

## The Quality Measurement of Products, Services, and Advertising on Customer Satisfaction at Fast Food Restaurant in Bekasi Area (A Case Study at J. Co Donuts & Coffee)

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### ABSTRACT

This study aims to examine how much influence Product Quality (X1), Service (X2), and Advertising (X3) have on Consumer Satisfaction (Y) at J. Co Donuts & Coffee. This research is a quantitative research with non-probability sampling method with accidental sampling technique. The population in this study are the students of the Economics Faculty, Universitas Bhayangkara Jakarta Raya, Management program. With a research sample of 146 people, using the accidental sampling formula. This research was conducted using the SPSS version 25 program. The result of the Coefficient of Determination Test for adjusted R square, was obtained at 0.571. This means that 57.1% while the remaining 42.9% is explained by other causes that are outside the variables of this study.

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## INTRODUCTION

The culinary world is a field of food business that continues to grow every year. Foods that have their own characteristics in terms of food quality very influential for consumers if the food has unique characteristics different from other competitors. Competing in the culinary world is not only about competition product quality but able to compete in marketing the products produced.

Making food products needs to be considered in terms of food quality, food appearance, quality of taste, characteristic in terms of food. Business people also pay attention in terms of quality service to consumers because the quality of service is a must done from service providers well to consumers.

Donuts are foods that are in great demand by the general public. Lots of business people which upgrades the characteristics of donuts in terms of appearance and attractive taste of each processed. Currently there are many competitors doing food business such as donuts and food others so that business people continue to pay attention to the development of the times creating new innovations. J. Co Donuts & Coffee still serves the needs and desires of consumers through offline or online. J. Co Donuts & Coffee always pays attention to small changes from consumer behavior in order to maintain its business, and the government also issued regulations local health protocol because it is not allowed to eat on the spot, therefore it is advisable to order via drive-thru, or social media. J. Co Donuts & Coffee promotes products through social media such as Instagram or Facebook online for make buying easier.

## THEORETICAL REVIEW

### *Product Quality*

Product Quality is a characteristic that is described in the form of goods and used to meet consumer assumptions. According to Suparyanto and Rosad, Product is something that will be offered to the market as merchandise for sale and Product Quality is a characteristic that is described in the form of goods and used to meet the assumption that consumers are consumed, so that it can fulfil part of consumer desires (Ruliarto, 2020).

According to the theory of Boyd and Mullins is if in the form of an organization or companies want to maintain product superiority in the world market, then companies must understand what interests consumers need to differentiate the products to be traded with competing products (Aisyah, 2018). The product concept is based on the assumption that consumers prefer quality products (Andrian, et.al, 2022). So, the price and product availability do not really affect the purchase decision. Companies that use this marketing management concept will produce goods of the highest quality and priced at a higher price.

### *Service*

According to the theory of Kotler and Keller (Bahar & Sjahrudin, 2017) defines service is an activity that serves buyers by offering some products to consumers. The service has conditions related to 3 orientation, namely product or service, customer perception, and process. Satisfaction consumers determine the

quality of service, then every company must provide the best service in order to provide satisfaction and according to expectations consumer.

### ***Advertising***

According to (Tjiptono, 2015), advertising is displaying goods indirectly based on the advantages and disadvantages of the product. Such settings to create a pleasant feeling and make people change their minds to do something purchase. According to (Kasali, 2007), advertising is a type of information that provides products that are released to the public through the media. According to Kotler & Keller and Benjamin Molan, advertising is something forms of non-personal display and promotion of creativity such as goods or services from sponsors certain and must be paid (Furqoniah & Aransyah, 2019).

### ***Customer Satisfaction***

According to the theory from Kotler (Gazali, 2020). Definition of consumer satisfaction is a measure of one's feelings stating the results of the product received are appropriate expected. According to (Rangkuti, 2002), consumer satisfaction is an assessment on conformity or non-conformity that is felt after using the product.

Consumer satisfaction concerns the result of the difference between the expectations of the goods or services received by a person will lead to two possibilities. First, if the seller provide information about product advantages to consumers, then consumers will want expectations that are too high, resulting in dissatisfaction if the seller does not meet the expectations of the information submitted. It can be concluded that the result of the consumer assessment is the result of comparison of the perceived suitability of the expectations that consumers want after making product purchases.

### ***Conceptual Framework***

The theoretical framework connects theoretically between research variables, variables independent, Product Quality (X1), Service (X2), and Advertising (X3) and variables dependent, Consumer Satisfaction (Y). The research framework shows the relationship between variables can be explained and described as follows:

X1 explained Product quality is related to the quality produced from goods or services. X2 explained Service is related to services that serve consumers to provide comfort and satisfaction to consumers. X3 explained Advertising is a communication tool indirectly through the media mass media and provide some information about the product through the mass media. Y explained Consumer satisfaction is the feeling that consumers feel after buy or use certain products, give good or bad ratings. Appropriate assessment consumers after buying or after using the product.

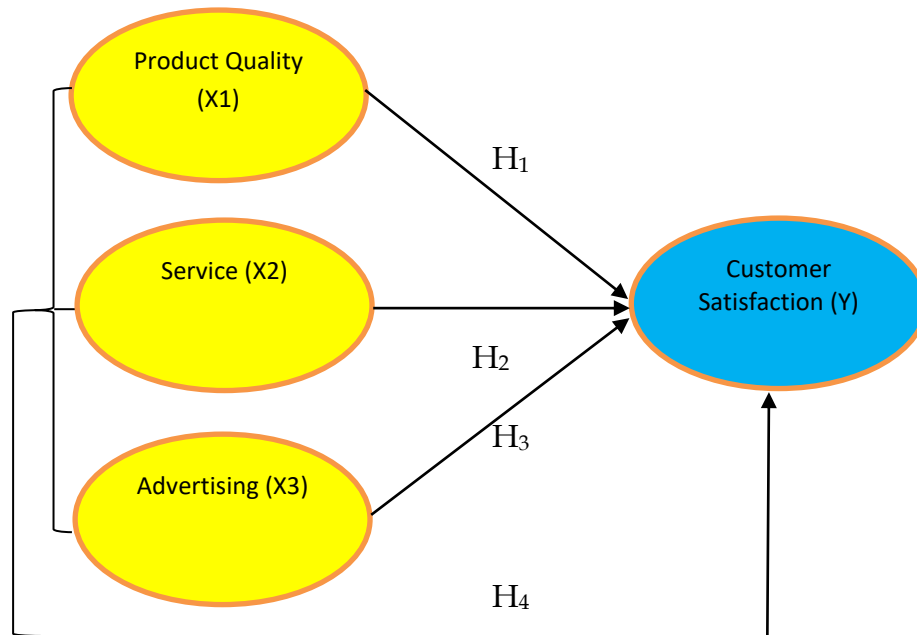


Figure 1. Conceptual Framework  
Source : Prepared by the authors (2023)

## METHODOLOGY

This research design uses a type of quantitative research. Quantitative can be used as research on a particular population or sample. According to (Sugiyono, 2017) the results of this quantitative study were used in a random, research data collection by using statistical data analysis aims to test the hypotheses that set. In this study describes the relationship that influences and is influenced each variable to be studied.

This study will explain the relationship of influencing and being influenced by the variables to be studied. Quantitative approach is used because the data used will analyze the relationship between variables expressed by numbers. The method in this study is used in accordance with the objectives and problems. In this research, the method used is non-probability sampling with the snowball technique sampling by using accidental sampling formula.

According to Sugiyono's theory, the population is a generalization area consisting of objects and the subject and has certain qualities as well as characteristics that have been determined researchers are useful to study then draw conclusions. This opinion is wrong one recommendation determines the size of the population. The population of this study was 229 students in the Management Program Batch 2017 Faculty of Economics, Universitas Bhayangkara Jakarta Raya.

The sample is a part of the quantity and characteristics possessed by the number population size. So the sample must use a certain method based on consideration. In this sample technique the authors use the non-probability method sampling with snowball sampling technique. Snowball sampling is a method for taking samples in one network or other chain of relationships continuously.

Data collection techniques are used to collect data according to research procedures so that the required data can be obtained. According to (Sugiyono, 2017), in the collection technique data is the most strategic step in research, because the purpose of research is to collect data. Data collection techniques in research is by using questionnaires.

### ***Validity Test***

According to (Sugiyono, 2017), the Validity Test is a test that used to measure the validity of a questionnaire. In the questionnaire can be said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. The items in this statement have a validation factor loading  $\geq 0.50$  shows that the existing indicators are a unified tool measure to measure a similar construct and predict what should be able to predict what should be predicted.

### ***Reliability Test***

According to (Sugiyono, 2017), the Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the answers are from respondents to the questions are consistent or stable over time. Reliability test in this study using Cronbach Alpha for determine whether each instrument is reliable or not. This measurement is with using the Cronbach Alpha statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.70$  even though the value is 0.60 is still acceptable.

### ***Normality Test***

According to (Supriadi, 2013), a normality test was performed to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. If one variable is not normally distributed, then the statistical test results will experience decline. In the data normality test can be done by using the test one Sample Kolmogorov Smirnov, namely with the condition that the value significance above 5% or 0.05 then the data has a normal distribution. Whereas if the results of the One Sample Kolmogorov Smirnov test produce significant values below 5% or 0.05, the data does not have a normal distribution.

### ***Multicollinearity Test***

According to (Supriadi, 2013), multicollinearity testing aims to determine whether the regression model found a correlation between variables independent or independent variable. To find whether or not multicollinearity exists in the regression model can be known from the tolerance value and the value of the variance inflation factor (VIF). The tolerance value measures the variability of the selected independent variables that cannot be explained by other independent variables. So the low tolerance value is equal to high VIF value, because  $VIF = 1/\text{tolerance}$ , and indicates presence high collinearity. The cut off value used is for the tolerance value equal to 0.10 or a VIF value  $> 10$ .

### ***Heteroscedasticity Test***

According to (Supriadi, 2013), this test aims to test whether in a regression model there is variance discomfort from the residual in one observation to other observations. If the variant is different, it is called heteroscedasticity. One way to find out if there is heteroscedasticity in a multiple linear regression model, namely by looking scatterplot graph or from the predicted value of the dependent variable, namely SRESID with the residual error is ZPRED. If there is no specific pattern and no spreads above and below zero on the y axis, it can be concluded that there is no heteroscedasticity. For a good research model is where there is no heteroscedasticity.

### ***Linear Regression Analysis Test***

According to (Victor Supriadi, 2013), the hypothesis in this study uses analysis multiple regression is a tool for predicting the influential value of two independent variables or more to one dependent variable (to prove the existence or not functional relationship or relationship of two or more independent variables X1, X2, X3 to one dependent variable (Y).

The formulation of multiple regression models in a study is as follows following:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Consumer Satisfaction

a = Constant

$\beta_1, \beta_2, \beta_3$  = Coefficient of regression direction

X1 = Product Quality

X2 = Service

X3 = Advertising

e = error

### ***Hypothesis Test***

#### ***Simultaneous F Test***

The F test (Supriadi, 2013) test was carried out to test the measurements X1,X2,X3 against Y together.

#### ***Partial t test***

T test (Supriadi, 2013), was used to determine significance the influence of independent variables partially or individually on variables dependent.

#### ***Coefficient of Determination (R<sup>2</sup>)***

According to (Supriadi, 2013), the Coefficient of Determination is a value that shows the amount of change that occurs caused by the variable other. The coefficient of determination is expressed in R<sup>2</sup>. Coefficient of Determination (R<sup>2</sup>) measure how far the model's ability to design variable variations dependent. The coefficient of determination is between zero and one. Adjusted value of the

smallest  $R^2$  means the ability of the independent variables in explaining the dependent variable is very limited.

## RESULTS & DISCUSSIONS

### Validity Test

Table 1. Validity Test

		Product Quality	Service	Advertising	Customer Satisfaction
Product Quality	Pearson Correlation	1	0.630	0.527	0.578
	Sig. (2 tailed)		0.000	0.000	0.000
	N	146	146	146	146
Service	Pearson Correlation	0.630	1	0.580	0.626
	Sig. (2 tailed)	0.000		0.000	0.000
	N	146	146	146	146
Advertising	Pearson Correlation	0.527	0.580	1	0.699
	Sig. (2 tailed)	0.000	0.000		0.000
	N	146	146	146	146
Customer Satisfaction	Pearson Correlation	0.578	0.626	0.699	1
	Sig. (2 tailed)	0.000	0.000	0.000	
	N	146	146	146	146

Source : Prepared by the authors (2023)

The results in table 1, Validity Test shows that the value of Sig. (2- tailed) of the Product Quality (X1), Service (X2), Advertising (X3), Consumer Satisfaction (Y) variables is 0.000, then they are declared **Valid**.

### Reliability Test

Table 2. Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.856	0.861	4

Source : Prepared by the authors (2023)

To determine the level of reliability can be done on each data of related variables. This variable is said to be reliable if the value of Cronbach's Alpha  $>$  0.7. From the results of the research table shows the variables Quality (X1), Service (X2), Advertising (X3), Consumer Satisfaction (Y) is valuable 0.856, so the research is said to be **reliable**.

### Normality Test

Table 3. Normality Test

		Product Quality	Service	Advertising	Customer Satisfaction
N		146	146	146	146
Normal Parameters <sup>a,b</sup>	Mean	23.49	23.02	22.97	22.99
	Std. Deviation	1.577	2.093	2.274	2.117
	Most Extreme Differences	Absolute	0.272	0.214	0.231
	Positive	0.169	0.172	0.186	0.171
	Negative	-0.272	-0.214	-0.231	-0.218
Kolmogorov-Smirnov Z		3.281	2.590	2.789	2.637
Asymp. Sig. (2-tailed)		0.000	0.000	0.000	0.000

Source : Prepared by the authors (2023)

The normality test shows that the distribution of data is mostly balanced the data is at the value in the middle. In principle, normality can be seen by looking data dissemination. In this study, it can be seen that the point on the Kolmogorov - Smirnov test was 0.000 or  $< 0.05$ , which means that the normality test was declared **not normally distributed**.

**Multicollinearity Test**

Table 4. Multicollinierity Test

Model	Understandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Contant)	1.709	1.750		0.976	0.331		
Product Quality	0.244	0.097	0.181	2.505	0.013	0.563	1.775
Service	0.246	0.076	0.244	3.224	0.002	0.518	1.931
Advertising	0.430	0.064	0.462	6.696	0.000	0.621	1.611

Source : Prepared by the authors (2023)

From the results of the output coefficient below, the VIF column has a value for the variables of Product Quality (X1) is 0.563, Service variable (X2) is 0.518, variable Advertising (X3) is 0.621. Because the VIF value is  $< 10$ , it can be concluded that the regression model found **no multicollinearity**.

**Heteroscedasticity Test**

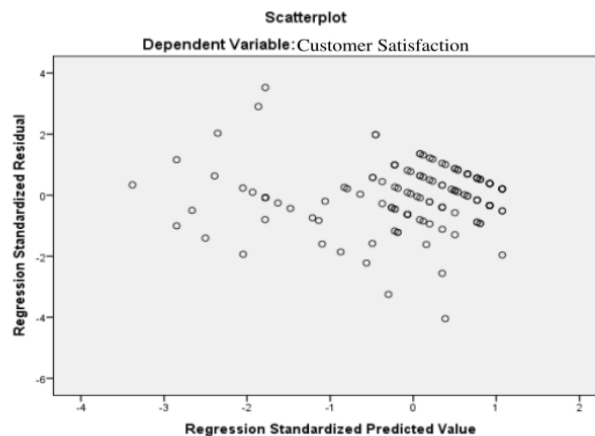


Figure 2. Heteroscedasticity Test  
Source : Prepared by the authors (2023)

The results of this study is spread above 0 (zero) and below 0 (zero), widens, narrows and forms certain patterns that means it does **no Heteroscedasticity (Homoscedasticity)**.



**Multiple Linear Regression Analysis**

Table 5. Multiple Linier Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	1.709	1.750			
Product Quality	0.244	0.097	0.181	0.563	1.775
Service	0.246	0.076	0.244	0.518	1.931
Advertising	0.430	0.064	0.462	0.621	1.611

Source : Prepared by the authors (2023)

The results of this study can be obtained based on the linear regression analysis equation as following:

$$Y = 1.709 + 0.244 X1 + 0.246 X2 + 0.430 X3 + e$$

The equation model has a meaning, namely:

1. It means that if the variables are Product Quality, Service, Advertising, and Consumer Satisfaction is assumed not exist, then Consumer Satisfaction has value of 1.709.
2. Product Quality coefficient value is 0.244. Then it means that if every increase by 1 value of Product Quality, it will also be followed by an increase Consumer Satisfaction of 0.244.
3. Service coefficient value is 0.246. So it means that if every 1 increase in Product Quality value, it will be followed by an increase Consumer Satisfaction of 0.246.
4. Advertising coefficient value is 0.430. So it means that if every 1 increase in Product Quality, it will also be followed by an increase Consumer Satisfaction of 0.430.

**Hyphotesis Test  
 Partially t Test**

Table 6. Partially t Test

Model	Understandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Contant)	1.709	1.750		0.976	0.331
Product Quality	0.244	0.097	0.181	2.505	0.013
Service	0.246	0.076	0.244	3.224	0.002
Advertising	0.430	0.064	0.462	6.696	0.000

Source : Prepared by the authors (2023)

It is known that Product Quality (X1), has a value of 0.013 > 0.05 (α sig) and t-count 2.505 > 1.976 (t-table) means that there is a significant influence between independent variable of Product Quality to the dependent variable of Consumer Satisfaction (Y). Independent variable of Service (X2) has a significant value of 0.002 < 0.05 (α sig) and t-count 3.224 > 1.976 (t-table) means that there is a significant influence between independent variable of Service

(X2) to the dependent variable of Consumer Satisfaction (Y). Independent variable of Advertising (X3) has a sig value of  $0.00 < 0.05$  ( $\alpha$  sig) and t-count  $6.696 > 1.976$  (t-table) means that there is a significant influence between variables Advertising (X3) on the dependent variable of Consumer Satisfaction (Y).

**Simultaneously F Test**

Table 7. Simultaneously F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	377.199	3	125.733	65.454	0.000
1 Residual	272.774	142	1.921		
Total	649.973	145			

Source : Prepared by the authors (2023)

In the table 7 above, it can be seen from the F-count value  $>$  F-table where the result is  $65.454 > 2.67$  so it can be concluded that simultaneously the independent variables of Quality Products (X1), Services (X2) and Advertising (X3) have a significant influence on the dependent variable of Consumer Satisfaction (Y).

**Determination Coefficients (R<sup>2</sup>)**

Table 8. Determination Coefficients (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.762	0.580	0.571	1.386

Source : Prepared by the authors (2023)

Based on table 8, the data analysis that has been carried out shows that there is a significant influence between product quality (X1), Service (X2), Advertising (X3) on Consumer Satisfaction (Y). The results of this study obtained an R Square value of 0.571 or 57.1%. This means that 57.1% of the variable Consumer Satisfaction can be influenced by several Independent Variables namely Product Quality, Service, and Advertising. While the remaining 42.9% is influenced by other factors that are not examined in this research.

**CONCLUSIONS AND RECOMMENDATIONS**

1. There is an influence of Product Quality on Consumer Satisfaction at J. Co Donuts & Coffee. Based on the results of the data analysis test from the above research it can be obtained, results partial test calculations which show a t-count value of  $2.505 > 1.976$  (t-table) with a significance of  $0.062 > 0.05$  or a significance value  $>$  of 0.05. Then H0 is accepted or Ha is rejected which means that partially Product Quality (X1) significant effect on consumer satisfaction (Y). Product Quality is very influential on Consumer Satisfaction means Product quality is something that determines everything that can be offered to a market for consumption, thereby satisfying a need or want consumer. There are several things that must be done from the Product Quality indicator such

as Taste Quality, Product Features, and Packaging Durability. This research can be concluded that product quality can maintain its quality will affect the level of consumer satisfaction at J. Co Donuts & Coffee.

2. There is an influence of Service on Consumer Satisfaction at J. Co Donuts & Coffee. Based on the results of the data analysis test from the above research it can be obtained, results partial test calculations which show a t-count value of  $3.224 > 1.976$  (t-table) with a significance of  $0.001 < 0.050$  or a significance value of  $< 0.05$ . Then  $H_0$  is rejected or  $H_a$  is accepted, which means that partially the service (X2) significant effect on consumer satisfaction (Y). Where is the relationship between Service and Consumer Satisfaction, namely Satisfaction Consumers are the determining factor for quality, so every restaurant must be able to provide services that are expected to provide satisfaction to consumers (Bahar & Sjahrudin, 2017). There is one service indicator such as Reliability, Responsiveness, Assurance, and Empathy because with fast and precise service to consumers, then consumers will be satisfied with the service system and services affect consumer satisfaction at J. Co Donuts & Coffee.
3. There is an influence of Advertising on Consumer Satisfaction at J. Co Donuts & Coffee. Based on the results of the data analysis test from the above research it can be obtained, results partial test calculations which show a t-count value of  $6.696 > 1.976$  (t-table) with a significance of  $0.000 < 0.050$  or a significance value of  $< 0.05$ . So from that  $H_0$  is rejected or  $H_a$  is accepted which means that partially Service (X3) significant effect on consumer satisfaction (Y). Advertising affects Consumer Satisfaction which means, advertising is information that provides products that are released to the public via media or advertising is a form of display of creativity promotion such as goods or services from certain sponsors (Furqonniah & Aransyah, 2019) there is an influence of Advertising on Consumer Satisfaction from several Advertising indicators such as Providing Information, as a medium that influences or persuades, creates Impressions, Satisfy Desires, and as a means of Communication. If the information presented on Advertising provides information clearly and also according to demand consumers, then Advertising can affect Consumer Satisfaction at J. Co Donuts & Coffee.
4. There is an influence on Product Quality, Service, and Advertising on Consumer Satisfaction in J. Co Donuts & Coffee. Based on the results of this simultaneous test, it can be obtained from F count of  $65.454 > 2.67$  (F-table) with a significance value of  $0.000 < 0.05$  or a significance value  $< 0.05$ . So from that  $H_0$  is rejected and  $H_a$  is accepted which means that simultaneously Product Quality (X1), Services (X2), and Advertising (X3) have a significant effect on satisfaction Consumer (Y). From each variable Product Quality, Service, Advertising has a very important role in achieving Consumer Satisfaction, where the third these things will be carried out together properly so that they can improve Consumer Satisfaction with J. Co Donuts & Coffee.

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