



# The Influence Of Advertisement Appeal, Product Quality, And Brand Equity On Head & Shoulders Shampoo Purchase Decision In Surabaya

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## ABSTRACT

Purchasing decisions hold significant importance for companies as they directly influence profitability and long-term business viability. This study aims to assess the impact of advertising appeal, product quality, and brand equity on the purchasing decisions of Head & Shoulders shampoo products in Surabaya. The study targets individuals in Surabaya who are users of Head & Shoulders shampoo and have viewed the "Joe Taslim x Fadil Jaidi - Who Will Be the Next BA Head & Shoulders?" advertisement, with an age range between 15 and 64. The research sample comprises 155 respondents selected through purposive sampling. Quantitative data analysis techniques were employed, with multiple regression analysis utilized for research analysis. The findings reveal that advertising appeal, product quality, and brand equity significantly influence the purchasing decisions of Head & Shoulders shampoo in Surabaya.

## INTRODUCTION

The development of telecommunications technology in Indonesia has influenced the intensity of competition in businesses including the toiletries industry such as shampoo (Nasution et al., 2022). The high level of competition has driven companies, including PT. Procter & Gamble (P&G), to develop strong competitive strategies by understanding customer needs. Head & Shoulders shampoo, which has been produced since 1961, is one of P&G's flagship brands. According to The Nielsen Company for the period 2009-2011, Head & Shoulders shampoo was proven to be effective in treating dandruff quickly (Sebastian et al., 2020). Even though it is known to be effective in treating dandruff, according to compass.co.id data, Head & Shoulders shampoo is in 4th position in the list of best-selling shampoo brands in E-Commerce for the period 1-15 October 2021. This shows that the L'Oreal and Kelaya brands are more popular with customers than Head & Shoulders. The company needs to design a well-thought-out competitive strategy to address these challenges. This strategy will influence customer purchase decisions and maintain the company. Strategic steps can include attractive marketing campaigns and improving product quality to maintain brand image. Advertising plays an

important role in product marketing because it impacts the effectiveness of advertising campaigns.

The P&G Company has implemented strategies to increase product appeal, strengthen brand image, and build positive relationships with customers towards Head & Shoulders shampoo. One of the creative strategies employed involves advertising with humorous elements, as seen in the "Joe Taslim X Fadil Jaidi - Who is the Next Ba Head & Shoulders?" campaign, succeeded in attracting the attention of the audience, as well as showing the product's superiority in treating dandruff hair problems. In addition, they have also improved product quality since 1961, including the development of shampoo variations and repeated testing to meet high quality standards. Improved product quality is expected to attract the interest of prospective buyers and maintain a position in the market. Additionally, prioritizing the maintenance of brand equity, notably as the "World's #1 Anti-Dandruff Shampoo," contributes significantly to building customer trust and fostering brand loyalty.

The implemented strategy resulted in an increase in market share for Head & Shoulders shampoo to 8.77% in 2023, as reported by katadata.com, thereby making the brand rise from fourth to second place among the top five competing shampoo brands. This development prompted researchers to explore the impact of the advertising appeal featuring "Joe Taslim X Fadil Jaidi - Who's Ba Head & Shoulders Next?", quality of the product, and equity of the brand, influencing the improvement in the position of the head & shoulders shampoo, which was reflected in increased purchasing decisions. Therefore, the author wants to investigate the effects of advertisement appeal, product quality, and brand equity on consumer purchase decisions regarding Head & Shoulders shampoo.

## LITERATURE REVIEW

### Purchase Decision

According to Kotler & Keller (2018:165) purchasing decisions are the final decisions made by individuals or families when making a purchase of a product for consumer needs. In the meantime, as per Simanjuntak et al. (2020), purchasing decisions involve consumers selecting and acquiring the products they've opted for. Based to Kotler and Armstrong in Hertina & Wulandari (2022), purchasing decision indicators include: 1. purchase stability after receiving product information, 2. selection based on favorite brands, 3. purchase according to needs and wishes, 4. purchase based on other brands people's recommendations.

### Advertising Appeal

According to Sufa et.al in Afiah & Prabowo (2022), the attraction of advertising or power of impression, refers to how effective advertising is in attracting or capturing the attention of its audience. Meanwhile, according to Kotler & Armstrong (2011) in Iswandi & Risnawati (2020), in theory, effective advertising is advertising that meets the criteria of meaningful, believable, and distinctive. Based to Aditya Suli Martopo in (Gin et al., 2018) identified indicators of advertising appeal are: 1. Themes displayed, 2. Endorsers used, 3. Visual and verbal displayed.

### Product Quality

According to Tjiptono (2015) in Oktavianti, (2020:332) product quality is an effort to fulfill consumers' needs and desires, in accordance with their expectations. Meanwhile, Panjaitan, (2018:117) said that product quality is product quality that is free from damage and focuses on customer satisfaction. Based to Lupiyoadi (2015:177) in Ghazali (2022), product quality indicators are: 1. Performance, 2. Reliability, 3. Features, 4. Durability, 5. Conformity

### Brand Equity

According to the American Marketing Association in Saleh & Said (2019: 75), a brand is an identification for goods or services from a seller or group of sellers, used to differentiate from

competitors, can be in the form of a name, term, symbol or design. Therefore, a brand is a product or service that is differentiated from other products, designed to meet a need. Meanwhile, to Saleh & Said (2019:76) brand equity is the additional value attached to products and services which includes consumer interactions with the brand and its impact on price, market share and company profitability. Based to Aaker (1991) in Zhafira & Rachmawati (2020), brand equity indicators are: 1. brand awareness, 2. brand association, 3. quality perception, 4. brand loyalty.

## METHODS

### Types of Research

This study employs an associative methodology employing quantitative techniques to examine the interrelation among variables. Data collection is achieved through questionnaire distribution and subsequent numerical analysis. Sugiyono (2019:8) suggests that quantitative research evolves from methods aimed at investigating specific populations or samples, collecting data using research instruments, and testing hypotheses through the analysis of quantitative or statistical data.

### Population And Sample

The study's population comprised individuals who use Head & Shoulders shampoo and reside in Surabaya. The sampling technique used was non-probability with a purposive sampling approach. Based on Slovin's calculations, the sample size was 155 respondents who used Head & Shoulders shampoo who had watched the advertisement "Joe Taslim x Fadil Jaidi - Who is the Next BA Head & Shoulders?" and has an age range of 15-64 years in Surabaya.

### Method Of Collecting Data

The data collection method of this study uses an E-Questioner distributed through Google Forms, and the data is processed using SPSS 26. The measurement used the Likert scale, with the range of responses "very agree, agree, quite agree, disagree, to very disagreed".

## RESULTS

### Validity Test Results

The validity assessment involves comparing the computed value with the critical table value ( $r_{table}$ ) for each statement. The  $r_{table}$  value is established at a significance level of 5% with degrees of freedom ( $n-2$ ), yielding a value of 0.157. Based on the validity test results, the variable indicator demonstrates validity as the computed value ( $r_{itung}$ ) surpasses the  $r_{table}$  value, which is 0.157.

### Reliability Test Results

The Cronbach's alpha value of the respondent's answer surpasses the established minimum value, 0.60, which means that the research data on this variable is considered reliable.

**Table 1. Reliability Test Results**

Variabel	Cronbach's Alpha Hitung	Keterangan
Daya Tarik Iklan (X1)	0,839	Reliabel
Kualitas Produk (X2)	0,794	Reliabel
Ekuitas Merek (X3)	0,781	Reliabel
Keputusan Pembelian (Y)	0,807	Reliabel

Source: Data Processed by Researchers, 2024

**Normality test results**

**Table 2. Normality test results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		155
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.85531206
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.076
Test Statistic		.086
Asymp. Sig. (2-tailed)		.007 <sup>c</sup>
Exact Sig. (2-tailed)		.195
Point Probability		.000

Source: Data Processed by Researchers, 2024

The outcomes of the Kolmogorov-Smirnov Test of Normality reveal that the value exceeds 0.05, with a result of 0.195 > 0.05. This indicates that the data pertaining to this variable in the research is deemed to be normally distributed.

**Multicollinearity Test Results**

**Table 3. Multicollinearity Test Results**

No.	Variabel	Tolerance	VIF
1.	<u>Daya Tarik Iklan</u>	0,325	3.078
2.	<u>Kualitas Produk</u>	0,450	2.222
3.	<u>Ekuitas Merek</u>	0,267	3.740

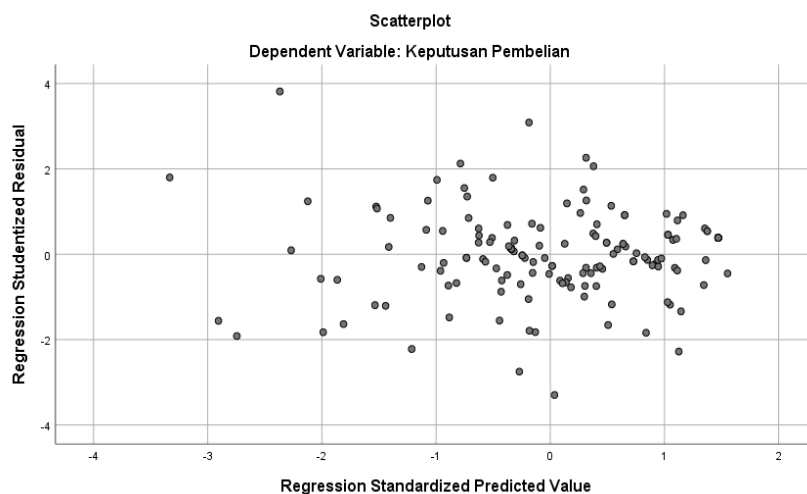
Source: Data Processed by Researchers, 2024

The free variable in this study has a tolerance value > 10% and a VIF value < 10. So, in the existing regression model, there is no multicollinearity.

**Heteroscedasticity Test Results**

Based on the scatterplot graph below, it exhibits an indistinct pattern, with the points scattered above and below the number 0 on the Y axis. Consequently, there is no evidence of heteroscedasticity.

**Figure 1. Heteroscedasticity Test Results**



Source: Data Processed by Researchers, 2024

**Autocorrelation Test Results**

**Table 4. Autocorrelation Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.920 <sup>a</sup>	.847	.844	.864	1.706

Source: Data Processed by Researchers, 2024

The Durbin-Watson value is  $-2 < 1.706 < 2$ . Then it can be inferred that there is no autocorrelation present in the data.

**Multiple Regression Analysis Test Results**

**Table 5. Multiple Regression Analysis Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.065	.591		1.800	.074
	<u>Daya Tarik Iklan</u>	.365	.062	.328	5.878	.000
	<u>Kualitas Produk</u>	.171	.040	.200	4.225	.000
	<u>Ekuitas Merek</u>	.218	.029	.471	7.657	.000

Source: Data Processed by Researchers, 2024

$$Y = 1,065 + 0,365 X_1 + 0,171 X_2 + 0,218 X_3$$

The results of the multiple linear regression analysis indicate a positive constant value (a) of 1.065, suggesting that the Purchase Decision (Y) value is 1.065 when Advertising Appeal (X1), Product Quality (X2), and Brand Equity (X3) remain constant. The regression coefficient for Advertising Appeal (X1) is positive at 0.365, signifying a favorable impact on purchasing decisions. Similarly, the regression coefficient for Product Quality (X2) is positive at 0.171, indicating a beneficial influence on Purchasing Decisions. Moreover, the regression coefficient for Brand Equity (X3) is also positive at 0.218, suggesting a constructive effect on Purchasing Decisions.

**Simultaneous Test Results (F)**

**Table 6. Simultaneous Test Results (F)**

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	624.797	3	208.266	279.142	.000 <sup>b</sup>
	Residual	112.660	151	.746		
	Total	737.457	154			

Source: Data Processed by Researchers, 2024

The value of  $F_{count} > F_{table}$  is  $279.142 > 2.66$ . This means that simultaneously, advertising appeal (X1), product quality (X2), and brand equity (X3) have a significant effect on purchasing decisions (Y).

**Partial Test Results (t)**

**Table 7. Partial Test Results (t)**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.065	.591		1.800	.074
	<u>Daya Tarik Iklan</u>	.365	.062	.328	5.878	.000
	<u>Kualitas Produk</u>	.171	.040	.200	4.225	.000
	<u>Ekuitas Merek</u>	.218	.029	.471	7.657	.000

Source: Data Processed by Researchers, 2024

### **The Partial Test Results Of Advertising Appeal (X1) On Purchasing Decisions (Y)**

The t test results show  $t_{count} > t_{table}$ , which is  $5,878 > 1,976$ . Consequently,  $H_0$  is rejected and  $H_1$  is accepted. This means that partially appeal of advertising (X1) has a significant impact on purchasing decisions (Y).

### **The Partial Test Results Of Product Quality (X2) On Purchasing Decisions (Y)**

The t-test outcomes demonstrate that the computed t-value exceeds the critical t-value, with  $4.225 > 1.976$ . Therefore, rejecting the null hypothesis ( $H_0$ ) in favor of the alternative hypothesis ( $H_1$ ) suggests that product quality (X2) significantly influences purchasing decisions (Y) to a certain degree.

### **The Partial Test Results Of Brand Equity (X3) On Purchasing Decisions (Y)**

The t test results show  $t_{count} > t_{table}$ , which is  $7,657 > 1,976$ . Consequently,  $H_0$  is rejected and  $H_1$  is accepted. This means that partially Brand Equity (X3) has a significant impact on purchasing decisions (Y).

## **DISCUSSION**

### **The Simultaneous Influence Of Advertising Appeal, Product Quality, And Brand Equity On Purchase Decisions**

Based on the results of research using the F test, it was found that the  $F_{count}$  value was 276.142 and the  $F_{table}$  was 2.66, indicating that  $F_{count} > F_{table}$  ( $279.142 > 2.66$ ). In a simultaneous analysis with a significance level of 5% or 0.05, it was found that the significance level was  $0.00 < 0.05$ , then  $H_0$  was rejected and  $H_1$  received. This means that simultaneously, advertising appeal (X1), product quality (X2), and brand equity (X3) have a significant effect on purchasing decisions (Y). Therefore, when Head & Shoulders advertising is attractive, the product is of good quality, and the brand has strong equity, consumers are more likely to buy the product.

### **The Impact Of Advertising Appeal On Partial Purchase Decisions**

The results of multiple linear regression analysis show that the Advertising Appeal (X1) variable has a positive influence on the Purchase Decisions (Y) variable, substantiated by the regression coefficient  $b_1 = 0.365$ . This indicates that heightened innovation and appeal in the Head & Shoulders Shampoo advertisement lead to a higher propensity among consumers to make purchasing decisions in favor of the product.

The results of the hypothesis test using the t test showed that  $t_{count} > t_{table}$  ( $5,878 > 1,976$ ). Therefore, the  $H_0$  is rejected and  $H_1$  is accepted, it means that partially the advertising appeal (X1) has a significant effect on purchasing decisions (Y). These results align with a study conducted by Kasman (2023) that affirmed the substantial positive influence of advertising appeal on purchasing decisions.

### **The Impact Of Product Quality On Partial Purchase Decisions**

The results of multiple linear regression analysis show that the Product Quality (X2) variable has a positive influence on the Purchase Decisions (Y) variable, substantiated by the regression coefficient  $b_1 = 0,171$ . This indicates that when Head & Shoulder shampoo has high product quality, it will increase consumer confidence, which then increases the possibility of consumers deciding to buy the shampoo.

The results of the hypothesis test using the t test showed that  $t_{count} > t_{table}$  ( $4,225 > 1,976$ ). Therefore, the  $H_0$  is rejected and  $H_1$  is accepted, it means that partially the product quality (X2) has a significant effect on purchasing decisions (Y). These results align with a study conducted by Efendi & Aminah (2023) that affirmed the substantial positive influence of product quality on purchasing decisions.

### **The Impact of Brand Equity on Partial Purchase Decisions**

The results of multiple linear regression analysis show that the Brand Equity (X3) variable has a positive influence on the Purchase Decisions (Y) variable, substantiated by the regression coefficient  $b_1 = 0,218$ . This indicates that the more positive consumer perception of Head & Shoulder shampoos, the more confidence consumers will increase, and the greater the possibility that they will decide to buy the shampoo.

The results of the hypothesis test using the t test showed that  $t_{count} > t_{table}$  ( $7,657 > 1,976$ ). Therefore, the  $H_0$  is rejected and  $H_1$  is accepted, it means that partially the brand equity (X3) has a significant effect on purchasing decisions (Y). These results align with a study conducted by Putra (2021) that affirmed the substantial positive influence of brand equity on purchasing decisions.

### **CONCLUSION**

Based on the results of the quantitative research carried out, it can be concluded as follows:

1. Based on the results of the F test on the variables Advertising Appeal, Product Quality and Brand Equity, it has a significance value of 0.000 ( $<0.05$ ) with  $F_{count} > F_{table}$  ( $279.142 > 2.66$ ). Consequently, it can be concluded that simultaneously the variables of advertising Appeal, product quality and brand equity have a significant effect on purchasing decisions for Head & Shoulder shampoo users in the city of Surabaya.
2. Based on the results of multiple regression analysis, the advertising appeal variable has a positive influence on the purchasing decision variable, with  $b_1 = 0.365$ . The t-test results showed that partially the advertising appeal variable influences significantly on the purchase decision, as indicated by the value of  $t_{count} > t_{table}$  ( $5.878 > 1.976$ ).
3. Based on the results of multiple regression analysis, the product quality variable has a positive influence on the purchasing decision variable, with  $b_1 = 0,171$ . The t-test results showed that partially the product quality variable influences significantly on the purchase decision, as indicated by the value of  $t_{count} > t_{table}$  ( $4,225 > 1,976$ ).
4. According to the findings from the multiple regression analysis, the brand equity variable positively affects the purchasing decision variable, with a coefficient of  $b_1 = 0.218$ . The t-test results showed that partially the brand equity variable influences significantly on the purchase decision, as indicated by the value of  $t_{count} > t_{table}$  ( $7,657 > 1,976$ ).

### **SUGESSTION**

Drawing from the outcomes of prior research and discussions, the following recommendations emerge for consideration or implementation:

1. For future researchers, it is recommended that they can expand the sample of respondents covering the entire Indonesian community and use more diverse and comprehensive indicators such as advertising attractiveness, product quality, and brand equity. This measure aims to ascertain the validity and reliability of the analysis in studies pertaining to Head & Shoulders brand shampoo products.
2. For Head & Shoulder shampoo companies it is recommended to strengthen the focus on marketing strategies that emphasize the attractiveness of product advertising, while maintaining or improving product quality and brand equity. This imperative is crucial for optimizing its impact on consumer purchase decisions in Surabaya and maintain brand existence in the market.

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