the Promotion Strategy variable (0.78), while the lowest value was in the Product Price variable (0.633). These findings indicate that the questionnaire instrument used demonstrates high internal reliability and can be trusted as a measurement tool. Therefore, all factors in this study show reliability and suitability for further analysis.

Table 3. Multiple Linear Regression Test Results

Independent Variable	Coefficient B
(Constant)	14,254
Product Quality X1	0,018
Promotion Strategy X2	-0,107
Place of Distribution X3	-0,221
Product Price X4	0,313

Source: Primary Data Processed, 2025

Based on Table 3, the multiple linear regression analysis results indicate that the marketing performance of rice at Usaha Dagang Hardianti, Pinrang Regency, is influenced by product quality, promotion strategy, distribution channels, and product price. The constant value of 14.254 signifies that there are other factors outside the model such as market dynamics, government policies, or socio-economic factors that also affect marketing performance. Product quality (X1) has a positive but small effect (0.018), meaning that improvements in rice quality aspects such as cleanliness, texture, and aroma remain important in maintaining customer satisfaction. Conversely, promotion strategy (X2) and distribution channels (X3) show negative effects of -0.107 and -0.221, respectively. The negative impact of the promotion strategy may stem from ineffective execution, such as choosing media that do not align with target market preferences, unclear or unappealing promotional messages, and a lack of incentives motivating consumers. Misguided promotions can result in wasted costs without increasing sales and may even harm the product's image. Similarly, inefficient distribution channels such as limited market reach, delivery delays, or suboptimal cooperation with retailers also negatively contribute to marketing performance. On the other hand, product price (X4) has the largest positive influence, with a coefficient of 0.313, emphasizing that a pricing strategy aligned with consumer purchasing power and product value can enhance competitiveness and sales. Therefore, efforts should be focused on improving the effectiveness of promotion strategies and distribution efficiency to optimize overall marketing performance.

Table 4. Results of Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472a	0,223	0,134	0,916

a. Predictors: (Constant), product price, product quality, distribution channel, promotion strategy

Source: Primary Data Processed, 2025

The data in Table 4 shows the results of the Coefficient of Determination (R^2) test from the multiple linear regression analysis applied to evaluate the marketing performance of rice at Usaha Dagang Hardianti, Pinrang Regency. The correlation coefficient (R) of 0.472 indicates a moderate relationship between the independent variables—product price, product quality, distribution channel, and promotion strategy—and the dependent variable, marketing performance. The R Square value of 0.223, or 22.3%, means that only a portion of the variation in marketing performance can be explained by these four variables, while the remaining 77.7% is influenced by external factors not included in the model, such as competitor actions, seasonal demand fluctuations, market conditions, government policies, and consumer preferences. This finding emphasizes that other factors outside the model also play a role in changes in marketing performance. The lower Adjusted R Square value of 0.134 suggests that not all independent variables in this model have a significant effect. Moreover, the Standard Error of the Estimate at 0.916 indicates a relatively high prediction error rate, meaning the model has yet to optimally explain the variation in marketing performance. Therefore, in addition to considering price, product quality, distribution channels, and promotion strategies, further research is needed by incorporating additional relevant variables to improve model accuracy and better understand the key factors affecting rice marketing performance at Usaha Dagang Hardianti.

Table 5. Results of the F-Test (Simultaneous Test)

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,429	4	2,107	2,513	.059b
	Residual	29,346	35	0,838		
	Total	37,775	39			

a. Dependent variable: marketing performance

b. Predictors: (Constant), product price, product quality, distribution channel, promotional strategy

Source: Primary Data Processed, 2025

Based on the regression findings in the ANOVA table, the relevance level for the simultaneous influence of product price, distribution channel, product quality, and promotional strategy on marketing performance is 0.059. The calculated F-value is 2.513, while the critical F-value at a 5% significance level with degrees of freedom (df) = 4 and 35 needs to be further examined. Since the significance value of 0.059 exceeds 0.05, the null hypothesis (H0) is accepted and the alternative hypothesis (H3) is rejected. Therefore, it can be concluded that overall, the variables of product price, distribution channel, product quality, and promotional strategy do not have a significant effect on marketing performance, although the significance value is close to the 0.05 threshold.

Table 6. Results of the T-Tes

Coefficients					
Concept	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,254	3,170		4,497	0,000
Product Quality	0,018	0,133	0,021	0,137	0,892
Promotion Strategy	-0,107	0,096	-0,170	-1,108	0,275
Place of Distribution	-0,221	0,094	-0,351	-2,342	0,025
Product Price	0,313	0,147	0,318	2,123	0,041

Source: Primary Data Processed, 2025

Table 6 presents the unstandardized coefficients, which represent the magnitude of change in the dependent variable, namely marketing performance, resulting from a one-unit increase in each independent variable, assuming other variables remain constant. For example, the coefficient of 0.313 for the product price variable indicates that every increase of IDR 1,000 per kilogram of rice will raise the marketing performance score by 0.313 units, based on the questionnaire's rating scale. Thus, this coefficient can be interpreted as "score per IDR/kg." Explaining this unit is important to provide a more practical interpretation of the influence of each independent variable.

From the analysis results, it is known that the product price and distribution channel variables have a significant impact on rice marketing performance. Conversely, product quality and promotion strategy variables do not show significant influence. These findings align with Amin & Yanti (2021), who stated that competitive pricing and effective distribution are primary factors influencing consumer decisions toward commercial products.

However, some findings contradict previous studies. For instance, the insignificant influence of product quality contrasts with Ibrahim & Marijam Thawil (2020), who emphasized that product quality is a key factor in shaping customer satisfaction. This discrepancy may be influenced by consumer characteristics in Pinrang Regency, who tend to prioritize price and availability over premium quality, thus perceiving quality as less dominant.

Similarly, the finding that promotion strategy does not significantly affect marketing performance differs from Mokodongan et al. (2019), who asserted that well-designed promotions can enhance product appeal and consumer engagement. This difference may be due to UD Hardianti's promotional approach, which remains conventional and has not yet optimized digital media usage, resulting in limited reach and impact.

Referring to various previous research findings, this discussion provides a more comprehensive view, showing that the results do not stand alone but are influenced by multiple field factors. Adib (2019) highlighted the importance of adapting marketing strategies to market dynamics. Al Hakim et al. (2021) also emphasized that

seasonal changes and market competition can affect the success of applied strategies. Meanwhile, Amanda et al. (2019) added that changes in consumer preferences significantly contribute to marketing performance. Therefore, further development of the analytical model including external variables is necessary to produce a more comprehensive and accurate evaluation.

CONCLUSION

Based on the results of the F test and t test, only the distribution channel and product price variables have a significant effect on marketing performance, while product quality and promotional strategy do not show a significant influence. These findings indicate a unique characteristic of the Pinrang market, where product quality, which is usually a consumer priority, does not play a significant role. The coefficient of determination of 22.3% suggests that other factors outside this model also influence marketing performance, so future research should consider external variables such as competitor actions and seasonal fluctuations. To support the improvement of marketing performance, the government can provide support in the form of logistics subsidies and price stabilization mechanisms to help producers and distributors cope with market dynamics.

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