

The influence of word of mouth, attractiveness and brand image on customer satisfaction PT. Leffindo Jaya logistics in Batam city

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Article Info	ABSTRACT
<p>Keywords: Word Of Mouth Attractiveness, Brand Image, Customer Satisfaction.</p>	<p>This research was conducted to determine the influence of word of mouth, attractiveness and brand image on customer satisfaction at PT Leffindo Jaya Logistic in Batam City where each variable has problems such as the services provided are still not trusted and are not popular with customers. There are some people that are more trusting to Word of Mouth than official ads or promotion, there are some WoM that PT Leffindo Jaya Logistics do not show responsibilities and thus causing customer satisfaction of PT Leffindo Jaya Logistics to go down. Also the recommendation of families, friends, and business partners were considered more objectively and seriously by potential customers. So this type of research is quantitative research to test the relationship between hypothesized variables. This research has a population with a total of 100 customers (58 men and 42 women) who were given questionnaires. This research was conducted at Sagulung District, Tembesi Village, Batam City. This research uses a purposive sampling method. The results of this research show that the variables word of mouth, attractiveness and brand image are significantly positive on customer satisfaction. With this research conducted, researcher hope this will help that small-middle sized logistics services company to know what is lacking from their services so they can improve their service from local to international, and pay more attention to every little details to keeps improving customer satisfaction especially PT Leffindo Jaya Logistics, as a few dissatisfaction could make their potential customers to turn away and seeks alternatives choice.</p>
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INTRODUCTION

In the era of globalization, business competition is increasingly fierce, especially in the service sector such as logistics. The success of logistics companies depends not only on their ability to manage the distribution and delivery of goods efficiently, but also on how they build positive relationships with customers through satisfying experiences.

PT. Leffindo Jaya Logistic is a PT which operates in the field of chick transport (DOC) and package delivery services. For chicks sent, it is transported from Buton Pekanbaru to Batam, Tanjung Pinang and Tanjung Balai Karimun, and from Batam to Tanjung Pinang and Tanjung Balai Karimun, meanwhile for package goods/cargo from Tanjung Pinang to Buton

Pekanbaru and Tanjung Balai to Tanjung Pinang and Buton Pekanbaru. Therefore, factors such as word of mouth, attractiveness and brand image have an important role in influencing customer satisfaction at PT. Leffindo Jaya Logistics. The following are several explanations regarding the influence of each of these factors:

Customer Satisfaction:

Customer satisfaction refers to a customer's level of satisfaction and happiness with their experience in interacting with a company or using the company's products and services (Harahap et al., 2020) [10]. Customer satisfaction can influence customer loyalty and the impact on the company's brand image. It can be concluded that word of mouth, attractiveness and brand image influence customer satisfaction PT Leffindo Jaya Logistics.

Word of Mouth:

“Word of Mouth” is the process by which customers share their experiences, reviews and opinions about a brand or company with others. WOM has a strong influence in shaping customer perceptions of the company, because the information provided comes from sources that potential customers consider trustworthy. Positive reviews from WOM can increase potential customers' interest in using PT. Leffindo Jaya Logistic, while negative reviews can have a negative impact on brand image and affect customer satisfaction [1].

According to Adharna (2022), word of mouth is an appreciation, feedback, comments from customer about their knowledge about a product that can motivate them to decide their buying decision.

Word of Mouth, or information passed by word of mouth between individuals, has become a crucial element in consumer decision making. Consumers are often more likely to trust recommendations from their friends, family, or colleagues than company advertising or promotions [2]. Therefore, this research aims to dig deeper into how WOM can influence the level of customer satisfaction at PT. Leffindo Jaya Logistics.

Batam City, as an industrial and trade center, has a high level of competition in the logistics sector. Service quality and customer satisfaction are the main factors that differentiate one logistics company from another. In this context, WOM becomes an important bridge to build a positive reputation and increase customer trust in the company. Whether or not customers are satisfied with the service provided will influence how they talk about the company to others.

Word of mouth can make relationships with other consumers better. This is what can make consumers pay close attention to the products/services they have consumed [11]. When the consumer is satisfied, of course the consumer will definitely give a positive review regarding the product/service and then they will want to recommend it to people around them. Recommendations can be made on social media or directly from mouth. The results of this hypothesis are in line with research [12] which states that word of mouth has a significant influence on consumer satisfaction.

H1: Word Of Mouth has a positive and significant effect on PT customer satisfaction. Leffindo Jaya Logistics.

Attractiveness:

Competence and professionalism of staff providing services. Attractiveness: In the context of logistics, attractiveness can be defined as a company's uniqueness or advantage that makes it stand out among competitors [3]. Some attractiveness factors that can influence customer satisfaction include: Innovations in logistics technology that improve efficiency and customer experience. Wide choice of services and logistics solutions provided [4].

According to Isnania and Budiono (2022), attractiveness is a consumer guideline to narrate a place's identity and give an incredible experience to the object they visit. Product or service attractiveness refers to the features or elements that are attractive to customers, thereby making them interested in using the company's product or service [5]. This could include product innovation, competitive pricing, attractive promotions, or unique benefits offered. Competitive prices and special offers for loyal customers [6]. PT Leffindo Jaya Logistic to adapt to customers' special needs.

Attraction is an element in achieving consumer satisfaction and is the main emphasis of business as the main motivator for visiting a location [13]. To attract consumers, a company must have its own appeal, with a product that consists of many aspects that make the packaging inseparable and have a shape that is exclusive to a particular region. These forms are the main attraction for consumer consumer satisfaction. Based on research conducted by [14] who concluded that attractiveness has a positive and significant effect on customer satisfaction.

H2: Attractiveness has a positive and significant effect on customer satisfaction at PT Leffindo Jaya Logistic.

The attractiveness of PT Leffindo Jaya Logistic has a very big influence on customer satisfaction because if PT. Leffindo Jaya Logistic has attractions such as good advertising and promotions, which are useful and attractive, making customers more interested and satisfied with the services offered by PT. Leffindo Jaya Logistics As a middle sized company, there are a few factors and challenges that makes PT. Leffindo Jaya Logistis's Attractiveness points to go down:

1. Bad Services
Includes late in giving responses and managing complains, causing the customers to feel disappointed and making the attractiveness of PT Leffindo Jaya Logistics to go down.
2. Quality of the items of services PT Leffindo Jaya Logistics are deteriorating because do they often late from the promised date and this makes the customers to search for another alternatives.
3. Non-competitive prices
Prices of the products of services PT Leffindo Jaya Logistics offered, do not match with the value of services they gived, this makes the customers to search more affordable alternatives.
4. Very competitive business rivals

5. With so many business that moves in logistics sectors, all company competes in giving the services with the most affordable they can give, but this problem also causing another problem which is lack of maintenance and the delivery service schedules often are not on time.
6. Not all chicks will arrived in good conditions, and make customers worry about them.

Brand Image:

Brand image is how PT Leffindo Jaya Logistic is seen by customers and other stakeholders. A positive brand image can help build trust, increase customer loyalty, and create a positive impression of the company. Several aspects that can influence a company's brand image are: Company reputation in the logistics industry. Good relationships with customers and strong partnerships with suppliers. The company's commitment to quality, service and sustainability. The company's success in solving problems and providing solutions for customers [7].

Brand image is the perception of customers when they seeing or hearing about a company's brand (Fadhilah et al., 2020). A strong brand image can influence customer perceptions of a company's quality, reliability and reputation. A positive brand image can also increase customer loyalty [8]. Itra brand PT. Leffindo Jaya Logistic which is located in Batam City is very important because of the positive brand image of the company PT. Leffindo Jaya Logistic, which is located in the city of Batam, will generate a response that will greatly influence customer satisfaction [9].

Previous research conducted by [15] explains that brand image has a very significant influence on customer satisfaction. This happens because there is a very positive relationship between brand image and customer satisfaction.

H3: Brand image has a positive and significant effect on customer satisfaction at PT Leffindo Jaya Logistic.

Quality of services given by PT Leffindo Jaya Logistics still not satisfying enough, because there are some DOC/Package that is left behind caused by the ship is being overloaded, and this caused the customers to look the brand image of the company unfavourably. This is impacting customers satisfaction, and the marketing strategy that do not match with their value or identity make their brand image suffered and increases customer dissatisfaction. Considering all of those factor, the reason this research is conducted is to find out how customer satisfaction could be affected by Word of Mouth (WOM), Attractiveness, and Brand Image.

METHODS

This type of research applies a quantitative approach or method. Quantitative data is a method based on concrete data, which includes numbers measured using statistics in calculation testing equipment, regarding the problem being studied in finding a conclusion.

This research is included in replication research, where this research is almost similar to previous research that has been carried out, but there are changes or additions to the variables, indicators, objects and analytical tools that have been used in previous research.

Research location means the object where the research will be studied, from which the researcher can make observations and obtain information. The place where the researcher conducted the research was Sagulung District, Tembesi Village, Batam City.

The population of this research is all customers who use products and services from PT. Leffindo Jaya Logistics. This population includes the characteristics and traits possessed by PT customers. Leffindo Jaya Logistics. The exact population in this study is unknown. The Lemeshow formula is one of the methods used to determine sample size in research. This formula is used when the population number is not known with certainty.

RESULTS AND DISCUSSION

Decription Respondent

Statistic Descriptive

Through this research, respondents who are employees of PT. Leffindo Jaya Logistic in Batam City with 100 respondents and of these 100 respondents consisting of 58 men and 42 women.

Tabel 1 Statistic Descriptive

Variabel Independen	N	Minimum	Maksimum	Rata-rata	Standar Deviasi	Rentang
Word of mouth	100	27	45	37,33	4.972	18
Daya tarik	100	31	45	38,31	2.970	14
Citra merek	100	30	45	37,53	3.280	15
Kepuasan Pelanggan	100	32	44	38,60	2.562	12

Source: Output SPSS versi 26

Based on the data above, it can be concluded that word of mouth has the lowest value of 27 and the highest total value is 45. In this case it can be shown that those who strongly agree or disagree with word of mouth influence customer satisfaction. By having an average of word of mouth of 37.33. Attractiveness has the lowest value of 31 and the highest total score is 45. In this case it can be seen that those who strongly agree or disagree with attractiveness influence customer satisfaction by having an average of attractiveness of 38.31.

Brand image has the lowest value of 30 and the highest total value is 45. In this case it can show that not everyone agrees with the brand image which can influence customer satisfaction by having an average of brand image of 37.53. Customer Satisfication has the lowest value of 32 and the highest total value is 44. In this case it can show that not everyone agrees with the customer satisfaction by having an average of customer satisfaction of 38.60.

Validity Test

Table 2 Validity Testing Results word of mouth (X¹)

Word of mouth (X ¹)		
Pernyataan	R hitung	Keterangan
X1.1	.619	Valid
X1.2	.700	
X1.3	.537	
X1.4	.688	
X1.5	.688	
X1.6	.505	
X1.7	.565	
X1.8	.267	
X1.9	.700	

Source: Output SPSS versi 26

Table 3 Attraction Validity Test Results (X²)

Daya Tarik (X ²)		
Pernyataan	R hitung	Keterangan
X2.1	0,443	Valid
X2.2	0,606	
X2.3	0,302	
X2.4	0,312	
X2.5	0,639	
X2.6	0,577	
X2.7	0,622	
X2.8	0,444	
X2.9	0,624	

Source: Output SPSS versi 26

Table 4 Brand Image Validity Test Results (X³)

Citra Merek (X ³)		
Pernyataan	R hitung	Keterangan
X3.1	0,552	
X3.2	0,590	
X3.3	0,584	
X3.4	0,340	
X3.5	0,470	Valid
X3.6	0,543	
X3.7	0,598	
X3.8	0,592	
X3.9	0,327	

Source: Output SPSS versi 26

Tabel 5 Customer Satisfaction Validity Test Results (Y⁴)

Customer satisfaction (Y1)		
Information	R count	Keterangan
Y.1	0,314	Valid
Y.2	0,682	
Y.3	0,762	
Y.4	0,443	
Y.5	0,212	
Y.6	0,216	
Y.7	0,478	
Y.8	0,762	
Y.9	0,619	

Source: Output SPSS versi 26

Reliability Test

Table 6 Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Word of Mouth	0,763	Reliabel
Daya Tarik	0,611	Reliabel
Citra Merek	0,643	Reliabel
Kepuasan	0,604	Reliabel
Pelanggan		

Source: Output SPSS versi 26

In the table above, you can see the results of reliability testing for the Word of Mouth variable (X1) showing a Cronbach's Alpha value of 0.763, the Attractiveness variable (X2) showing a Cronbach's Alpha value of 0.611, the Brand Image variable (X3) showing a Cronbach's Alpha value of 0.643 and the Customer Satisfaction variable (Y) shows a Cronbach's Alpha value of 0.604. Based on the data above, all variables show a Cronbach's Alpha (α) value > 0.60 , thus indicating that all items or variables are said to be reliable.

Normality Test

The line curve in the histogram above can be concluded that the normal data requirements have been met by this model. The shape of the curve in the form of a bell in the middle of the bar graph in the diagram indicates that this data is normally distributed. These results are supported by the normal p-p plot image which is depicted as follows:

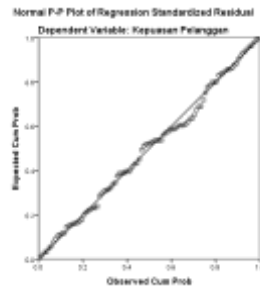


Figure 1 P-plot Normality Test

Source: SPSS version 26 data processing results

One-Sample Kolmogorov-Smirnov Test

		Kepuasan Pelanggan
N		100
Normal Parameters ^{a,b}	Mean	38.19
	Std. Deviation	7.418
Most Extreme Differences	Absolute	.072
	Positive	.064
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS version 26 data processing results

Based on the One-Sample Kolmogorov-Smirnov test results listed in the table, the Asymp. Kolmogorov-Smirnov's sig is .200. This value indicates that the data shows a normal distribution because it exceeds the significance threshold value of 0.05. The implication is that all variables meet the criteria required for analysis using the simple linear regression method.

Multicollinearity Test

Tabel 7 Multicollinearity Test

Model	Collinearity Statistic	
	Tolerance	VIF
Word Of Mouth	.981	1.020
Daya Tarik	.989	1.012
Citra Merek	.991	1.009

Source: Output SPSS versi 26

This research can be said to have no correlation between independent variables if the VIF value is < 10 and the tolerance value is > 0.10 . So it can be concluded that there is no multicollinearity for the independent variables.

Heteroscedasticity Test

The heteroscedasticity test is a test that aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. This test is declared not to show heteroscedasticity if the significance value is > 0.05 . The results of this test can be seen from the table as follows:

Tabel 8 Heteroscedasticity Test

Model	Unstandarized Coeffisient		Standarized Coeffisient	t	Sig
	B	Std. Error	Beta		
Constant	.198	2.821		.070	.944
Word Of Mouth	.019	.037	.052	.507	.614
Daya Tarik	.015	.049	.032	.312	.756
Citra Merek	.009	.044	.021	.210	.834

Source: Output SPSS versi 26

Multiple Linear Analysis Test

Multiple linear regression analysis is used to analyze the magnitude of the relationship and influence of more than two independent variables. Multiple linear regression analysis is used. The results of this test can be seen in the following table:

Tabel 9 Multiple Linear Analysis Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	17.744	4.620		3.841	.000
Word Of Mouth	.152	.060	.235	2.518	.013
Attractiveness	.199	.080	.230	2.474	.015
Brand Image	.202	.073	.258	2.776	.007

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS versi 26

a. Dependent Variable: Customer Satisfaction

Kesimpulan:

1. The constant has a regression coefficient of 17.744, this shows that word of mouth, attractiveness and brand image have a value of 0, so customer satisfaction has a value of 17.744.
2. The Word of Mouth variable (X1) has a regression coefficient of 0.152 or 15.2%, this indicates that the other independent variables have a constant or fixed value.

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3. The Attractiveness variable (X2) has a regression coefficient of 0.199 or 19.9%, this shows that the other independent variables have a constant or fixed value.
4. The Brand Image variable (X3) has a regression coefficient of 0.202 or 20.2%, this indicates that the other independent variables have constant or fixed values.

Coefficient of Determination Test R²

The coefficient of determination (R²) measures how far the model's ability to explain variations in the dependent variable. The results of this test can be seen from the table as follows:

Tabel 10 Coefficient of Determination Test R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.421 ^a	.177	.151	2.361

a. Predictors: (Constant), Brand Image, Attractiveness, Word Of Mouth
b. Dependent Variable: Customer Satisfaction

Source: Output SPSS versi 26

From the table above, the test results for word of mouth, attractiveness, brand image are 0.177 with a percentage of 17.7%. and 82.3% was obtained from other factors outside the model.

T Test

Tabel 11 Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	17.744	4.620		3.841	.000
	Word Of Mouth	.152	.060	.235	2.518	.013
	Attractiveness	.199	.080	.230	2.474	.015
	Brand Image	.202	.073	.258	2.776	.007

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS versi 26

1. Constant
The constant shows a β_1 value of 17.744 a significance value of 0.000, this shows that word of mouth, attractiveness and brand image have a significantly positive effect on customer satisfaction.
2. Result of Word of Mouth
Word of Mouth shows a β_1 value of 0.152 and a significance value of 0.013, which means that Word of Mouth has a significantly positive effect on customer satisfaction.
3. Result of Attractiveness
Attractiveness shows a β_1 value of 0.199 and a significance of 0.015, which means that attractiveness has a significantly positive effect on customer satisfaction.
4. Result of brand image

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Brand Image shows a β_1 value of 0.202 and a significance value of 0.007, which means that Brand Image has a significantly positive effect on customer satisfaction.

F Test

Based on the data above, the results of the F test show a value of 0.000 with a significant value of less than 0.05, which means that it can be concluded that there is a significant influence by the independent variable on the dependent variable.

CONCLUSION

The results of this research were carried out with the aim of determining the influence of word of mouth, attractiveness and brand image on customer satisfaction at PT. Leffindo Jaya Logistic in Batam City can be found. Through the research carried out, the results of the relationship between each variable show significant results, as a result each hypothesis from this research can be accepted. The conclusions that can be drawn are: Hypothesis 1 can be accepted because Word of Mouth has a significant positive relationship with Customer Satisfaction. Hypothesis 2 cannot be accepted because attractiveness has a significant influence on customer satisfaction. Hypothesis 3 can be accepted because Brand Image has a significant positive relationship with customer satisfaction.

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