

THE ROLE OF DIGITAL MARKETING AND RELATIONSHIP MARKETING IN PURCHASING DECISIONS

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ABSTRACT

This study aims to analyze the influence of digital marketing and relationship marketing on consumer purchasing decisions on the Shopee e-commerce platform. With the development of technology and increasing internet usage, Digital Marketing has become one of the effective marketing strategies to reach consumers more widely. Meanwhile, relationship marketing plays an important role in building customer trust and loyalty. This study uses a quantitative method by collecting data through a questionnaire distributed to 76 respondents, consisting of Management and Accounting students from 2021 to 2024 at the University of 17 Agustus 1945 Semarang. Data analysis was carried out using multiple linear regression analysis through SPSS version 30 software to test the hypothesis in this study. The results of the analysis show that there is a significant positive influence of digital marketing on purchasing decisions, and relationship marketing also has a positive impact on purchasing decisions. This research concludes that digital marketing and relationship marketing have a positive and significant influence on purchasing decisions. Furthermore, the study recommended that Shopee continue to optimize its digital marketing strategy, especially through quality promotions, free shipping programs, and flash sales that have proven to attract consumer interest.

Keywords: Digital Marketing; Relationship Marketing; Purchasing Decisions

INTRODUCTION

The development of internet technology has changed consumer lifestyles and shopping patterns. Consumers are starting to use the internet as a tool to meet their needs, including buying goods and services online. This has encouraged the emergence of business activities using electronics, known as e-commerce, which is a business process carried out through an online network. The positive impact of changes in people's lifestyles is that it can create a favorable environment for all activities carried out by people, which will allow them to work more efficiently and productively (Margaretha, 2017).

With the struggle to gain market share along with the growth of using electronics today, every business must have a marketing strategy, one of which is marketing with digital marketing. The use of digital marketing channels as an intermediary tool to market their company's products or services via the internet or social media. Digital marketing is expected can build relationships with consumers and increase consumer demand, as well as function as an intermediary that makes it easier for producers and buyers to buy and sell their goods online.

Shopee is one of the most popular market platforms in the community. Shopee uses digital marketing to facilitate communication between producers, marketers, and buyers. At the same time, monitor the business and meet the needs of potential customers. The internet makes it easier for customers to search for products and get information about products, and simplifies the process. Potential customers are more informed than ever before when making a purchase (Amar et al., 2023).

Companies facing competition can implement relationship marketing, which is expected to design and communicate marketing relevant to the target customer market. Businesses that implement relationship marketing focus on building individual relationships with customers with the aim of building and maintaining market-oriented relationships. Relationship marketing is a way to find, maintain, build, accelerate, and end relationships with clients and interested parties to generate revenue and achieve long-term goals. Relationship Marketing builds mutually beneficial relationships between distributors, suppliers, and customers by maintaining company and client preferences. According to Yacub & Mustajab (2020), to survive, e-commerce companies must improve their Relationship Marketing strategies, and it turns out that relationship marketing can really make businesses closer to customers and is a way to get more customers. According to Isnadi (2010). Relationship marketing is the goal of all marketing efforts aimed at building, developing, and maintaining effective relationships between businesses and their customers, which are then formed through interactions between marketers and customers.

Currently, the market continues to be used by business people to develop their marketing efforts through digital marketing, which functions as a platform that allows consumers and sellers to make online transactions for their products. On the other hand, relationship marketing also builds mutually beneficial relationships between distributors, suppliers, and customers who can decide to buy a product. Several factors can influence online purchasing decisions by customers, from their decision to buy a particular item to taking actions related to the decision.

Research shows that digital marketing has an impact on purchasing decisions. A study conducted by Putri et al. (2022) found that the use of digital marketing has a significant positive effect. However, other findings show that the decision to purchase is not significantly influenced by digital marketing (Amar et al., 2023). This difference in results creates a research gap, which is the focus of this study. Likewise, the influence of relationship marketing on purchasing decisions has also been studied in various previous studies. Onsardi et al. (2022) concluded that purchasing decisions are significantly influenced by Relationship Marketing. However, the results of other studies show a negative effect (Kerja et al., 2023). This difference in findings indicates a research gap that needs to be explored further in this study.

Based on the problems above, it can be concluded that the development of digital technology has changed people's lifestyles and consumption patterns, including in making purchasing decisions. Digital marketing and relationship marketing are two main strategies used by companies, especially in e-commerce such as Shopee, to increase competitiveness and retain customers. Digital marketing allows companies to reach consumers more widely through various digital platforms, while relationship marketing focuses on building long-term relationships with customers. Based on the review above, the objective of this study is to analyze the influence of digital marketing and relationship marketing on Shopee's purchasing decisions.

LITERATURE REVIEW

Marketing

Marketing is the process of preparing integrated communications to provide information related to goods or services to meet human needs and desires. Trade begins with meeting the requirements of people, which then develops into human desires. Fulfillment of desires and needs. These are the people who become ideas. Starting with providing products (goods), prices, delivery of goods, and promotion of goods. Someone who works in the area of

marketing is known as a marketer. It is better to have an understanding of the concept and basis of marketing for marketing activities to be carried out according to human desires and needs, especially the targeted consumers (Rachmawati, 2011). Marketing is the entire system that includes the goal of planning and determining prices and promoting and distributing goods and services that can meet the needs of actual and potential buyers (Realino et al., 2023).

Digital Marketing

Digital marketing started to become popular in 2014 and became a major strategy for many businesses. Digital marketing is the application, use, or utilization of marketing process technology. This process consists of several stages: (a) new technology emerges and is used, (b) technology becomes better known and prioritized by marketing, (c) creative marketers innovate to use technology to improve its function or usefulness to achieve their marketing reach targets, and (d) technology becomes the main strategy and is adopted as a standard marketing practice (Ryan, 2014).

According to the stages above, the concept of digital marketing is based on technology. However, from a marketing perspective, technology is only a tool that can strengthen the relationship between people, especially between marketers and markets. Digital marketing is any business, organization, or procedure that uses technology to create, deliver, and provide value to customers and various stakeholders. On the other hand, Wardhana (2015) defines digital marketing as all types of marketing that use internet-based media, such as social media, websites, and mobile applications. Digital technology will change the way people behave, interact, and make decisions. Any type of marketing effort, such as branding, that uses various network-based media, is called digital marketing. The digital marketing strategies of this industry must complement each other (Wardhana, 2015).

Muntinga (2011) said that digitalization has become part of everyday activities, creating patterns of interaction between consumers and businesses. Digitalization, especially the use of social media, has been said to change the way consumers act, which has a significant impact on companies, products, and brands (Faris & Himawan, 2019). Customers are increasingly allocating their time to shop online and utilizing social media platforms to find information about products and the purchasing process. Consumers use online services to search, store, and play music, send emails, and access platforms such as Facebook, Twitter, Instagram, and marketplaces using various connected devices such as smartphones, tablets, and laptops, changing the way the internet is used from just for information to also for business. Nowadays, there is an expression that states that companies that are not listed on Google are considered non-existent by consumers. Digital marketing has its characteristics and changes that need to be understood to choose effective marketing tactics and strategies (Faris and Himawan, 2019).

Relationship Marketing

Relationship marketing is an ongoing process that requires companies to continue to communicate with consumers to ensure that goals are achieved and to meet consumer needs in the future. The Relationship Marketing process must also be included in the strategic plan so that companies can manage resources properly and meet consumer needs in the future. Warm relationships can reduce frost. Relationships must be based on sincerity and mutual support, not just because of work orders or for profit alone. Long-term relationships will be felt by both parties if marketers stand on the side of customers and consider customer problems as their own problems and try to solve them together (Nursinta, 2017).

One of the things that attracts customers' attention is improving relationship marketing. The relationships that are built last long term, not just short term. Companies do not only focus on sales alone, but on forming long-term relationships with customers and consumers. So, companies must use the Relationship Marketing approach. is a way of marketing to customers that helps companies grow and build long-term customer relationships. Good customers are assets that can generate long-term profits and growth if they are well cared for and served (Onsardi et al., 2022).

Relationship marketing is one of the modern marketing strategies that can be implemented by any company. The existence of trust, commitment, mutuality, and long-term relationships with customers are important component to meet customer needs (Purwati et al., 2019). Marketing is to build sustainable and long-term relationships with individuals and organizations, which have a direct or indirect impact on the success of the company's marketing activities. Relationship Marketing aims to build long-term, mutually satisfying relationships, which are important components of getting and maintaining business. When there is a good relationship between producers and buyers, sales will increase. Consumers who feel appreciated and respected by producers will have a Relationship Marketing that is beneficial to each other. A good relationship always communicates with customers by providing continuous information about existing and upcoming products, such as new products (Onsardi et al., 2022).

Relationship marketing is an effort to better understand the needs and desires of consumers so that companies can understand them. The purpose of this relationship is to build and maintain ongoing relationships with customers and foster customer trust in the brand. In this case, Relationship Marketing has an influence, companies must build good relationships with every buyer who shops at their store. By making buyers feel comfortable, the relationship between sellers and buyers can be built well (Korbaffo, 2020). According to Chan (2003), relationship marketing is getting to know consumers more closely by creating two-way communication, which then tries to manage a mutually beneficial relationship between consumers and companies (Korbaffo, 2020). Meanwhile, according to Velnampy and Sivesan (2012), relationship marketing is one of the contemporary marketing strategies for all companies to meet customer needs and desires. Viewed from the customer's point of view, important factors used to meet customer needs are trust, commitment, mutuality, and long-term relationships with customers (Purwati et al., 2019).

Purchasing Decision

Onsardi (2022) states purchasing decision is the process of finding the best solution to a problem. It starts with recognizing the problem, searching for information, evaluating options, making a decision, and evaluating the results after the purchase. When people buy something, they decide whether the product is good enough for them to buy (Onsardi et al., 2022). According to Kotler & Keller (2016), purchasing decisions are based on how consumers perceive the price and what the current actual price is that they consider, not the price stated by the marketer. Meanwhile, Mangkunegara (2015) stated that Purchasing decisions are one of the processes of consumer behavior. Consumer behavior is a performance framework or something that represents what consumers believe (Sopiyan, 2022).

Hypotheses Development

According to Kotler (2005), marketing is a social process in which individuals and groups of individuals can obtain what they need and want by making offers and freely exchanging valuable goods and services with others. Stanton (1978), a business philosopher, said that meeting consumer needs is an economic and social requirement for the survival of a company.

Digital marketing, according to Sanjaya & Tarigan (2009), is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, marketplace, or social networks. Digital marketing has several different terms, but they all have the same meaning. Some alternative terms for digital marketing include online marketing, internet marketing, and web marketing (Putri & Marlien, 2022). The goal of digital marketing is to build relationships with potential consumers. Marketing goods or services through digital platforms such as the internet, social media, and marketplace applications, among others, is called "digital marketing". In recent years, the rapid advancement of information and communication technology has changed the way businesses interact with consumers. One of the effects is the change in customers regarding the way they choose goods to buy. In today's era of increasingly sophisticated technology and the internet, almost all purchasing decisions are influenced by information accessed online. By incorporating digital marketing into a marketing strategy, companies can reach a wider, more specific, and more targeted audience. Therefore, it is important to understand how digital marketing can influence consumer purchasing decisions. The results of this study are in line with previous research conducted by (Putri 2022), which stated that digital marketing has a positive influence on purchasing decisions. Based on the description above, the following research hypothesis is formulated:

H1: Digital marketing has a positive and significant effect on purchasing decisions in the Shopee marketplace.

Relationship marketing is an effort made by a company to establish long-term relationships, where benefits will be obtained from the relationship for both parties (Imam, 2017). The main strategy for the main service is ideally built by attracting customers through meetings to find out their needs, building business segments with long-term quality, and selling additional services from time to time. To build relationships with customers, the second strategy is to identify customer needs and wants. Therefore, the company will encourage customers to continue using their goods and services compared to other suppliers (Imam, 2017). A positive relationship with customers will trigger long-term loyalty by meeting customer needs and providing satisfactory services that will encourage them to make purchasing decisions at the Shopee Marketplace. The results of this study are in line with previous studies conducted by Onsardi et al. (2022) and Setiawan et al. (2020), which stated that relationship marketing has a positive influence on purchasing decisions. Based on the description above, the research hypothesis is formulated as follows:

H2: Relationship marketing has a positive and significant effect on purchasing decisions at the Shopee Marketplace.

The Figure 1 is a framework of the research and hypotheses development.

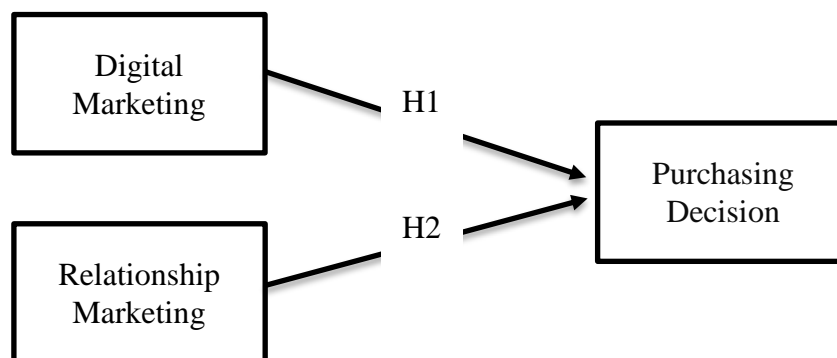


Figure 1. Research Framework

RESEARCH METHODS

Sample

The population of this study was students of Universitas 17 Agustus Semarang, especially in the Management and Accounting study program, in the research period from 2021 to 2024, with a total of 321 students. The sample taken was truly representative and able to represent the characteristics of the population. The sample of this study was consumers who made purchases through the Shopee marketplace at Universitas 17 Agustus Semarang, which was determined using the Slovin formula with a certain level of error tolerance, which obtained a sample size of 76 respondents. The type of data used is primary data, which is collected directly from respondents through a questionnaire. To facilitate the measurement of respondent perceptions, the questionnaire was compiled using a Likert scale format and distributed to respondents who met the sample criteria through a digital platform such as Google Forms.

Measure

In this study, several indicators that used to assess the digital marketing variables are accessibility of digital promotion, interactivity, and advertising entertainment. The indicators that are used to assess the relationship marketing variables are commitment, communication, and trust (Korbaffo, 2020). Four indicators of purchasing decisions are: determination to buy after knowing product information is when customers know good information about the product, deciding to buy because of a well-known brand is when customers buy because of a well-known brand, buying because it suits their desires and needs is when customers buy because of their desires and needs and buying because it is recommended by others (Kotler & Armstrong, 2017).

Data Analysis

The data analysis used in this study consists of validity tests, reliability measurements, and multiple regression.

RESULT AND DISCUSSION

Research Instrument Testing

The purpose of testing research instruments is to ensure that the tools or instruments used in research can produce valid, reliable data that follows the research objectives. Valid data helps ensure that research results follow reality and ensures that the instrument produces consistent data when used. To maintain trust in research results, reliability is very important.

Based on Table 1, it is known that all indicators of the digital marketing, relationship marketing, and purchasing decision are valid, because they have a calculated r-value greater than the r-table. Furthermore, the reliability test results in Table 1 show that the Cronbach's Alpha value of the digital marketing, relationship marketing, and purchasing decision is greater than 0.5. So it can be concluded from the statement that each variable is said to be reliable (Ghozali, 2021).

Table 2 shows that the partial t-test findings indicate that the t-value of $7.557 > t$ -table value of 1.993, indicates the significance of the influence of digital marketing on purchasing decisions. This shows that digital marketing has a significant impact on purchasing decisions. The regression coefficient of digital marketing is 0.661, with a significance threshold of $0.001 < 0.05$. Thus, the H1 is accepted, that digital marketing has a significant and beneficial impact on purchasing decisions for students of the Universitas 17 Agustus 1945 Semarang.

Table 1. Results Test Validity Instrument Study

Variables	Indicator	r-Count	r-Table	Cronbach's Alpha
Digital Marketing	X1.1	0.758	0.349	0.750
	X1.2	0.695	0.349	
	X1.3	0.511	0.349	
	X1.4	0.799	0.349	
	X1.5	0.799	0.349	
Relationship Marketing	X2.1	0.696	0.349	0.733
	X2.2	0.640	0.349	
	X2.3	0.814	0.349	
	X2.4	0.657	0.349	
	X2.5	0.685	0.349	
Purchasing Decision	Y1.1	0.754	0.349	0,854
	Y1.2	0.938	0.349	
	Y1.3	0.816	0.349	
	Y1.4	0.817	0.349	
	Y1.5	0.696	0.349	

Table 2. Hypothesis Result

Hypothesis	Coefficient	t-value	p-value
H1: Digital Marketing → Purchasing Decision	0.661	7.557	0.001
H2: Relationship Marketing → Purchasing Decision	0.637	7.105	0.001

Table 2 also shows that the partial t-test findings indicate that the t-value of 7.105 > t-table value of 1.993, indicates the significance of the influence of relationship marketing on purchasing decisions. This shows that relationship marketing has a significant impact on purchasing decisions. The regression coefficient of relationship marketing is 0.637, with a significance threshold of 0.001 < 0.05. Thus, the H2 accepted, that relationship marketing has a significant and beneficial impact on purchasing decisions for students of Universitas 17 Agustus 1945 Semarang.

Discussion

Digital Marketing is one of the important influential factors that can shape behavior to make a purchasing decision using the Shopee application. One of the modern marketing strategies that may provide new hope for companies to operate the company is digital marketing. It is an efficient method to attract new customers to many businesses. It has a very large reach, fast and simple. By utilizing it and marketing its products with an e-commerce platform or marketplace, and one of the marketplaces that is widely used among the community is Shopee.

Digital marketing has a significant influence on purchasing decisions on the Shopee marketplace. This proves that digital marketing is a very important factor in encouraging users to make a purchase transaction on the Shopee marketplace. It is used as a supporting

tool to make it easier for consumers to access the desired product information. With easy access to products, customers will be more interested in deciding to buy on the Shopee marketplace. The more informative and innovative and continue to present intensive programs, digital marketing will increase the purchasing decision on the Shopee marketplace. The findings of this study are consistent with previous research by Putri and Marlien (2022), which claims that decisions about what to buy are positively influenced by digital marketing. In addition, research by Sopiyan (2022) states in his research that purchasing decisions on the Shopee marketplace are influenced by positive and important digital marketing factors.

Relationship Marketing is one of the crucial determinants that can influence purchasing decisions to buy products through the Shopee application. It is used to form a commitment and consumer loyalty to a service or product of a company. This is achieved by establishing a good relationship with consumers. Having a positive relationship with consumers will trigger long-term loyalty. Satisfying them and providing excellent service will trigger purchasing decisions on the Shopee marketplace.

Purchasing decisions on the Shopee marketplace are heavily influenced by relationship marketing. This shows that if relationship marketing is seen better by consumers, it will increase consumer purchasing decisions. Creating good relationships and meeting expectations for consumers, so that consumers can grow motivation for purchasing decision behavior. By positioning customers as partners by convincing, interacting, and developing for mutual progress. The findings of this investigation are consistent with research conducted by Onsardi (2022), that state relationship marketing has a beneficial impact on purchasing decisions. In addition, according study by Purwati (2019), the findings include the significant and beneficial impact of the relationship marketing factor influencing purchasing decisions. This is because the company has good relationships with consumers and good service, so as to convince consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on data analysis and discussion, it can be concluded that digital marketing has a positive and significant effect on purchasing decisions, which means that digital marketing affects consumer behavior in purchasing a product on the Shopee marketplace. The next conclusion explains that relationship marketing has a positive and significant effect on purchasing decisions, which means that relationship marketing affects consumer behavior in purchasing a product on the Shopee marketplace.

Managerial Implications

Suggestions that can be given following the conclusions and limitations in this study are the use of digital marketing and relationship marketing, It is recommended that Shopee continue to optimize its digital marketing strategy, especially through quality promotions, free shipping programs, and flash sales that have proven to attract consumer interest. In addition, attractive and memorable advertising designs need to be continuously developed to strengthen brand image and build customer loyalty sustainably. Digital marketing strategies that are more personal and relevant to user needs also need to be improved to maintain competitiveness and maintain consumer loyalty in the long term. Next, focus on relationship marketing that also has a positive impact on purchasing decisions, Shopee must create a customer loyalty program that can strengthen relationships with consumers. This includes conducting more individual communications, offering special offers to current consumers, and improving customer service.

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