

ANALYSIS OF THE IMPACT OF REVIEWS, RATINGS AND FREE SHIPPING PROMOTIONS ON CONSUMER SATISFACTION OF THE TIKTOK SHOP APPLICATION ON PT. BPR PRIMA MADANI MEDAN

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ABSTRAK

This study was conducted to examine the influence of reviews, ratings, and free shipping promotions on consumer satisfaction in the TikTok Shop application. The respondents in this study were 38 employees of PT. BPR PRIMA MADANI. This study used SMART PLS data processing to determine whether the variables were valid and reliable, and whether each independent variable positively affected the dependent variable or not. The results of this study indicate that the review variable has a partial effect on the consumer satisfaction variable, with a T-statistic value of $2.269 > 1.96$ and a P-value of $0.024 < 0.05$. The rating variable does not have a partial effect on the consumer satisfaction variable, as the test results for the rating variable show a T-statistic value of $1.112 < 1.96$ and a P-value of $0.267 > 0.05$. The free shipping variable has a partial effect on the consumer satisfaction variable, with test results showing a T-statistic value of $2.905 > 1.96$ and a P-value of $0.004 < 0.05$. However, the results of the F-test with an NFI value of $0.716 > 0.062$ indicate that the variables of review, rating, and free shipping promotions simultaneously influence the consumer satisfaction variable in the TikTok Shop application among the employees of PT. BPR PRIMA MADANI Medan.

Keywords: Reviews, Ratings, Free Shipping Promotions, Consumer Satisfaction

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INTRODUCTION

As we enter the digital era, where all activities are related to the internet, business development is also intertwined with the presence of the internet. One notable example is the emergence of TikTok Shop as a platform for conducting business in the digital world. TikTok began as an application providing entertainment to the public. However, seeing many TikTok users marketing their products, TikTok added a shopping feature to the app. TikTok Shop is a part of ByteDance Technology, founded by Zhang Yiming, a major company in China. According to the website (campusdigital.id), TikTok Shop launched in Indonesia in April 2021. Through TikTok Shop, consumers can make purchases without accessing other applications by viewing the catalog provided by sellers.

Based on a 2022 survey by Populix, TikTok Shop became one of the social e-commerce platforms with 45% of all social commerce users in Indonesia. TikTok expanded its platform marketing by making it easier for sellers and offering many promotions and free shipping subsidized by TikTok, benefiting customers. In 2022, according to GMV (Gross Merchandise Volume) data, TikTok Shop saw a fourfold increase in merchandise transactions, although the transaction volume was still below Shopee, Lazada, and Tokopedia. The TikTok Shop app simplifies the shopping process as users do not need to leave the app to make a purchase, and it offers easy payment options, including cash on delivery or digital wallets. As of now, the TikTok Shop app has 800 million active users, with an algorithm that is easy to learn and business marketing that is simple to display.

NO	Nama Market Place	Nilai
01.	Shoope	83,4 %
02.	Tiktok Shop	42,4 %
03.	Instagram	34,1 %
04.	Tokopedia	30,4 %
05.	Facebook	25,9 %
06.	Lazada	20,5 %
07.	Bukalapak	20,5 %
08.	JD.ID	5,2 %
09.	Lainnya	0,5 %

Tabel. 1 Daftar E-commers d Indonesia

Sumber: <https://databoks.katadata.co.id/datapublish/2022/07/06/survei-jakpat-shopee-rajai-penggunaan-live-shopping-di-indonesia>

Based on Table. 1 above, it can be seen that the usage of e-commerce with live streaming features in 2022 was dominated by Shopee with an index of 83.4%, followed by TikTok Shop with an index of 42.4%. In third place was Instagram with an index of 34.1%, followed by Tokopedia in fourth place with an index of 30.4%. Fifth place was Facebook with an index of 25.9%, sixth place was Lazada with an index of 20.5%, seventh place was Bukalapak with an index of 20.5%, eighth place was JD.ID with an index of 5.2%, and other applications followed with an index of 0.5%.

According to a survey conducted by Katadata Insight Center (KIC) reported on the website <https://databoks.katadata.co.id/datapublish/2021/06/02/belanja-di-e-commerce-transaksi-paling-banyak-dilakukan-anak-muda>, 56% of young people use e-commerce for shopping, one of which is TikTok Shop. TikTok provides features that facilitate online shopping for the public, such as rating, review, and free shipping promotions to create customer satisfaction.

To provide more information about a product, TikTok offers a review feature for consumers to view feedback from previous buyers, including details on product quality, delivery time, and the actual condition of the product with photos. These reviews help consumers decide if they are satisfied with their purchase. According to Thakur (2018) in Hasrul (2021), a review is feedback given by buyers about the service provided, covering all aspects. The review feature on TikTok is useful not only for consumers but also for store owners to evaluate the quality of their service.

When buying a product online, consumers often check the product's quality through previous buyers' experiences using the rating feature on the TikTok Shop app. According to Sugiyono (2017), a rating scale contains numerical data to evaluate responses, which are then interpreted with descriptive explanations. TikTok provides a rating feature to inform consumers about product quality based on previous buyers' reviews. A high number of good ratings indicates that many buyers are satisfied with the product.

In addition to providing ease of obtaining product information, TikTok Shop also offers free shipping promotions to attract consumers, eliminating the burden of shipping costs. According to Amalia and Wibowo (2019), free shipping promotions are

a marketing technique that provides subsidies to attract consumers and increase product sales. This promotion is appealing and satisfying to consumers.

The rating, review, and free shipping promotions offered by TikTok Shop as service features impact customer satisfaction. According to Kotler and Keller (2018), customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance with expectations. According to an article on unesa.ac.id, the higher the customer satisfaction, the greater the customer loyalty, which positively affects the company's sustainability.

The rapid development of TikTok prompted the researcher to conduct this study at PT. BPR Prima Madani Medan, a private bank in Medan City. The bank's office operates from 8:00 AM to 5:00 PM, making it difficult for employees to shop in person due to their busy schedules. Consequently, they prefer online shopping to save time and meet their needs quickly and efficiently without interrupting work hours. One of the popular online shopping applications is TikTok Shop.

Based on the above explanation and the phenomenon of the busy schedules of PT. BPR Prima Madani employees, the researcher is interested in examining the satisfaction of employees shopping on the TikTok Shop app and whether the rating, review, and free shipping features on TikTok Shop affect consumer satisfaction when shopping on TikTok Shop. In line with this issue, the researcher conducted this study titled "Analysis of the Impact of Reviews, Ratings, and Free Shipping Promotions on Consumer Satisfaction in the TikTok Shop Application at PT. BPR Prima Madani Medan."

LITERATURE REVIE

According to Ningsih (2019), a review is information provided by consumers to share their experiences with a product so that potential buyers can learn about the product.

According to Lackermir et al. (2013), a rating is a value given by consumers in the form of stars to rate a product. The higher the star rating, the better the quality of the purchased product.

According to Accurate (2020), free shipping is a strategy offered by sellers to attract buyers.

According to Bahrudin, M., and Zuhro, S. (2016), consumer satisfaction is the assessment given by consumers about a product or service they have used. According to Indrasari (2019), the indicators of consumer satisfaction are:

- a) **Product quality:** Consumers will feel satisfied and happy when they purchase goods that meet their expectations and have good quality.
- b) **Service quality:** Consumers will feel satisfied if the service they receive meets their expectations.
- c) **Emotional:** Consumers will feel appreciated when they receive a product or service of good quality.
- d) **Price:** Consumers will feel very satisfied when they get a high-quality product at a relatively lower price.
- e) **Cost:** Consumers who obtain a product through a very easy purchase process, without requiring additional time and money, will feel a unique satisfaction.

METHOD

This research employs a quantitative approach, resulting in numerical data. According to V. Wiratna Sujarweni (2014), a quantitative approach is research where the final results are obtained through data collection procedures or measurements that are concluded or interpreted. This study uses associative research, which examines the relationship between two or more variables to understand cause and effect, as described by Sugiyono (2018). The nature of this research is correlational, aiming to see the extent to which one variable is related to another. The research was conducted at PT BPR PRIMA MADANI in Medan City in February 2023. The population consists of 45 employees working at PT BPR PRIMA MADANI who will provide their perceptions regarding the TikTok Shop application. The sample includes all 45 employees, using a census sampling method, where the entire population is used as respondents due to its relatively small size (Sugiyono, 2019). The study uses a census sampling technique since the population size is relatively small, involving all 45 employees to provide perceptions about TikTok Shop. Primary data is collected through questionnaires

distributed to employees of PT BPR PRIMA MADANI to gauge their perceptions of TikTok Shop. Secondary data is sourced from books, journals, and previous theses. The data is measured using an ordinal Likert scale: agree, strongly agree, disagree, strongly disagree, and neutral. Data analysis is performed using Smart-PLS software to test the outer model and inner model. Smart-PLS is chosen because it does not require normality testing of the data. The testing is divided into outer and inner models. According to Abdillah and Hartono (2015), the outer model is a measurement model showing the relationship between indicator blocks and their latent variables. It evaluates the reliability and validity of the data, including tests for validity, reliability, discriminant validity, and the coefficient of determination. Sugiyono (2016) defines validity as the degree of accuracy between the actual data on the object and the data collected by the researcher. Using Smart-PLS, indicators on the latent variables must have values > 0.70 to be considered valid. According to Sugiyono (2017), reliability refers to the consistency of measurement results over time. In Smart-PLS, reliability is assessed through Cronbach's alpha and composite reliability, with values required to be > 0.70 . Ghozali (2016) states that discriminant validity ensures each concept in the latent model differs from others. Sujarweni (2015) explains that the coefficient of determination (R^2) measures the percentage of variance in the dependent variable (Y) explained by independent variables (X). According to Ghozali (2014), the inner model describes relationships between latent variables based on substantive theory, also known as the structural model or substantive theory. It involves hypothesis testing using F-tests and T-tests. Arifin (2017) describes hypothesis testing as examining a statement statistically to determine if it can be accepted or rejected. Sujarweni (2015) defines the F-test as a significance test of equations used to understand the combined effect of independent variables (X_1 , X_2) on the dependent variable (Y). According to Sugiyono (in Salimun and Sugiyanto, 2021), the T-test determines the partial contribution of each independent variable to the dependent variable by testing the regression coefficients to see if they have a significant impact.

RESULTS AND DISCUSSION

Overview of the Company

BPR Prima Madani is a financial institution in Indonesia that focuses on providing credit to the micro, small, and medium enterprise (MSME) sectors. They have a network of branch offices spread across rural and urban areas, supporting local economic growth by providing financial access to small entrepreneurs and individuals in need of banking services. BPR Prima Madani is regulated by the Financial Services Authority (OJK) and Bank Indonesia, and offers a variety of banking products and services, including savings, deposits, credit, and payment services.

Characteristics of Respondents

In this study, to gain perceptions regarding TikTok Shop, the researcher identified specific characteristics of BPR PRIMA MADANI employees who were selected as respondents:

- **Users of TikTok Shop:** All selected respondents are users of TikTok Shop and have made purchases on the platform.
- **Gender:** The study includes employees of all genders.
- **Purpose of Shopping:** Respondents are employees who have specific purposes and comparisons when choosing TikTok Shop over other e-commerce platforms.

Respondents' Explanation of Variables

Review Variable

Based on the percentage results from the distributed Google Forms, 54% of employees at PT. BPR PRIMA MADANI stated that reviews are a key factor for consumer satisfaction when shopping. Reviews allow consumers to see actual product images, aligning their expectations with reality

Rating Variable

For the rating variable, 60% of respondents agree that high ratings significantly describe consumer satisfaction. Ratings help consumers assess the quality of a product or service based on previous customers' feedback.

Free Shipping Variable

Respondents also agree that consumer satisfaction is influenced by free shipping. Promotions and free shipping vouchers provided by e-commerce platforms attract people to shop at TikTok Shop, with 70% of respondents agreeing that free shipping vouchers impact consumer satisfaction

Consumer Satisfaction Variable

Respondents believe that reviews, ratings, and free shipping are factors determining customer satisfaction. However, they also acknowledge that other factors can influence customer satisfaction, affecting TikTok Shop's sales volume.

Results and Discussion

Statistical Data Analysis

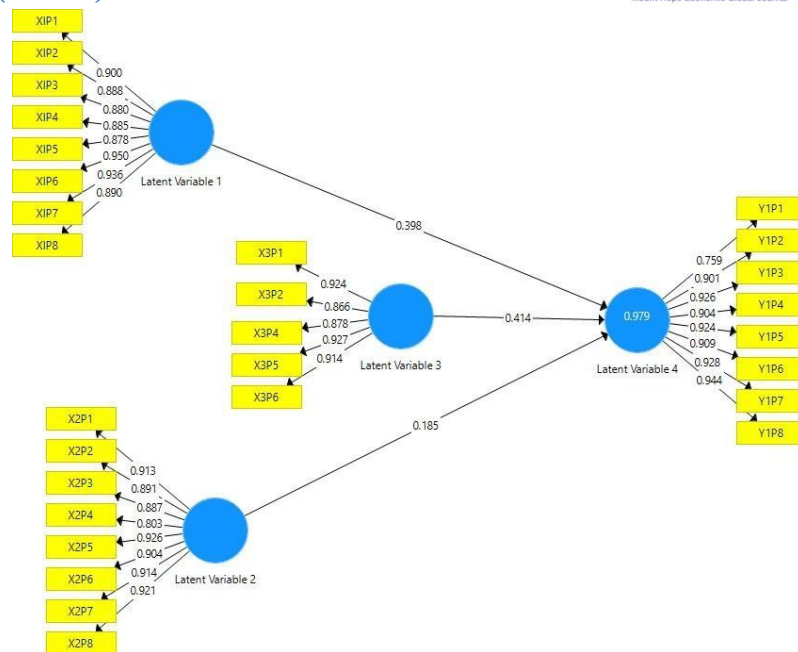
This study uses Smart PLS for data analysis related to the conducted survey. Smart PLS can test formative and reflective SEM with various indicators and calculate research with small samples using a Likert scale. The Smart PLS testing is divided into two types: outer model and inner model.

Outer Model

The outer model in Smart PLS tests the relationship between indicators and their latent variables, evaluating the value of each indicator correlated with the latent variable, known as factor loading. This study includes 8 indicators for variable X1, 8 indicators for variable X2, 6 indicators for variable X3, and 8 indicators for variable Y1. The outer model also assesses validity and reliability through convergent validity, discriminant validity, and reliability measures

Convergent Validity

Convergent validity checks the validity between indicators and latent variables by examining the factor loading values. According to Ghazali (2021), an indicator value > 0.70 meets the criteria for convergent validity. The structural model and table below show the factor loading values for each indicator.



Gambar. 1 Struktural Model SEM (Sumber: Output Smart PLS 3.0)

Tabel. 2 Nilai Factor Loading

	Latent Variable1	Latent Variable 2	Latent Variable3	Latent Variable4
X2P2		0,902		
X2P3		0,894		
X2P4		0,890		
X2P5		0,794		
X2P6		0,930		
X2P7		0,915		
X2P8		0,922		
X3P1			0,899	
X3P2			0,919	
X3P3			0,855	
X3P5			0,884	
X3P6			0,933	
XIP1	0,900			
XIP2	0,888			
XIP3	0,880			
XIP4	0,885			
XIP5	0,878			
XIP6	0,950			
XIP7	0,936			

XIP8	0,890			
Y1P1				0,915
Y1P2				0,755
Y1P3				0,903
Y1P4				0,928
Y1P5				0,899
Y1P6				0,927
Y1P7				0,909

In Table. 2 above, it can be seen that the factor loading values are >0.70 , which indicates that the indicators are valid with their respective latent variables.

Discriminant Validity

Discriminant validity is a test used to determine whether each question used to measure the latent variable indicators is distinct or varied. The criterion for discriminant validity is observed from the AVE (Average Variance Extracted) values, where each variable should have lower values indicating distinctiveness. Below is the table of discriminant validity values in this study:

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
Latent Variable 1	0,901			
Latent Variable 2	0,987	0,893		
Latent Variable 3	0,980	0,980	0,898	
Latent Variable 4	0,985	0,981	0,975	0,893

From the table above, it can be seen that some variable values remain relatively high. Therefore, the AVE (Average Variance Extracted) values are used to determine discriminant validity.

Next, the analysis includes Cronbach's alpha and composite reliability, with a threshold of > 0.70 to be considered reliable. The values for Cronbach's alpha and composite reliability can be seen in the table below:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)

Latent Variable 1	0,967	0,968	0,972	0,812
Latent Variable 2	0,957	0,960	0,965	0,798
Latent Variable 3	0,940	0,941	0,954	0,807
Latent Variable 4	0,957	0,961	0,965	0,797

From the table above, it can be observed that Cronbach's alpha values are >0.70 and composite reliability values are >0.70 , indicating that the variables in this study have high levels of reliability.

Furthermore, the AVE values in the table above show that the AVE for each variable > 0.50 , meeting the criterion for discriminant validity. After conducting tests for convergent validity, discriminant validity, and reliability, it can be concluded that the indicators and variables in this study demonstrate high levels of validity and reliability.

Coefficient of Determination

The coefficient of determination is used to see the extent to which the independent variable influences the dependent variable. The table below shows the value of the coefficient of determination in this study.

Tabel. 2 Koefisien Determinasi (Sumber: Smart PLS 3.0)

	R Square	R Squar Adjusted
Latent Variable 4	0,974	0,972

In the table above, it can be seen that the R-square value is 0.974, which means that the variables review, rating, and free shipping promotions have a 97.4% influence on the consumer satisfaction variable.

Hypothesis Testing

Hypothesis testing is divided into two types: the F-test and the T-test. The F-test is used to see the simultaneous influence of the independent variables on the dependent variable, while the T-test is used to see the partial relationship between each independent variable and the dependent variable.

F-Test

In the F-test, a variable is considered to have an influence if $NFI > 0.062$. The table below shows the NFI value in this study:

Tabel. 3 Nilai Uji F (Sumber: Output Smart PLS 3.0)

	Saturate dModel	Estimate dModel
SRMR	0,042	0,042
d_ ULS	0,654	0,654
d_ G	4,260	4,260
Chi-Square	612,229	612,229
NFI	0,716	0,716

From the table above, it can be seen that the final NFI value is greater than 0.062, which means that all independent variables simultaneously influence the dependent variable.

T-Test

In the T-test, the results can be seen from the T-Statistics value and the P-Value with the criteria that the T-Statistics value is greater than 1.96 and the P-Value is less than 0.05. The results of the T-test can be seen in the table below:

Tabel. 4 Uji T (Sumber: Output Smart PLS 3.0)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Latent Variable 1 -> Latent Variable 4	0,398	0,391	0,176	2,269	0,024
Latent Variable 2 -> Latent Variable 4	0,185	0,201	0,166	1,112	0,267
Latent Variable 3 -> Latent Variable 4	0,414	0,405	0,142	2,905	0,004

From the table above, it can be seen that the hypothesis for the latent variable 2 -> latent variable 4 is rejected because it does not meet the requirements for the T-Test.

Meanwhile, only two hypotheses are accepted, which are latent variable 1 -> latent variable 4 and latent variable 3 -> latent variable 4.

Discussion of Data Analysis Results

The Influence of Reviews

On Consumer Satisfaction There is a positive influence between the review variable and the consumer satisfaction variable. This study's results show that the F-Test value $(0.716) > 0.662$, and for H1, the T-statistics value $(2.269) > 1.96$, and the P-value $(0.024) < 0.05$, thus H1 is accepted.

The Influence of Ratings

On Consumer Satisfaction There is a positive influence between the rating variable and consumer satisfaction as indicated by the F-Test value $(0.716) > 0.662$. However, for the T-Test, the T-statistics value $(1.112) < 1.96$, and the P-value $(0.267) > 0.05$. Therefore, H2 is rejected.

The Influence of Free Shipping Promotions

On Consumer Satisfaction There is a positive influence between the free shipping promotion variable and consumer satisfaction, with an NFI value of $(0.716) > 0.662$. For H3, the T-statistics value $(2.905) > 1.96$, and the P-value $(0.004) < 0.05$, thus H3 is accepted.

The Influence of Reviews, Ratings, and Free Shipping Promotions

The Influence of Reviews, Ratings, and Free Shipping Promotions

on Consumer Satisfaction After data analysis, it can be seen that the independent variables—reviews, ratings, and free shipping promotions—simultaneously influence consumer satisfaction. However, in hypothesis testing, the hypotheses that meet the T-Test criteria and are accepted are H1 and H3.

CONCLUSION

Based on the results and discussion of the data analysis, the conclusions of this study are as follows:

1. **Review Variable:** The review variable has a positive influence on consumer satisfaction, as indicated by the F-Test value $(0.716) > 0.662$, T-statistics value $(2.269) > 1.96$, and P-value $(0.024) < 0.05$. Therefore, H1 is accepted.

2. **Rating Variable:** The rating variable shows a positive influence on consumer satisfaction based on the F-Test value $(0.716) > 0.662$. However, hypothesis testing indicates that the T-statistics value $(1.112) < 1.96$ and the P-value $(0.267) > 0.05$, leading to the rejection of H2.
3. **Free Shipping Promotion Variable:** The free shipping promotion variable has a positive influence on consumer satisfaction, as shown by the NFI value $(0.716) > 0.662$, T-statistics value $(2.905) > 1.96$, and P-value $(0.004) < 0.05$. Hence, H3 is accepted.
4. **Combined Influence of Review, Rating, and Free Shipping Promotion Variables:** The independent variables (review, rating, and free shipping promotions) collectively influence consumer satisfaction. However, in hypothesis testing, only H1 (Review) and H3 (Free Shipping Promotion) are accepted, while H2 (Rating) is rejected.

Recommendations

Based on the conclusions and data analysis results, the following recommendations are provided for TikTok Shop:

1. **Review:** Given that reviews significantly impact consumer satisfaction, PT. BPR Prima Madani should encourage consumers to leave honest and constructive reviews on the TikTok Shop app. Enhancing service and product quality based on feedback from reviews can further increase consumer satisfaction.
2. **Rating:** Although ratings did not show a significant impact in this study, it is still important to monitor and strive to improve product and service ratings. Strategies such as loyalty programs or rewards for customers who provide high ratings can be considered to enhance consumers' positive perceptions.
3. **Free Shipping Promotion:** Since free shipping promotions have been proven to significantly influence consumer satisfaction, PT. BPR Prima Madani should continue to offer these promotions periodically. Strategic and sustainable promotions can boost consumer interest and satisfaction.
4. **Combination of Review, Rating, and Free Shipping Promotion:** A marketing strategy that effectively combines these three variables can yield optimal results. PT. BPR Prima Madani should integrate efforts to garner positive reviews,

improve ratings, and offer free shipping promotions to achieve higher levels of consumer satisfaction.

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E-ISSN: 3025-8758

P-ISSN: 3025-9290

Mount Hope Economic Journal
(MEGA)

