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UTILIZATION OF THE ACTIVITY -BASED COSTING (ABC) SYSTEM IN DETERMINING OVER-COSTING OR UNDER-COSTING TUITION FEES

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ABSTRACT

This study aims to identify the application of the Activity Based Costing (ABC) system in Private Universities in determining the cost of goods for the study program. The main objective of this study is to determine the cost drivers by identifying and analyzing the activities of primary and secondary study programs. The research method through case studies by conducting quantitative descriptive analysis is collecting data, compiling data, classifying data, and deciphering data. The source of the data came from interviews and observation of financial statement documents with samples at XYZ University. The calculation results obtained the conclusion that several social and economic study programs at XYZ University were over costing and some exact study programs were under costing conditions. The implications of the results of this study provide input for XYZ University in developing an Activity Based Management (ABM) system as a process of continuous improvement in improving the quality of education.

Keywords: *Activity Based Costing, Activity Based Management, Private University, Tuition Fee*

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi penerapan sistem Activity Based Costing (ABC) pada Perguruan Tinggi Swasta dalam penentuan harga pokok program studi. Fokus utama penelitian ini adalah mengidentifikasi kegiatan program studi primer dan sekunder untuk menentukan cost driver dan menentukan tarif dari masing-masing kegiatan tersebut. Metode penelitian melalui studi kasus dengan melakukan analisis deskriptif kuantitatif yaitu pengumpulan data, penyusunan data, pengklasifikasian data dan penguraian data. Sumber data berasal dari wawancara dan observasi dokumen laporan keuangan dengan sampel pada Universitas XYZ. Hasil perhitungan diperoleh kesimpulan bahwa beberapa program studi sosial dan ekonomi di Universitas XYZ berada dalam kondisi over costing dan beberapa program studi eksak berada dalam kondisi costing. Implikasi dari hasil penelitian ini memberikan masukan bagi Universitas XYZ dalam mengembangkan sistem Activity Based Management (ABM) sebagai proses continuous improvement dalam peningkatan kualitas pendidikan.

Kata Kunci: Biaya Berdasarkan Aktivitas, Manajemen Berdasarkan Aktivitas, Perguruan Tinggi Swasta, Biaya Kuliah

Introduction

Tuition fees at Private universities are often incorrectly calculated, resulting in either undercharging or overcharging students. A Private University can set tuition fees appropriately if the private university can calculate costs with operations appropriately as well. Traditional cost calculation systems are unable to accurately identify the costs of products and services, causing cost distortions (Kitsantas et al., 2020). Indirect costs are costs that vary in type and are difficult to trace directly to the product, therefore every organization must use a calculation method that can accurately allocate indirect costs so that the price charged can compete with competitors.

The Activity Based Costing (ABC) is a system that focuses on activities carried out to produce products or services. The advantages of the ABC system will trace what activities are cost-driven and an object of cost in a manufacturing company. The use of the ABC system in non-profit service organizations has been widely practiced by researchers. Research by Effendi et al. (2020) who examined the charging of tuition fees at state universities stated that ABC fees were able to provide a more accurate calculation of tuition fees. In addition, research conducted by Hidayat (2020) which examines the application of ABC system-based fees in reducing cost distortions in private universities said that the use of the ABC method can provide an overview of tuition fees that experience under-costing and over-costing in the implementation of higher education.

Research on the application of system ABC in allocating overhead costs has been widely carried out. Research by Marlina et al. (2020) revealed cost strategies in private universities so that they can compete by at least applying the concepts of ABC Costing, quality costing, life cycle costing, value chain costing, and target costing. Tari & Rahadian's research (2019) revealed that the results of the analysis of student unit cost calculations at private University X were more accurate than traditional methods. Previous research discussed the calculation of ABC on one study program as an object of cost and has not been able to describe the stages for the entire calculation of study programs in one private university. This study aims to determine the stages in making calculations using the Activity Based Costing (ABC) method for all study programs at private universities.

Activity Based Costing (ABC) is a useful method for accurately allocating overhead costs when charging fees. The calculation of ABC emphasizes the activity as the main object of basic costs. The philosophy behind ABC is that costs can only be significantly reduced by addressing the cause of cost arising, which is activity (Asni et al. 2019). The ABC System can improve user decision-making by emphasizing more customizable costing and the ABC System supports the new business environment and global business competition (Altawati et al. 2020).

Therefore, calculating the accuracy of the calculation of these costs requires understanding the relationship between resources, activities, and products or services. A resource is an economic element that is needed or consumed in carrying out activities.

When applying ABC, there are several stages involved. These stages include:

1. Identify resource and activity costs; The first step in designing the ABC system is to analyze activities to identify the cost of resources and activities of the enterprise. Most companies record the cost of resources in a particular account in the accounting system.
2. Assign resource costs to activities; Event-based costing uses the cost driver to assign the resources used in the activity. Resource-to-activity searches can use both live search and estimates. Live searches require actual data on resource usage in the activity.
3. Assigning the cost of the activity to the cost object; The final step is to assign the cost of the activity or the set of activity costs to the cost object based on the use of the cost driver into the proper activity. The output (output) is the object of costs for an enterprise or organization to carry out an activity that can be a product or service, customer, project, or business unit.

In the education industry, education costs are all overall costs that must be incurred by individuals, families, community groups, or educational institutions in supporting student learning activities in formal and non-formal education environments (Amri and Yahya, 2021). In Private Universities, the element of tuition fees consists of several types according to the characteristics of the use of fees at the Private University. Universities charge fees to prospective new students in various forms, including one-time Development Fees, semester-based Educational Operational Costs, Semester Credit Unit Fees, practicum fees, registration fees, and other expenses such as thesis fees, student fees, and graduation fees. These fees may vary depending on the university and program of study.

The allocation of the use of these costs in Private Universities is generally used for investment costs, operational costs, and personnel costs. Investment costs refer to the expenses incurred in providing facilities, infrastructure, human resource development, and fixed working capital. On the other hand, operating costs include salaries of educators and education personnel, along with all the benefits attached to salaries, consumable materials or equipment, and indirect educational costs such as power, water, telecommunications services, maintenance of facilities and infrastructure, overtime pay, transportation, consumption, taxes, insurance, and others.

The Activity Based Costing (ABC) system is mostly implemented in the manufacturing sector. Some of the ABC system literature can be applied in the service sector including higher education services. According to research conducted by Lantang and Raimanu (2020), the implementation of the ABC system at the Private University Central Sulawesi was successful in improving the accuracy of cost calculations for goods in all the study programs. The research concluded that the ABC system was more effective compared to traditional costing methods, which often resulted in cost distortions such as over or under-costing. According to a study conducted by Asni et al. (2019), the Activity Based Costing (ABC) method is more reliable in calculating the cost of Single Tuition Fees (UKT) for students at State University. The study suggests that the ABC system is more accurate in determining the cost of UKT students compared to other methods.

The ABC method in educational institutions involves the identification, definition, and grouping of activities. Second, drill down directly into cost activities and objects. Third, charge costs to the activity cost group. Fourth, calculate activity rates. Fifth, charging costs to cost objects using activity rates and activity sizes and the last stage is compiling management reports (Wiyani, 2020). According to research by Madwe (2020), in a university, the application of the ABC system is influenced by factors, namely behavioral and organizational factors consisting of top management support and institutional cost structures, as well as technical factors of charging costs. Furthermore, Madwe (2020), stated that to introduce ABC in universities, a new model is needed that does not involve top management, the existence of management support must be handled first, and then technical factors and organizational cost structures (overhead levels) are needed. Meanwhile, the results of Hoang et al (2020) research show that ABC adoption is significantly influenced by training, competition, support from top managers, and university size.

After the results of the calculation of unit costs in each study program from the ABC system are known, the next step is to connect the ABC results with the Activity Based Management (ABM) system. In simple terms, the ABM system will focus on the dimensions of a process in the company's activities. The information obtained from the ABM system provides information on what activities are carried out, why they should be carried out, and how well these activities are carried out. The ABM system is an approach to the whole system that is integrated and focuses on management's attention to various activities to increase the value for customers of the profit funds achieved by realizing these values (Hansen & Mowen, 2019).

Activity Based Management (ABM) is when management can find out all activities that are value-added and not value-added for the company and its customers through ABM. In addition, management can know all activities of value. Activity analysis (Value – Non-Value Added) can achieve process improvement through (1) Reduction; reducing the time or effort required to carry out activities, (2) Elimination; eliminating activity as a whole, (3) Selection; choosing alternative activities that have low-cost, (4) Sharing; making changes that allow the division of labor (Fatimah and Santoso, 2020).

Method

This type of research is comparative descriptive research, namely, research by collecting data, compiling data, classifying data, and outlining data. The results of the collected data can provide an overview of the conditions that occur in the object of study and compare them with ideal conditions in a theory. Comparative descriptive research is also a type of research that describes or describes the symptoms of the variables used to determine differences. Data consists of primary data and secondary data. A sample of data was obtained from XYZ University. Primary data are obtained from interviews, observations, and direct consultation of relevant parties in the object of study. While secondary data is obtained from data documentation in research objects and literature studies.

Result and Discussion

XYZ University as a Private University carries out the process of determining student tuition as the main source of income. From the university's 2019 financial report, it was obtained that the average income from students has a percentage of almost 93% of total income. To determine student tuition fees, an evaluation is carried out by the leadership every year with various consideration factors.

Influencing factors are the prices of other college competitors, the rate of inflation, and the assumption of price increases from previous years. After these factors are included in the pricing considerations, the next step is to determine in a rector's decree. The implementation of the decree is that all study programs follow and implement student tuition prices to be used as the basis for determining new student tuition fees every year. Currently, there is no specific method for determining student tuition fees. Instead, the cost per unit of study program is considered appropriate and relevant.

Tuition fees are based on the previous years of experience, which falls under the intuitive category. According to Ozari and Zare (2022), service-oriented organizations use four methods to estimate costs: intuitive, analogical, parametric, and analytical. These organizations have diverse activities and require further analysis and systematic work to understand the relationship between cost and quality.

The costs incurred in the financial statements are grouped by function or department and all overhead costs are charged based on the cost driver, namely, the number of active students. Study programs with a large number of active students will bear the overhead costs of other study programs even though the activities of study programs whose active students are not too much compared to study programs with few active students. This condition led to cross-subsidies and as a result of this, the management of XYZ University had difficulty assessing the performance of the study program from a financial perspective.

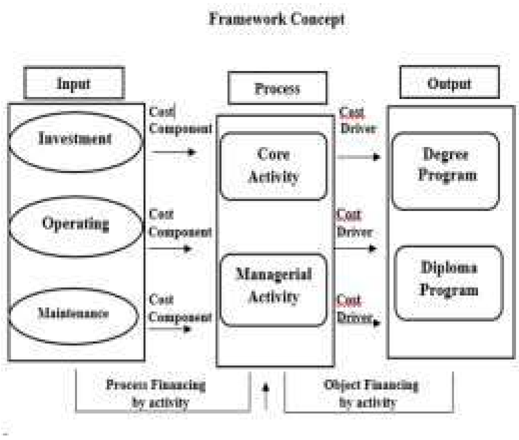
In implementing the ABC system, the stages carried out are:

University Business Process Identification.

Business processes at XYZ University consist of inputs, processes, and outputs. Input consists of students, teachers/educators who have their respective scientific competencies, wise and scholars, and various brilliant ideas that are creative and innovative.

Inputs are processed in Islamic values through an excellent educational process, equality in system values, and entrepreneurial values to produce quality graduates. In general, the ABC system process in identifying business activities in a cost report can be seen in Figure 1 below:

Figure 1: ABC concept framework in colleges

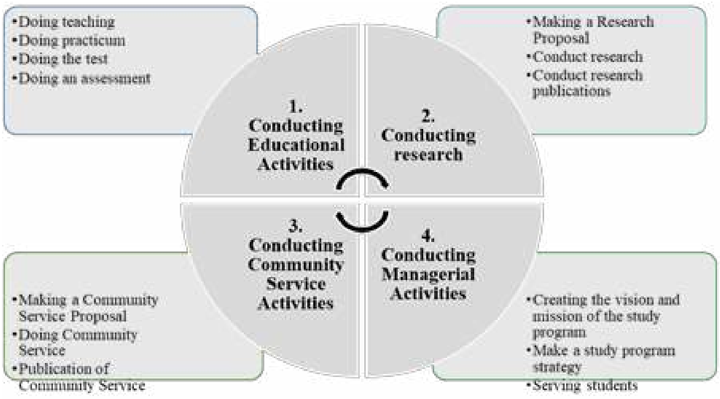


Source: Ministry of Research and Technology with data modification (2021)

Identification of activities in the study program at XYZ University

To identify internal activities at XYZ University can be distinguished into core activities and supporting activities. Primary activities are carried out by all study programs by carrying out educational, research and community service activities as well as carrying out managerial activities of the study program. Meanwhile, secondary activities are carried out by directorates and units that carry out service activities and managerial activities. In detail, the primary and secondary activities can be seen from figure 2:

Figure 3: Primary and Secondary Activities of Study Programs at XYZ University



Source: Processed data (2021)

Identification of Objects of Costs, Direct Costs and Indirect Costs

At XYZ University, the cost of each study program is divided into two categories: direct costs and indirect costs. There are six specific study programs and fourteen programs related to social sciences and humanities. Direct costs are easily traceable and include direct labor costs of individuals involved in educational activities, such as lecturers. On the other hand, indirect costs are made up of various expenses, such as labor costs, tuition fees, raw material costs, utility costs (electricity, internet, telephone, and water), maintenance costs, building rental costs, equipment depreciation costs, and other overhead costs that are incurred by study programs for academic activities, laboratories, and lectures.

Identify Costs Drivers

Direct tracing is the charging of direct costs to the activity by directly identifying the resource consumption by the activity. In the study program at XYZ University, is the direct cost of the main teaching activity, namely the use of labor resources, namely lecturers. Meanwhile, other resources are categorized as indirect costs, because all study programs are in the same building and the use of rooms is carried out by study programs both one faculty and between faculties. The activities of the study program obtained which are included in the category of direct costs and the resources used can be seen in Table 1 (attached). From the data from the financial statements of XYZ University in 2019, data for direct costs in the study program can be seen in Table 2 (attached).

Identification of Indirect Costs

Indirect costs that occur include the salary and benefits of the chairman and secretary of the study program, the cost of salary of fixed lecturers, the cost of consumables in the laboratory, utility costs, depreciation costs, maintenance costs, research, and community servant costs and other equipment costs used in the study program activities. For each study program activity, the variable indirect costs (overhead) that arise and the resources used as well as cost drivers can be seen In Table 3 (attached)

Identify Category Expense and Cost Driver

To calculate indirect costs accurately, it is important to group activities into different cost categories and determine the cost drivers for each category. In order to calculate the unit cost of a study program, the activities can be classified into four general categories: unit level, batch level, product level, and facility level. This categorization helps to simplify the calculation of study program costs because activity costs related to different levels will respond to different types of drivers. Table 4 (attached) shows the amount of indirect costs obtained from the financial statement data for 2019.

In Table 4, groups of activities are categorized based on batches such as labor costs and internet costs. These costs are not affected by a single unit of activity but apply to all activities. On the other hand, groups of activities by unit are based on each activity that is carried out. Meanwhile, activity groups based on facilities are determined by the use of lecture-building facilities. The study program will be charged for each of these costs according to the cost driver, which is the main driver. In Table 4, groups of activities are categorized based on batches such as labor costs and internet costs. These costs are not affected by a single unit of activity but apply to all activities.

The cost of study programs is determined by different factors. Activities are grouped based on the unit and facility they belong to. The cost driver, which is the main driver, determines the cost of each activity group. The number of workers, class use, research, room use, equipment use, and research and community service are the cost drivers for each study program. Table 5 (attached) shows the number of cost drivers for each study program. Not all cost drivers have a positive correlation with the number of active students. Some study programs with a large number of active students have a small number of cost drivers, while others have more cost drivers.

Determining Indirect Rates and Cost Allocations

After the data on the realization of the cost driver from the activities of each study program is known, the next step is to determine the rates of each activity in the cost group based on the cost driver. The rates of each cost group are searched using the total cost formula divided by the amount of usage from the cost drivers of each study program. In detail, it can be seen in Table 6 (attached) which describes the rates of each driver's cost per year and the unit of the driver's cost.

For the determination of the depreciation fee rate of each study program, the charge is based on the depreciation of office equipment, computers, furniture, and laboratories located in each study program. Depreciation uses the straight-line method with an economical lifespan of 4 years. From the data obtained, assets are spread across Universities, faculties and study programs, to allocate depreciation costs, then first depreciation costs will be identified for study programs and then the depreciation rate is sought and depreciation costs are allocated to each study program. In detail, it can be seen from Table 7 (attached) of determining the depreciation fee rate on assets contained in the study program.

After the tariff determination stage is completed, the next step is to determine the allocation of each indirect cost by multiplying the tariff and the number of activities that occur in each study program. In detail, each indirect cost allocation that occurs in the study program can be seen in Table 8 (attached).

Allocating Support Department Fees to the Study Program.

Service activities for students include student affairs, finance, academics, libraries, and information systems centers. Other activities such as activities to fulfill the tri dharma of higher education include research institutions, study centers, and overall managerial activities within the rectorate, quality assurance agencies, and other directorates. To facilitate the allocation of costs from the support department, the costs that occur in the directorate/unit institution at XYZ University are grouped into service activities, development activities for study program lecturers, and managerial activities for study program development. From the data obtained here is the amount of support department costs in 2019 can be seen in Table 1:

Table 9 Driver Costs for allocation of supporting instruments

Support Department	Service to Students	Study Program Development	University Development
Direct Costs	9.647.740.152	1.597.711.008	7.684.498.812
Overhead Costs	12.028.559.061	5.191.684.629	13.777.883.120
Total	**21.676.299.213**	**6.789.395.637**	**21.462.381.932**
Cost Driver:	The number of students in the study program	Number of Lecturers in study programs	The number of students in the study program

After the direct and indirect costs in the support department are allocated to each study program, the next stage is to add up the total direct costs, indirect costs, and departmental allocation costs in each study program. To see the cost per semester in the study program, the total cost in each study program will be divided per semester and then divided by the number of active students, so that the cost per unit of each study program will be known. In detail, the main cost of the study program can be seen in Table 10 (attached).

To calculate the distortion of the cost of the course of study with the applicable student tuition fees, the first step is to add the margin for the development reserve into the unit cost of the study program. The annual development fund reserve at XYZ University is different every year, but on average based on the percentage of net asset difference (margin) for 4 years is 6-10% of the cost per unit of study program. This reserve will be used for the development of the university in terms of the development of study programs, and educational and research infrastructure. Distortion occurs by comparing the price of a student's tuition with the total cost per course of study plus the reserve of development funds. The results of the distortion of the study program can be seen in Table 11 (attached)

Connecting Activity Based Costing (ABC) Systems with Activity Based Management (ABM).

The results of the calculation of unit costs in each study program from the ABC system above, then the next step is to connect the ABC results with the Activity Based Management (ABM) system. The initial stage of the ABM system is to identify the activities of the study program both primary and secondary in detail and in detail into activities that are value-added and not value-added. From the activities of the study program below, activity analysis can be carried out in one way, namely Reduction (R), Elimination (E), Selection (S1) and Sharing (S2). From table 13 below, it can be explained that the total costs incurred in the study program can be reduced by reducing activities that are not value-added. For the main activities in the form of education, research and community service, these activities must still be carried out by the university. As for managerial activities such as serving students at the study program level and service centers, universities can carry out reduction and sharing strategies.

Reduction strategies can make managerial activities more effective in terms of activity effectiveness and time. An example of the efficiency of activities for the creation of a vision and mission and a study program strategy would be better to have a special division that handles the university's overall strategy. The sharing strategy, can create facilities by creating an integrated service center for academic, financial and information services in one room, because so far, each faculty has its own room and facilities.

In addition, for study program activities that can be carried out sharing is by using a shared laboratory room, such as an international conference laboratory, its use can be combined for laboratories in others such as public lectures. Selection can be made for lecturers whose academic rank and education level provide credit scores to study programs that continue to be encouraged to develop. In addition, most importantly, managerial functions in the support department can be selected what activities are really added value to the development of universities and study programs. The results of the recommendation activity can be seen in table 2 below:

Table 2. results of the recommendation activity study programs at XYZ university in 2019

Activity Name	Activity Description	Activity Level	Activity				
			Value Added	*Non Value-Added*			
				Elimination	*Reduce*	*Selection*	*Sharing*
A. Activities in the Study Program							
Conducting Educational Activities	Conducting teaching	Unit	*Yes*				
	Practicum	Unit	*Yes*				
	Conducting the Exam	Unit	*Yes*				
	Conducting an assessment	Unit	*Yes*				
Conducting Research	Creating a Research Proposal	Unit	*Yes*				
	Conducting Research	Unit	*Yes*				
	Conducting research publications	Unit	*Yes*				
Doing Community Service	Making a Community service Proposal	Unit	*Yes*				
	Doing Community service	Unit	*Yes*				
	Conducting Community service publications	Unit	*Yes*				
Conducting Managerial Activities	Creating the Vision and Mission of the Study Program	Batch			*Yes*		
	Create a Study Program strategy	Batch			*Yes*		
	Serving students	Batch					*Yes*
B. Activities of the Support Department							
Doing Service to Students		Batch					*Yes*
Conducting Study Program Development		Batch				*Yes*	
Conducting University Development		Batch				*Yes*	

Conclusion

Determining the cost of goods for study programs is crucial for XYZ University. By employing the Activity Based Costing (ABC) system, the university can establish the tuition fees of study programs each year. It helps to identify under-costing or over-costing in various study programs. The ABC calculation at XYZ University also enables Activity Based Management (ABM) to analyze value-added and non-value-added activities. For study programs that face under costing, they can reduce non-value-added activities by sharing or reducing facilities. On the other hand, study programs that experience over costing can develop innovative strategies in learning activities to maintain their quality and further improve it.

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IMPLEMENTASI DIGITAL MARKETING DAN STRATEGI PEMASARAN DALAM PENGEMBANGAN UMKM PADA DESTINASI WISATA POHON SERIBU SASAK RANAH PASISIE

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ABSTRACT

The culinary business in tourist areas plays an important role. Its existence is one package with the tourist attraction itself because the business development of both is mutually supportive and closely related. This can also be seen at the Tree of Thousand Sasak Ranah Pasisie tourist attraction where apart from the beautiful and attractive natural scenery, it is also supported by the availability of a variety of fresh and delicious seafood culinary delights served by MSMEs. Culinary activities are also a motive for visitors to come to this tourist attraction. This research aims to find the influence of digital marketing and marketing strategies on the development of culinary businesses using a quantitative study approach. The research population was 60, who were all culinary business people at this tourist attraction. Measurement of research variables was carried out using a questionnaire with answers based on a Likert scale, then the data was processed using the SPSS and Smart-PLS applications. Regression testing shows that digital marketing has no significant effect while marketing strategy has a positive and significant effect. The implications of this research show that the use of digital marketing in a short period of time has not had an impact on business development so it needs to be carried out continuously over a long period of time. The right marketing strategy can support business development so it needs to continue to be innovated with new innovations.

Keywords: *Business development, digital marketing and marketing strategy.*

ABSTRAK

Bisnis kuliner pada kawasan wisata memainkan peranan penting. Keberadaannya satu paket dengan objek wisata itu sendiri karena perkembangan bisnis keduanya berjalan saling mendukung dan keterkaitan yang erat. Hal ini juga terlihat pada objek wisata Pohon Seribu Sasak Ranah Pasisie dimana selain pemandangan alam yang indah dan menarik, juga didukung oleh tersedianya beragam kuliner ikan hasil laut yang segar dan enak yang disajikan para pelaku UMKM. tivitas berkuliner juga merupakan motif para pengunjung untuk datang ke objek wisata ini. Penelitian ini bermaksud untuk menemukan pengaruh digital marketing dan strategi pemasaran terhadap perkembangan usaha kuliner dimaksud dengan pendekatan studi kuantitatif. Populasi penelitian sebanyak 60 yang merupakan seluruh pebisnis kuliner di objek wisata ini. Pengukuran variabel penelitian dilakukan dengan kuesioner dengan jawaban berdasarkan skala Likert yang selanjutnya data diolah dengan aplikasi SPSS dan Smart-PLS. Pengujian regresi menunjukkan bahwa digital marketing tidak berpengaruh signifikan sementara strategi pemasaran berpengaruh positif dan signifikan. Implikasi penelitian ini menunjukkan bahwa penggunaan digital marketing dalam masa yang pendek belum memberikan dampak terhadap perkembangan usaha sehingga perlu dilakukan secara terus menerus dalam waktu yang lama. Strategi pemasaran yang tepat dapat mendukung perkembangan usaha sehingga perlu terus dilakukan dengan innovasi innovasi baru.

Kata Kunci: Perkembangan usaha, digital marketing dan strategi pemasaran

Pendahuluan

Usaha Mikro Kecil dan Menengah (UMKM) meskipun merupakan usaha yang dikelola masyarakat kelas kecil dan menengah, tapi sering tampil sebagai penyelamat tatkala perekonomian Nasional mengalami krisis. Dalam sistem perekonomian Nasional UMKM memainkan peranan yang sangat penting (Aisyah et al., 2015). UMKM dapat diandalkan dalam menciptakan lapangan kerja, memperluas saluran distribusi barang dan jasa, berkontribusi dalam GDP dan lain sebagainya. Pada masa krisis tahun 1997-1998 di Indonesia, para pedagang kaki lima mampu berinnovasi ditengah krisis sehingga sukses memperoleh pendapatan (Sidahuruk & Sulistyono, 2022).

Dalam pengembangan pusat pusat destinasi wisata peran UMKM juga sangat penting khususnya dalam penyediaan produk kuliner yang dapat dikatakan sebagai bagian dari paket wisata itu sendiri. Disisi lain pengembangan kawasan wisata juga membuka peluang bagi pelaku bisnis kuliner UMKM untuk berkembang. Artinya, terdapat *reciprocal* yang positif diantara keduanya. Berkembangnya bisnis kuliner UMKM di sekitar lokasi wisata dapat meningkatkan objek wisata itu sendiri (Febrianita et al., 2022). Berbagai penelitian menunjukkan betapa erat hubungan antara pengembangan objek wisata dengan pengembangan bisnis kuliner UMKM. Dalam rangka meningkatkan perekonomian rakyat berbasis UMKM dapat dilakukan dengan mengembangkan objek wisata dengan pendekatan simbiosis diantara keduanya (Eljawati, 2021).

Destinasi wisata Pohon Seribu Sasak Ranah Pasisie merupakan objek wisata penting di Pasaman Barat. Sebagai kawasan pantai, objek wisata ini mengandalkan selain pemandangan alam laut dan pepohonan pinus disepanjang pantai, disini juga disajikan aneka ragam kuliner hasil laut yang segar dan tentu saja enak oleh pelaku UMKM. Selain itu, suasana kulineran ini ditata seindah dan senyaman mungkin dengan pemandangan laut yang menarik. Bisnis kuliner ini secara umum dikelola oleh pelaku UMKM lokal yang turut berkontribusi menjadikan objek wisata ini semakin menarik wisatawan. Dengan demikian alasan paling dominan masyarakat mengunjungi objek wisata ini selain pemandangan alam juga untuk menikmati sajian kuliner yang enak dan segar.

Kiprah pelaku UMKM kuliner ini telah berkontribusi bagi perkembangan tingkat kunjungan pada objek wisata ini yang pada gilirannya selain meningkatkan jumlah pengunjung, juga meningkatkan bisnis UMKM itu sendiri. Perkembangan yang sangat pesat sangat jelas terlihat pada kisaran 6 tahun terakhir. Pantai berpasir yang tadinya gundul, setelah ditanami pohon pinus dengan penataan yang bagus, menjelma menjadi tempat yang menarik untuk dikunjungi. Pada awalnya hanya berdiri sebuah warung nasi dengan menu khas gulai ikan segar baru ditangkap yang tentu saja rasanya sangat enak. Semakin banyak pengunjung yang datang maka terbuka peluang yang sangat besar untuk bisnis kuliner pada objek wisata ini.

Perkembangan ini tidak semata mata muncul perilaku bersaing diantara mereka, tapi bagaimana mempromosikan destinasi Wisata ini menjadi semakin berkembang sehingga dengan sendirinya bisnis UMKM Kuliner juga ikut berkembang. Berbagai strategi pemasaran dilakukan hingga memanfaatkan media sosial sebagai sarana digital marketing. Kedua variable ini diyakini memainkan peranan penting didalam usaha mengembangkan usaha UMKM pada objek wisata ini, sehingga penelitian ini mencoba menganalisis bagaimana pengaruh kedua variable ini, yaitu digital marketing dan strategi pemasaran terhadap perkembangan UMKM Kuliner pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie.

Pengembangan usaha merupakan setiap usaha untuk memperbaiki pelaksanaan pekerjaan yang ada saat ini ataupun dimasa yang akan datang, dengan menyodorkan informasi untuk mempengaruhi sikap ataupun meningkatkan kecakapan (Hafsah, 2004). Pengembangan usaha sendiri dapat dilakukan secara vertikal dalam arti membangun bisnis yang masih berkaitan dengan bisnis utama, dan pengembangan secara horizontal dimana dilakukan pengembangan jenis usaha baru yang tidak berkaitan dengan bisnis utama namun dapat memperkuat (Subagyo, 2008). Dalam perspektif lain, perkembangan usaha juga dapat dilakukan ke hulu atau ke hilir. Pengembangan dimulai dari posisi mana suatu usaha berada. Bila di hulu, maka pengembangan dilakukan ke hilir, dan sebaliknya bila posisi berada di hilir maka pengembangan usaha dilakukan ke hulu. Selanjutnya perkembangan usaha dapat juga dilakukan sebagai bentuk diversifikasi usaha atau dapat juga berupa penjulana bisnis dalam bentuk franchise (Humaizar, 2010).

Sedangkan digital marketing merupakan pemasaran *online* yang bertujuan menawarkan cara baru dalam metode promosi dan periklanan untuk menarik perhatian orang lain , yaitu calon pelanggan (Heidrick & Struggles, 2009). Selanjutnya digital marketing ditujukan untuk membangun interaksi antara perusahaan atau *brand* dengan konsumen, yang sangat penting peranannya untuk mencapai kesuksesan pemasaran (Kleindl & Burrow, 2005). Digital marketing memanfaatkan teknologi untuk menjalin hubungan online ke pasar melalui website, database, email dan lain lain yang diyakini berperan besar pada kegiatan pemasaran (Chaffey & Dave, 2002)

Strategi pemasaran adalah perencanaan dan tindakan pemasaran sebagai cara untuk mencapai tujuan pemasaran yang didasarkan analisa situasi (Tjiptono, 2011). Strategi pemasaran merupakan keseluruhan program dalam menetapkan target pasar dalam memuaskan konsumen dengan mengkombinasikan elemen dari marketing mix (Boon & Kurtz, 2008). Selanjutnya Strategi Pemasaran merupakan logika pemasaran yang mengharapkan untuk terciptanya nilai dan keuntungan yang berhubungan dengan konsumen (Amstrong & Kotler, 2012). Sedangkan menurut (Dharmmesta & Handoko, 2018) strategi pemasaran adalah rancangan besar yang menggambarkan bagaimana sebuah perusahaan harus beroperasi untuk mencapai tujuannya.

Kajian empiris tentang pemanfaatan media sosial sebagai sarana digital marketing untuk mengembangkan UMKM juga telah terbukti oleh hasil penelitian diantaranya pada UMKM *food and beverage* di kota Bandung ditemukan bahwa pemanfaatan digital marketing berpengaruh terhadap pengembangan usaha (Cecillia & Kuswoyo, 2023). Di Nusa Tenggara Barat peranan digital marketing juga cukup berpengaruh terhadap pengembangan UMKM (Muttalib, 2022). Di Kabupaten Polewali Mandar penerapan digital marketing juga berpengaruh positif bagi peningkatan pendapatan UMKM (Ramida et al., 2022).

Selanjutnya kajian empiris juga menunjukkan bahwa perkembangan UMKM di Kabupaten Buleleng mengalami kemajuan berkat penerapan strategi pemasaran yang tepat (Dewanti, 2022). Di Kabupaten Bandung, penerapan strategi bauran pemasaran terbukti cukup penting didalam mengembangkan bisnis UMKM (Sudrartono & Saepudin, 2020). Sedangkan di Kabupaten Semarang, pengembangan UMKM juga dipengaruhi oleh penerapan strategi pemasaran (Afrilia Tina Nur Anisa & Nur Huri Mustofa, 2021). Dari ketiga penelitian diatas menunjukkan bahwa strategi pemasaran berperan sangat penting didalam mengembangkan usaha UMKM diberbagai daerah di Indonesia.

Berdasarkan rancangan penelitian ini, dan terdapat dukungan secara teoritis dan pembuktian empiris atas variabel variable dalam penelitian ini, maka studi atas pengembangan usaha UMKM pada Destinasi Wisata Pohon Seribu Sasak Ranah Pasisie dapat dikembangkan sebagai berikut:

Gambar 1. Model Penelitian

Dari model penelitian tersebut, yang dikembangkan berdasarkan landasan teori dan hasil penelitian empiris, maka hipotesis yang hendak dibuktikan dalam penelitian ini adalah:

1. Diduga Digital Marketing berpengaruh positif dan signifikan terhadap Pengembangan Usaha UMKM pada Destinasi Wisata Pohon Seribu Sasak Ranah Pasisie.
2. Diduga Strategi Pemasaran berpengaruh positif dan signifikan terhadap Pengembangan Usaha UMKM pada Destinasi Wisata Pohon Seribu Sasak Ranah Pasisie.

METODE

Penelitian ini dilakukan terhadap seluruh pelaku usaha UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie yaitu sebanyak 60 pebisnis. Karena jumlah populasi yang hendak diteliti kurang dari 100, maka diputuskan untuk melakukan penelitian terhadap seluruh populasi. Penelitian populasi adalah penelitian yang dilakukan terhadap seluruh populasi tanpa harus melakukan penarikan sampel (Sugiyono, 2017).

Metode yang digunakan adalah pendekatan assosiatif kausalistik dimana data primer dikumpulkan dengan kuesioner yang dikuantifisir dengan skala Likert. Data primer dilengkapi dengan data sekunder berupa sumber sumber artikel yang terpublikasi, buku buku dan dokumen lainnya yang relevan.

Terhadap data data primer yang mengukur variable variable penelitian dilakukan pengujian hipotesis dengan tehnik regresi mengunakan aplikasi Smart PLS. Aplikasi SPSS digunakan untuk mengolah data untuk keperluan analisa deskriptif. Sebelum dilakukan pengujian hipotesis dengan regresi, maka terlebih dahulu dilakukan pengujian validitas convergent dan validitas discriminant. Uji Reliabilitas dilakukan dengan melihat nilai cronbach alpha yang harus berada diatas 0,7.

HASIL

Tingkat Capaian Responden (TCR)

Dari hasil pengukuran terhadap variabel variabel penelitian menunjukkan TCR untuk variabel perkembangan usaha sudah sangat tinggi yaitu mencapai 90,4%, sedangkan untuk variabel digital marketing hanya mencapai 82% atau pada tingkat baik. Selanjutnya untuk variabel strategi pemasaran mencapai 90% atau masuk kategori sangat tinggi.

Evaluation of Measurement Model

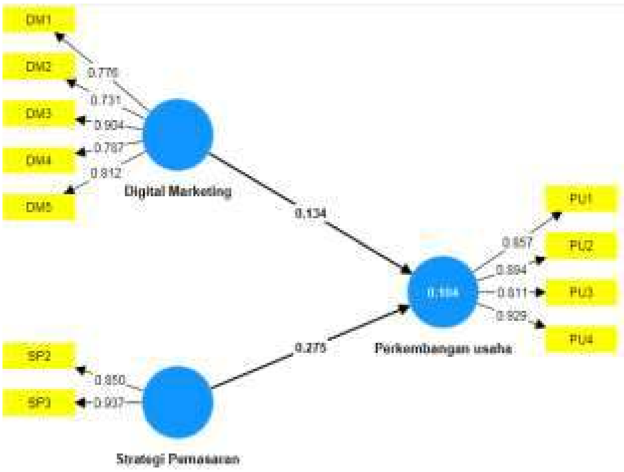
Evaluasi ini meliputi pengujian validitas, reliabilitas dan colinearitas terhadap variable variable penelitian. Dari hasil Uji Validitas Convergent pada variabel perkembangan usaha, digital marketing, dan strategi pemasaran pada penelitian ini sudah dilakukan sesuai prosedur pengujian dan tindakan eliminasi atas instrument yang tidak valid, sehingga instrument yang digunakan hanyalah instrument yang sesuai dengan kriteria validitas yaitu memiliki loading faktor > 7.0 dan AVE > 0.6. Artinya pernyataan-pernyataan yang digunakan dalam mengukur variabel-variabel penelitian ini hanya yang dinyatakan valid. Sedangkan Uji Validitas Discriminant dalam perspektif *Fornell Larcker Criterium* dan nilai

Cross Loading juga sudah menunjukkan kondisi yang valid. Adapun uji reliabilitas pada seluruh variable penelitian ini sudah dalam kondisi reliable dimana seluruh nilai *Compositte Realibility* dan *Cronbach Alpha* menunjukkan > 0,7. Sedangkan pengujian kolinearitas menunjukkan nilai VIF sebesar 1,021. Karena lebih kecil dari 5 maka dinyatakan terbebas dari masalah collinearitas.

Evaluation of Structural Model

Aspek yang dievaluasi disini adalah untuk menemukan koefisien determinasi atau R *square, path coefficient, predictive relevance* dan *model fit.*

Gambar 2. Evaluation of Structural Model



Hasil evaluasi menunjukkan koefisien determinasi atau nilai R *squere* sebesar 0.104 atau 10.4%. Artinya perkembangan usaha UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie dipengaruhi oleh digital marketing dan strategi pemasaran hanya sebesar 10.4%. Sisanya 89.6% di pengaruhi oleh variabel lainnya yang tidak di dalam penelitian ini. Hasil pengujian koefisien regresi dapat diperlihatkan tabel berikut :

Tabel 1 : *Path Coefficient*, T Statistik dan P *Values*

	Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing -> Perkembangan Usaha	0,134	0,157	0,185	0,724	**0,469**
Strategi Pemasarn -> Perkembangan Usaha	0,275	0,283	0,117	2,339	**0,019**

Sumber: Data diolah (2023)

Dari tabel diatas dapat terlihat hasil pengujian hipotesis sebagai berikut:

1. Digital marketing memiliki nilai koefisien regresi sebesar 0,134 dan nilai P Value sebesar 0,469 (> 0.05). Ini artinya variable digital marketing tidak berpengaruh signifikan terhadap perkembangan usaha UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie.

2. Strategi pemasaran memiliki nila koefisien regresi sebesar 0,275 dan nilai P Value sebesar 0,019 (< 0.05). Ini artinya variable strategi pemasaran berpengaruh positif dan signifikan terhadap perkembangan usaha UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie

Tabel 2. Predictive Relevance

Variabel	Q^2
Perkembangan Usaha	0,113

Sumber: Data diolah 2023)

Tabel 2 diatas memperlihatkan Predictive Relevance yang dilihat dari hasil perhitungan *Q-Square* pada penelitian ini lebih besar dari 0 (nol) yaitu sebesar 0,113 atau 11,3%. Q-*Square* untuk mengukur seberapa baik nilai observasi dari sebuah model dan estimasi parameternya (Ghozali, 2016). Nilai Q-*Square* lebih besar dari 0 (nol) menunjukkan bahwa model mempunyai nilai *predictive relevance*. Sedangkan jika nilai Q-*Square* kurang dari 0 (nol), maka model kurang atau tidak memiliki *predictive relevance (Chin, 1998).* Dengan demikian model pada penelitian ini memiliki nilai prediktif yang relevan dan dapat menjelaskan informasi yang ada.

Tabel 3 : Nilai Normed Fit Index

Variabel	Saturated Model	Estimated Model
NFI	0,721	0,721

Sumber: Data diolah 2023).

Pengujian terhadap Model Fit menunjukkan nilai Normed Fit Index (NFI) sebesar 0,721. Nilai NFI dibawah 0,80 masuk kriteria close fit, namun masih dapat dipertimbangkan sebagai alat analisis yang baik (Kusumawardani et al., 2015).

PEMBAHASAN

Berdasarkan pengujian regresi pada penelitian ini, variabel digital marketing tidak berpengaruh signifikan terhadap perkembagan usaha kuliner yang dikelola UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie. Hipotesis yang dibangun ternyata tidak terbukti pada objek penelitian ini. Temuan ini menunjukkan indikasi bahwa digital marketing belum memberikan dampak yang maksimal. Meskipun pemanfaatan sarana digital ini yang dilihat dari tingkat TCR yang sudah mencapai 82% atau baik, namun mengingat penggunaan sarana digital marketing masih tergolong baru maka belum memiliki pengaruh yang signifikan terhadap perkembangan usaha meskipun terdapat pengaruh yang positif. Selain itu terdapat kemungkinan aktivitas digital marketing yang sudah diterapkan belum tepat sasaran. Bisa jadi platform media sosial yang digunakan tidak sesuai sehingga tidak maksimal menjangkau sasaran pemasaran sehingga belum berdampak signifikan pada perkembangan usaha.

Pengunjung objek wisata ini juga masih terbatas pada masyarakt lokal dimana penyebaran informasi pada lingkup yang kecil tidak memerlukan sarana yang lebih kompleks. Selain itu, pola kehidupan masyarakat di Pasaman Barat yang memiliki tingkat interaksi dan kekerabatan yang masih kuat, maka informasi mulut ke mulut nampaknya merupakan bentuk penyebaran informasi yang masih dominan sehingga informasi tentang objek wisata Pohon Seribu Sasak Ranah Pasisie beserta kulinernya cepat tersebar melalui saluran informasi mulut ke mulut ini. Sama dengan banyak kalangan masyarakat Indonesia lainnya, masyarakat Pasaman Barat juga cenderung suka menikmati hiburan kuliner sehingga destinasi wisata ini juga dikunjungi dengan alasan menikmati keindahan alam dan menikmati kuliner masakan ikan laut yang segar. Kecenderungan masyarakat yang seperti ini ternyata informasi tentang keindahan alam dan kenikmatan kuliner objek wisata ini cepat tersebar meskipun belum melalui usaha promosi yang ekstra seperti menggunakan digital marketing.

Meskipun digital marketing tidak menunjukkan pengaruh yang signifikan terhadap perkembangan usaha kuliner UMKM pada destinasi wisata Pohon Seribu Sasak Ranah Pasisie, namun trend dan tuntutan kedepan penggunaan teknologi informasi akan semakin meningkat dan dibutuhkan. Masyarakat akan semakin memiliki ketergantungan pada sarana digital sehingga kedepan diperkirakan sarana digital marketing akan menjadi penting. Dengan alasan ini peneliti tetap menyarankan kepada pelaku UMKM untuk terus menggunakan sarana digital marketing dalam mempromosikan usahanya sekaligus objek wisata yang merupakan satu paket dengan usaha kuliner yang dijalankan. Hasil penelitian yang menunjukkan tidak adanya pengaruh yang signifikan usaha digital marketing terhadap perkembangan usaha bisa jadi karena penggunaan sarana digital ini masih tergolong baru dan platform digital yang dipergunakan belum sepenuhnya tepat sasaran.

Hasil penelitian ini tidak sepenuhnya sejalan dengan sejumlah penelitian terdahulu diantaranya yang dilakukan Adya Utami Syukri dan Andi Nonong Sunrawali ditahun 2022 serta penelitian yang dilakukan Nurul Rizka Arumsari, dkk. juga pada tahun 2022. Hubungan suatu variabel dengan variabel lainnya memang tidak bersifat universal, dalam arti bisa berbeda beda pada objek penelitian yang satu dengan objek penelitian yang lainnya. Hal ini tergantung kepada situasi objek penelitian. Nilai hubungan antar variabel itu bisa berbeda pada berbagai waktu untuk objek atau orang yang sama, atau pada waktu yang sama untuk objek atau orang yang berbeda (Sekaran, 2009).

Adapun strategi pemasaran yang diterapkan oleh pelaku UMKM ini terbukti memiliki pengaruh yang positif dan signifikan terhadap perkembangan usaha yang mereka kelola. Penerapan strategi pemasaran ternyata juga sudah sangat baik dilakukan yang terlihat dari Tingkat Capaian Responden yang mencapai angka 90%. Strategi pemasaran yang paling dominan dilakukan oleh umumnya para pelaku UMKM di kawasan wisata ini adalah kualitas produk dalam bentuk cita rasa makanan yang disajikan, suasana kulineran dengan desain serta view yang menarik, sarana pendukung seperti tersedianya perangkat karaoke dan lain lain. Selain itu tingkat harga yang ditetapkan juga masih terjangkau dan sesuai dengan ekspektasi konsumen.

Hasil penelitian ini sejalan dengan sejumlah penelitian terdahulu diantaranya oleh Yasri, dkk pada tahun 2014 dan juga penelitian yang dilakukan M.A. Dewanti pada tahun 2022.

KESIMPULAN

Hasil pengujian pengaruh digital marketing terhadap perkembangan usaha kuliner pada objek wisata Pohon Seribu Sasak Ranah Pasisie tidak menunjukkan pengaruh yang signifikan. Hal ini disebabkan penggunaan digital marketing oleh para pebisnis masih relatif baru dan penggunaan platform media sosial yang belum sepenuhnya sesuai dan tepat sasaran sehingga belum menunjukkan dampak yang memadai. Sedangkan strategi pemasaran yang dilakukan terutama usaha menyajikan makanan yang berkualitas, enak, segar, tingkat harga yang tepat, sarana tempat makan yang ditata dengan menarik, view menghadap ke lautan luas dan dilengkapi sarana pendukung seperti sarana karaoke, ternyata memberikan dampak yang positif dan signifikan terhadap perkembangan usaha.

Implikasi dari hasil penelitian ini adalah bahwa penggunaan digital marketing meskipun secara teoritis dan pengujian diberbagai objek penelitian memiliki pengaruh terhadap perkembangan usaha, namun penerapannya memerlukan proses yang panjang berkelanjutan serta pemilihan platform media sosial yang tepat. Penggunaannya dalam waktu yang relatif singkat belum memberikan pengaruh yang signifikan terhadap perkembangan usaha. Sedangkan strategi pemasaran yang tepat terbukti mampu memberikan dampak yang positif dan signifikan terhadap perkembangan usaha UMKM sehingga strategi pemasaran perlu terus ditingkatkan dengan innovasi innovasi baru tepat sasaran.

Kepada para pelaku bisnis kuliner di kawasan wisata Pohon Seribu Sasak Ranah Pasisie dan para pelaku usaha kuliner diberbagai tempat direkomendasikan untuk tetap memanfaatkan digital marketing secara berkelanjutan mengingat dimasa yang akan datang ketergantungan masyarakat terhadap digital marketing akan semakin tinggi. Selain itu perlu kejelian didalam menetapkan strategi pemasaran yang tepat untuk suatu objek yang dipasarkan.

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COST AND NON-COST FACTORS: THE IMPORTANCE OF REPURCHASE INTENTION TO FACING COMPETITION IN INDONESIAN RETAIL INDUSTRY

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ABSTRACT

In the current situation, certain retail businesses may have encountered difficulties in developing their businesses, particularly home appliance companies. This study aims to analyze the influence of sales promotion and service quality on customer repurchase intention at Ace Hardware Putri Hijau, Medan. Developing customer repurchase intention is crucial for business continuity nowadays. Improving sales promotion and service quality performances may be beneficial since sales promotion involves incentives to stimulate customer purchases and service quality emphasizes fulfilling customer needs, which can lead to achieving the company's objectives*. Questionnaires were distributed to 100 Ace Hardware Putri Hijau, Medan respondents using a purposive sampling method. The data is analyzed based on multiple linear regression analysis. Based on the findings, it is concluded that sales promotion significantly influences customer repurchase intention, and service quality significantly influences customer repurchase intention. The simultaneous presence of sales promotion and service quality significantly influences customer repurchase intention.*

Keywords: *Sales Promotion, Service Quality, Customer Repurchase Intention*

ABSTRAK

Dalam situasi saat ini, bisnis retail tertentu mungkin mengalami kesulitan dalam mengembangkan usahanya, terutama perusahaan peralatan rumah tangga. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh promosi penjualan dan kualitas pelayanan terhadap minat beli ulang pelanggan di Ace Hardware Putri Hijau, Medan. Mengembangkan minat beli ulang pelanggan sangat penting untuk kelangsungan bisnis saat ini. Meningkatkan performa promosi penjualan dan kualitas layanan mungkin bermanfaat karena promosi penjualan melibatkan insentif yang bertujuan untuk merangsang pembelian pelanggan dan kualitas layanan menekankan pada pemenuhan kebutuhan pelanggan, yang dapat mengarah pada pencapaian tujuan perusahaan. Kuesioner didistribusikan kepada 100 responden Ace Hardware Putri Hijau di Medan menggunakan metode purposive sampling. Data dianalisis berdasarkan analisis regresi linier berganda. Berdasarkan temuan, disimpulkan bahwa promosi penjualan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan, kualitas layanan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan. Promosi penjualan dan kualitas layanan secara simultan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan.

Kata Kunci: Promosi Penjualan, Kualitas Pelayanan, Minat Beli Ulang Pelanggan

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Introduction

The devastating Covid-19 pandemic that happened recently, has caused havoc in many countries including Indonesia, influencing the economic activities and has made it difficult for businesses. The business performance of companies in many countries during the crisis has been ranged from positive to negative. Many businesses in the retail industry had received various negative impacts. Retail businesses which provide daily necessities to consumers, such as supermarkets and convenience stores, have managed to survive and remain in a good condition. However, for the retail business which offers shopping products and luxuries items such as apparel or home appliances products have remained stagnant as those products are considered as non-essential, especially during the crisis. As a result, not a few of the businesses in this industry encounter difficulties in maintaining their business continuity.

One of the retail companies in Indonesia that was affected by the crisis is PT Ace Hardware Indonesia Tbk. The company was founded in 1995 as a subsidiary of PT Kawan Lama, and its inaugural store was launched in Supermal Karawaci, Tangerang, in 1996. The business is engaged in home improvement and lifestyle products and has recently reached more than 215 stores established in over 51 cities. Ace Hardware Indonesia offers over 80,000 products, which are classified into three categories, such as household appliances, lifestyle, and toys and has succeeded in achieving its position as a market leader in this sector due to the high-quality products they produce. However, since 2020, the revenues of the business have been continually affected as a result of a decline in consumer purchasing power during the crisis which gives a big impact on Ace Hardware business stability. Due to the problem that has arisen, several of the Ace Hardware stores eventually had to stop operating.

Ace Hardware stores in various regions are equally affected, including Ace Hardware Medan. Ace Hardware Medan has as well been conducting various efforts to maintain its business continuity. There are a total of 10 store branches of Ace Hardware in Medan which are located at Plaza Medan Fair, Deli Park Mall, Sun Plaza, Centre Point Mall, Cambridge City Square and the remaining 4 stores are established at Komplek Cemara Asri Street, Juanda Street, Gatot Subroto Street, A. H. Nasution Street, and Putri Hijau Street.

Table 1. Data of Each Branches of Ace Hardware Stores in Medan

Store Branches in Medan	Rating
Ace Hardware – Plaza Medan Fair	5.0/ 5.0
Ace Hardware – Cemara Asri	5.0/ 5.0
Ace Hardware – Deli Park	4.7/ 5.0
Ace Hardware – Sun Plaza	4.6/ 5.0
Ace Hardware – Centre Point	4.6/ 5.0
Ace Hardware – Cambridge City Square	4.6/ 5.0
Ace Hardware - Juanda	4.5/ 5.0
Ace Hardware – Gatot Subroto	4.5/ 5.0
Ace Hardware – AH Nasution	4.5/ 5.0
Ace Hardware – Putri Hijau	4.5/ 5.0

Source: Google Ratings

After comparing the performance of each branch of Ace Hardware stores in Medan, it is found that Ace Hardware Putri Hijau as one of the store branches that is identified to be less favorable, concerning that Ace Hardware Putri Hijau has received a lower rating score as well as received many complaints from the customers. Throughout the past few years, customers have been complaining on similar issues to Ace Hardware Putri Hijau. Based on the complaints, it can be said that Ace Hardware Putri Hijau still needs improvement in the performance of the sales promotion and service quality.

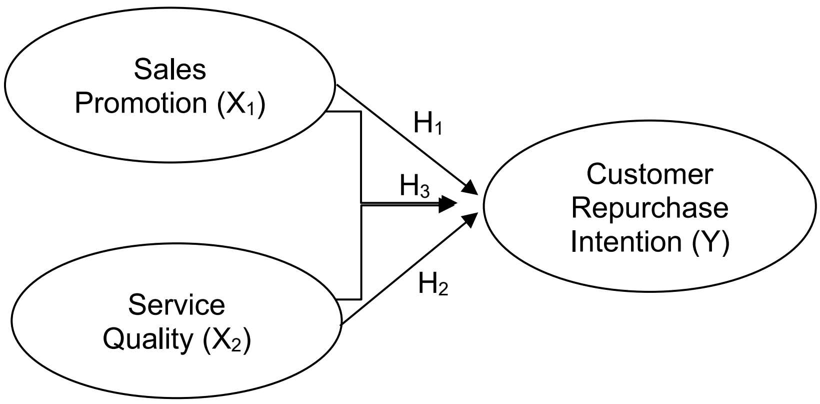
In order to maintain its continuity during the crisis, Ace Hardware Putri Hijau has to strive more to fulfill the customer’s wants and needs, as it relies heavily on the customer’s purchase. Therefore, conducting research on customer purchasing behavior is really needed, especially about the repurchase intention behavior of the customers. Repurchase intention happens when customers make a second or subsequent purchase, with the primary motivator being the customer's positive experience with the product or service (Mahendrayanti & Wardana, 2021). Developing the repurchase intention of consumers will greatly benefit the business. If the consumer repurchase intention is increased, the revenue and income of the company will increase as well. Furthermore, if the consumer repurchase intention remains high, the company does not need to put much effort in acquiring new customers as they already have their regular customers (Widyartini & Purbawati, 2019).

In attempt to stimulate the customer’s interest to repurchase, Ace Hardware Putri Hijau can emphasize on improving the sales promotion. Sales promotion is one of the important elements of marketing activities, which refers to a set of short-term incentives offer aiming for encouraging the customers to make more frequent or regular purchases in larger amounts (Kotler & Keller, 2016). Sales promotion is generally used to stimulate customer purchase. Due to the benefits provided through the sales promotions, the customers who have previously purchased can as well be stimulated to have the interest in purchasing again in the future (Dharmawan & Jaolis, 2021).

Besides sales promotion, in order to retain the customers, Ace Hardware Putri Hijau should also strive to strengthen the service quality, considering that service quality is also one of the factors that can affect the consumer repurchase interest. Service quality refers to the totality of features and characteristics of service that is predicated on the capability in fulfilling the customer needs (Kotler and Keller, 2016). According to Tjiptono (2016), service quality is the standard of excellence expected when it comes to meeting the customer needs. With the high quality of service, customers will be more likely to be satisfied as it can fulfill their expectations and needs, which can lead to an increase of interest to make a repeat purchase in the future.

Research Model

Figure 1 Research Model



There are 3 hypotheses proposed in this research, as follows:

H_1: Sales promotion has an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan

H_2: Service quality has an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan

H_3: Sales promotion and service quality simultaneously have an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan

Method

This research is conducted using the quantitative approach. The type of research design implemented in this research is conclusive, including the descriptive and causal research. The population of this research involves the individuals in Medan that have ever visited and made a purchase at Ace Hardware Putri Hijau and the sample size is determined to be 100, which is obtained from the calculation using the formulation for an unknown number of populations. Non-probability sampling technique, particularly the purposive sampling is being implemented by limiting the respondents based on desired characteristics with the aim of receiving a more accurate answer. Data collection is performed using primary data and secondary data. Questionnaire as the main instrument to collect respondents' responses. The collected data from questionnaires are then analyzed based on multiple linear regression analysis using SPSS 26.0 version software. The variables examined in this study consist of sales promotion and service quality, which serve as independent variables, while customer repurchase intention is considered the dependent variable.

Result and Discussion

Multiple Linear Regression

Multiple regression analysis enables to measure the degree of the relationship between the independent variables and the dependent variable and the regression coefficients determine the importance of each independent variable in predicting the dependent variable (Muhid, 2019). In this study, multiple regression analysis is employed to assess the impact of sales promotion (X_1) and service quality (X_2) on customer repurchase intention (Y). The analysis will be conducted using the SPSS 26.0 software program. The outcomes of the multiple linear regression test are presented in the table below.

Table 2. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.270	2.190		.123	.902
	Sales Promotion	.212	.053	.260	3.990	.000
	Service Quality	.577	.056	.672	10.293	.000

a. Dependent Variable: Customer Repurchase Intention

Source: SPSS V.26 Data Output (2022)

The equation of multiple linear regression in this research is as follows:

$$Y = 0.270 + 0.212X_1 + 0.577X_2 \quad (1)$$

Based on the equation provided, it can be inferred that the independent variables and dependent variable exhibit a positive relationship. This is evident from the positive coefficients assigned to both sales promotion (X_1) and service quality (X_2), indicating that each independent variable has a significant linear impact on the dependent variable. Therefore, the outcomes of the multiple linear regression analysis can be elaborated upon in the following manner:

1. The constant value obtained is equal to 0.270, which means if the value of sales promotion (X_1) and service quality (X_2) is 0, then the value of the customer repurchase intention (Y) will remain 0.270.
2. The regression coefficient obtained for sales promotion (X_1) is equal to 0.212, which is a positive value. This indicates that the sales promotion variable and customer repurchase intention variable have a positive relationship, which means that an increase in the sales promotion value will increase the customer repurchase intention value as well. As a result, if sales promotion increases by 1 unit, then the customer repurchase intention will also increase by 0.212 unit.

3. The regression coefficient obtained for service quality (X_2) is equal to 0.577, which is a positive value. This indicates that there is also a positive relationship between the service quality variable and customer repurchase intention variable, which means that an increase in the service quality value will increase the customer repurchase intention value as well. as a result, if service quality increases by 1 unit, then the customer repurchase intention will also increase by 0.577 unit.

Coefficient of Determination Test

According to Mooi and Sarstedt (2019), coefficient of determination or R square is a measurement used in regression analysis to quantify the amount of variance held by the dependent variable that can be described by the independent variable. The coefficient of determination has a value between 0 and 1. When the value is close to one, it indicates that the independent variables can explain a significant portion of the variation in the dependent variable. Conversely, when the value is close to zero, it suggests that the independent variables have limited ability to describe the variation in the dependent variable.

In this research, the adjusted R^2 is being used since it can provide a more accurate result than the R^2. The coefficient of determination result is as follows:

Table 3 Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791[a]	.626	.618	1.953

a. Predictors: (Constant), Service Quality, Sales Promotion

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it is apparent that the R value is 0.791, while the adjusted R^2 value stands at 0.618. This indicates that as much as 61.8% of the Customer Repurchase Intention is influenced by sales promotion and service quality. Meanwhile, the remaining 38.2% is influenced by other factors or variables such as product quality and brand image which are not being discussed in this research.

The value of R^2 can also be classified into a simpler classification, where 0.50, 0.30, and 0.10 can be classified into strong, moderate, and weak categories respectively (Mooi and Sarstedt, 2019). In this research, the value of R^2 and adjusted R^2 is equal to 0.626 and 0.618 respectively. This indicates that both sales promotion and service quality exert a significant influence on customer repurchase intention, highlighting their strong impact.

t-Test

The t-test is a statistical hypothesis test utilized to assess the impact of each independent variable on the dependent variable (Ghozali, 2018). Its purpose is to determine the significance of the partial regression coefficient. In this study, the t-test will be employed to determine whether sales promotion (X_1) and service quality (X_2) have a partial and significant influence on customer repurchase intention (Y).

The t-test follows certain criteria, wherein the null hypothesis (H_0) is rejected when the significance (Sig.) value is below 0.05. On the other hand, if the Sig. value is above 0.05, the null hypothesis (H_0) is accepted. Besides that, there is another basis of decision making for the t-test, which the H_0 is rejected if the t_{count} value is greater than t_{table} value and H_0 is accepted if the t_{count} value is lower than t_{table} value. The t-test is conducted using the SPSS 26.0 version program and provides the result as follows:

Table 4 t-test Result

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.270	2.190		.123	.902
1 Sales Promotion	.212	.053	.260	3.990	.000
Service Quality	.577	.056	.672	10.293	.000
a. Dependent Variable: Customer Repurchase Intention					

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it is evident that the Sig. value for the sales promotion variable is 0.000, which is below the threshold of 0.05. Additionally, the t_{count} value for the sales promotion variable is 3.990, surpassing the t_{table} value (1.984). This implies that the sales promotion variable has a partially significant impact on the customer repurchase intention variable. Furthermore, the Sig. value for the service quality variable is also 0.000, below the threshold of 0.05. Moreover, the t_{count} value for the service quality variable is 10.293, exceeding the t_{table} value (1.984). These findings suggest that the service quality variable also partially holds a significant influence on the customer repurchase intention variable. In conclusion, it can be deduced that each independent variable has a partial and significant influence on the dependent variable. As a result, the research hypotheses for H_1 and H_2 are accepted.

F-Test

The F-test is employed to ascertain whether all independent variables collectively have a simultaneous impact on the dependent variable (Ghozali, 2018). In this study, the F-test is utilized to determine whether sales promotion (X_1) and service quality (X_2) have a significant simultaneous influence on customer repurchase intention (Y).

Similar to the criteria for the t-test, in the F-test, the null hypothesis (H_0) is rejected when the significance (Sig.) value is below 0.05. Conversely, H_0 will be accepted when the Sig. value is greater than 0.05. In addition, there is also another basis of decision making for the F-test, which the H_0 is rejected if the F_{count} value is greater than F_{table} value and H_0 is accepted if the F_{count} value is lower than F_{table} value. The F-test is conducted using the SPSS 26.0 version program and provides the following result:

Table 5 F-test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	619.012	2	309.506	81.145	.000[b]
	Residual	369.978	97	3.814		
	Total	988.990	99			

a. Dependent Variable: Customer Repurchase Intention
b. Predictors: (Constant), Service Quality, Sales Promotion

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it can be concluded that the obtained Sig. value is 0.000, which is lower than the threshold of 0.05. Furthermore, the obtained F_{count} value is 81.145, exceeding the F_{table} value (3.09). These findings indicate that both the sales promotion variable and the service quality variable have a significant simultaneous influence on the customer repurchase intention variable. Therefore, it can be concluded that both of the independent variables simultaneously have significant influence towards the dependent variable and the hypothesis in this research for H_3 is accepted.

Influence of Sales Promotion on Customer Repurchase Intention

The data analysis, particularly for the t-test results, shows that sales promotion partially has a significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Ace Hardware Putri Hijau provides a variety of attractive promotions to its customers, including discounts, rebates, vouchers, price packs, and many more. Not only giving attractive promotions, but Ace Hardware Putri Hijau is also concerned about customer convenience for the promotion duration. As a result, customers perceived the promotion durations as reasonable. The period of promotions is also varied; for specific promotions, the term is shorter, which can be in a range of days, while for the longer duration, the promotion can last for a range of months. In addition, Ace Hardware Putri Hijau always offers promotions at the appropriate time and occasion. Ace Hardware Putri Hijau tends to provide its promotions through social media when people are still active so that the promotional posts can be easily noticed. Moreover, Ace Hardware Putri Hijau always offers attractive promotions for celebrating special occasions or big days. Those promotions also correspond to the event, making them more engaging. Thus, it is no wonder many customers are willing to purchase more when the promotions are held.

The outcomes of this research align with the statement made by Kotler and Keller (2016), which emphasized that sales promotion is primarily implemented to stimulate the customers interest to conduct more frequent or regular purchases and in larger amount as well as to attract those customers or switchers away from the products of competitors. In addition, according to (Dharmawan & Jaolis, 2021), stated that customers who have previously purchased on the products or services may have the interest to purchase again when the sales promotion offer can provide a range of benefits.

The results of this study are also supported by the research conducted by Yudha and Supprapti (2018), which stated that sales promotion has a partial and significant influence on customer repurchase intention. Sales promotion has a favorable and significant influence on the intention of customers to repurchase (Faisal et al., 2022), (S. Shihab et al., 2022), (Prianika & Bertuah, 2023).

Influence of Service Quality on Customer Repurchase Intention

Based on the data analysis, referring to the t-test results, it shows that service quality partially has a significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Ace Hardware Putri Hijau has been striving to provide good service quality to its customers. They start with the neatness of the employees' appearance, where they must always wear their uniforms to maintain their cohesiveness. As the company's representatives serve the customers, the employees must show a neat and pleasing appearance, reflecting their good company reputation. Not only the appearance of employees matters, but their performance when providing customer service is also being ensured. Ace Hardware, Putri Hijau employees are known to be capable of providing services to the customers' needs, where they can provide solutions to every customer's needs. Furthermore, the employees are informative as they can provide information that can be helpful for the customers. Besides being informative, Ace Hardware Putri Hijau employees are always alert to customers needing help. Ace Hardware Putri Hijau is also considered capable of assuring customers, particularly in making transactions, since Ace Hardware Putri Hijau is trustable and can offer a convenient transaction process to customers.

The results is in line with the theory of Tjiptono (2016), which stated that customers are more likely to have higher satisfaction when the products or services performance provided can meet their expectations and needs, which will then lead to generate the interest to repurchase or reuse in the future. Additionally, according to Sulistiyowati (2018), it is also stated that customers tend to compare what they have perceived from the performance with their expectations, then the degree of satisfaction can be determined. The growing satisfaction of customers can provide a good basis for repeat purchases.

This research result is as well supported by the research of (Bahruzen et al., 2020), which stated that service quality partially has a significant influence on customer repurchase intention. Service quality demonstrated a positive and significant effect on repurchase intention (Irawan & Albari, 2023), (Desara et al., 2021), (Khuzaifah et al., 2023).

Contrary to the findings of (Ellitan et al., 2022), the results of this study do not support their conclusion that service quality has an insignificant and negative impact on repurchase intention. Providing excellent service does not guarantee customer retention and repeat purchases.

Influence of Sales Promotion and Service Quality on Customer Repurchase Intention

Based on the data analysis, referring to the F-test results, it shows that both sales promotion and service quality variables simultaneously have significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Besides that, sales promotion and service quality are also identified to have a positive relationship with customer repurchase intention, which means that performing good sales promotion and service quality can also increase customer repurchase intention. Conversely, if the sales promotion and service quality are badly achieved, the customer repurchase intention may decline. This research result is as well supported by the research of Wulandari (2016), which stated that both sales promotion and service quality exert a simultaneous and significant influence on customer repurchase intention.

The process of repurchasing represents the actual act of buying, while repurchase intention refers to the customer's desire and willingness to make future purchases from the same dealer or seller (Hilal & Top, 2019). The primary goal of sales promotion is to boost sales volume by implementing impactful tactics that motivate customers to engage in purchases (Munte et al., 2022). By offering optimal sales promotions, it is possible to enhance customers' intention to repurchase (Yulida et al., 2023). Reducing promotional activities will lead to declining customers' inclination to make repeat purchases (Sianturi et al., 2019).

Service quality is acknowledged as a critical factor that enables an organization to distinguish itself from competitors (Mirza et al., 2021). Every company should prioritize the provision of quality service (Poernomo et al., 2022). The provision of good service quality facilitates customers in making repeat purchases (Soebandhi et al., 2020). Improved service quality is directly linked to a higher inclination for repurchase, indicating that customers are more likely to make repeat purchases when the quality of service is enhanced (Yahya et al., 2019).

Conclusion

The study's findings partially reveal that sales promotion significantly affects the intention to repurchase, and service quality strongly affects the repurchase intention at Ace Hardware Putri Hijau, Medan. Analyzing the test outcomes demonstrates that the prevailing factor influencing repurchase intentions at Ace Hardware Putri Hijau, Medan, is service quality. Additionally, the study concurrently demonstrates that both sales promotion and service quality distinctly influence the customer's intention to repurchase at Ace Hardware Putri Hijau, Medan.

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ANALYSIS OF TWITTER USER INTERACTIONS USING SOCIAL NETWORKS AT PAYDAY SALE EVENTS ON THE MARKETPLACE

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ABSTRACT

The goal of this study was to ascertain the marketplace companies' commitment to implementing SCRM on social media and to identify patterns of engagement, interaction, and communication between Twitter users and the marketplaces Shopee, Tokopedia, and Lazada that emerged on social media at payday sale events. The Social Network Analysis (SNA) approach is being used in this qualitative study. Twitter users in Indonesia are the focus of this study. The users of Tokopedia, Shopee, and Lazada are the research population. Dictionary, Notepad++, Wordij, and Gephi are supporting tools used in this study together with Jupyter Notebook. The Shopee Marketplace is superior and performs better, according to an analysis of network features. According to the analysis, the Shopee marketplace has a broader network. According to this study, many consumers utilize Shopee as their online shopping destination, particularly during payday sale events when each marketplace offers alluring discounts and free delivery.

Keywords: *Marketplace, E-commerce, User Generated Content, Social Network Analysis, Payday Sale.*

ABSTRAK

Tujuan dari penelitian ini adalah untuk memastikan komitmen perusahaan marketplace dalam mengimplementasikan SCRM di media sosial dan untuk mengidentifikasi pola keterlibatan, interaksi, dan komunikasi antara pengguna Twitter dengan marketplace Shopee, Tokopedia, dan Lazada yang muncul di media sosial saat payday sale. acara. Pendekatan Social Network Analysis (SNA) digunakan dalam studi kualitatif ini. Pengguna Twitter di Indonesia menjadi fokus penelitian ini. Populasi penelitian adalah pengguna Tokopedia, Shopee, dan Lazada. Kamus, Notepad ++, Wordij, dan Gephi adalah alat pendukung yang digunakan dalam penelitian ini bersama dengan Jupyter Notebook. Marketplace Shopee lebih unggul dan berkinerja lebih baik, menurut analisis fitur jaringan. Menurut analisa, marketplace Shopee memiliki jaringan yang lebih luas. Menurut studi ini, banyak konsumen yang memanfaatkan Shopee sebagai tujuan belanja online mereka, terutama saat acara payday sale ketika setiap marketplace menawarkan diskon menarik dan pengiriman gratis.

Kata Kunci: *Marketplace, E-commerce, User Konten Buatan Pengguna, Social Network Analysis, Payday Sale.*

Introduction

The rapid development of technology and knowledge is one of the great advances of human civilization. Information technology is needed for today's business world, and the need for technology and information also continues to increase from year to year. If business people can manage technology and information effectively and efficiently, they will produce valuable data (Indonesian Information System Journal 2019). With the rapid development of technology and information, Indonesia is currently entering the 4.0 revolution, and this digital era has a positive impact on the economy. One evidence of technological developments that have a positive effect on the economic sector is E-commerce (Bratawisnu and Alamsyah 2019).

With E-Commerce, buying and selling transactions that were previously carried out through face-to-face meetings between buyers and sellers have now been transformed. Transactions of buying and selling goods or services can work only with a finger-based electronic network (Bratawisnu and Alamsyah 2019). One of the E-Commerce models that are currently widely used is the Marketplace which is a place where buyers and sellers meet online (Genoveva, Ahyadi, and Ariestiningsih 2021). The presence of a Marketplace helps business people to sell or offer their goods or services to consumers and can reach a wider market (Genoveva et al. 2021). People's habits in the process of buying and selling transactions online have a big impact on the development of the Marketplace in Indonesia (Genoveva et al. 2021).

Table 1 2019 Marketplace Visitor Data

Year	*Market*	Visitors				Total
		Q1	Q2	Q3	Q4	
2019	Tokopedia	137,200,900	140,414,500	65,953,400	67,900,000	411,468,800
	Shopee	74,995,300	90,705,300	55,964,700	72,973,300	294,638,600
	Bukalapak	115,256,600	89,765,800	42,874,100	39,263,300	287,159,800
	Lazada	52,044,500	49,620,200	27,995,900	28,383,300	158,043,900
	Blibli	32,597,200	38,453,000	21,395,600	26,863,300	119,309,100
2020	Tokopedia	69,800,000	86.103.300	84,997,100	114,655,600	355,556,000
	Shopee	71,533,300	93,440,300	96,532,300	129,320,800	390,826,700
	Bukalapak	37,633,300	35,288,100	31,409,200	38,583,100	142,913,700
	Lazada	24,400,000	22,021,800	22,674,700	36,260,600	105,357,100
	Blibli	17,600,000	18,307,500	18,695,000	22,413,100	77,015,600
2021	Tokopedia	135,076,700	147,790,000	158,136,700	157,443,300	598,446,700
	Shopee	127,400,000	126,996,700	134,383,300	138,776,700	388,780,000
	Bukalapak	34,170,000	29,460,000	30,126,700	25,760,000	119,516,700
	Lazada	30,516,700	27,670,000	27,953,300	28,173,300	114,313,300
	Blibli	19,590,000	18,440,000	16,326,700	15,686,700	70,043,400

Source: iPrice.co.id, 2019

iPrice's data on the “Indonesian E-Commerce Ranking Map”, shows that there are five Marketplace platforms that consistently rank in the top five from 2019 to 2021, namely Tokopedia, Shopee, Bukalapak, Lazada and Blibli (iPrice Group 2018). The large number of markets in Indonesia is caused by intense market competition (Ginting et al. 2022). The rapid development of marketplaces in Indonesia is influenced by factors that encourage people to shop through marketplace websites including low prices, product quality, shopping convenience, ease of transactions, many product variations or choices, lots of promos available, and many others based on differences in the demand factors of each individual consumer (Ginting et al. 2022).

In each Marketplace, there are the same number of marketing events. Marketing events are promotional activities in which companies or brands are associated with themed events designed to create experiences for consumers and promote the products sold and services provided (Agesti et al. 2021). Marketing events that consumers have been waiting for are double-day events (date twins) such as the 12.12 Birthday Sale, and the Payday Sale event (payday sale) which takes place every 25th until the end of the month. at every marketing event, there are lots of promos, cashback, free shipping, and flash sales.

Because social media offers information into marketing company markets, it is a priority in online business marketplaces (Bratawisnu and Alamsyah 2019). The value that businesses offer to customers may be created, shared, and conveyed via social media (Bratawisnu and Alamsyah 2019). Global consumers utilize social media to post opinions about items on social media and to learn more about products on Marketplace. User Generated Content (UGC) is the term used to describe the data that users provide to social media platforms (Yang, Ren, and Adomavicius 2019). UGC is information that users who have internet access have left behind (Yang et al. 2019). Twitter is a social media platform that collects and disseminates a large amount of user-generated content (UGC) that includes opinions and publicly accessible information (Muhammad dianzah 2021). Twitter is a social media platform with several advantages, making it particularly effective in disseminating information. Some of these advantages include political communication, event business information for marketing, and customer service.

Social media analysis is needed to see patterns of interaction between companies and customers from UGC which are widely spread on social media (Dikky Prabhawa and Rahayu 2022). Social media characteristic data is unstructured and has a large volume (Big Data) (Risselada and van den Ochtend 2022), so sophisticated tools and techniques are needed to extract information from social media (Dikky Prabhawa and Rahayu 2022). Social Network Analysis (SNA) is a method that can be used in research. SNA is part of Social Computing Engineering to extract information on unstructured data and has a big volume (Dikky Prabhawa and Rahayu 2022) (DAY 2021). SNA is currently studying the study of human connections with graph utilization theory (Dikky Prabhawa and Rahayu 2022) (DAY 2021).

SNA is used to understand connections that symbolize social users with nodes and relationships between users which are denoted by lines (edges) on Online Social Networks (OSN) (Bratawisnu and Alamsyah 2019). SNA is used to study network patterns that connect organizations, ideas, and people through various methods in an environment (Bratawisnu and Alamsyah 2019). So SNA can be applied to business people to gain insight and knowledge from the market and society through social media. Businesses can take advantage of social property networks on SNA to be compared with business relationships on social networks (Bratawisnu and Alamsyah 2019). The in-depth data source study comes from tweets that have keywords from 3 official Twitter accounts belonging to Shopee, Tokopedia, and Lazada for Payday sale events, namely #Shopeegajiansale for the Shopee marketplace, #Waktuindonesiabelanja for the Tokopedia Marketplace, and #Pestagajian for the Lazada Marketplace.

Previous research examined Top Campaign Marketing using Social Network Analysis on Shopee and Tokopedia social media on Twitter social media with the data collection period when the marketing campaign was running, namely 20-30 April 2021 using the keywords #ShopeeGajian and #TokopediaWIB (Dikky Prabhawa and Rahayu 2022). The research results show that the top campaign from More Social Network Analysis formed on Twitter #TokopediaWIB is superior because it is most discussed by the public (Dikky Prabhawa and Rahayu 2022). Whereas previous research examined interactions between Twitter users and consumers from the company marketplaces Tokopedia, Shopee, and Bukalapak with the data collection period starting from 26 July 2021-23 October 2021 using keywords from three e-commerce sites namely @tokopedia, @shopeeID, and @ Bukalapak(Muhammad Dianzah 2021). The study found that Shopee forms more optimal customer engagement through the implementation of SCRM by modeling companies and the most discussed topics are Hallyu or Korean wave, giveaways, and promos (Muhammad dianzah 2021).

From the results of the research, the researchers found a gap or gap, namely the Population Gap. Population Gap is the study of populations that are not adequately represented or do not have sufficient research in the evidence base or studies (Psomas and Antony 2019). The population referred to by the researcher is the limited period of data collection in the previous research, which resulted in the data and information obtained not being accurate enough (Psomas and Antony 2019). The population in this study is data taken from January 1 2019 to December 31, 2022, with a maximum limit of 2000 data and limited to using only Indonesian. With the gaps described, it is necessary to carry out further studies in the hope of broadening the information and strengthening the results, so the researchers took the title of the study "Analysis of Twitter User Interactions Using Social Networks at Payday

Sale Events in the Marketplace". The purpose of this research is to find out the company's marketplace commitment as an implementation of SCRM on social media and to see patterns of interaction, communication, and customer engagement between Twitter users and the company marketplaces Shopee, Tokopedia, and Lazada when Payday sale events form on social media. The SNA method and topic modeling are required methods for analysis because they can be applied to processing large data (big data) as well as unstructured. The results of the analysis from the second method can be used as insights that can be used by companies/industries to develop optimal social media marketing strategies. So that this strategy can increase SCRM and achieve company goals.

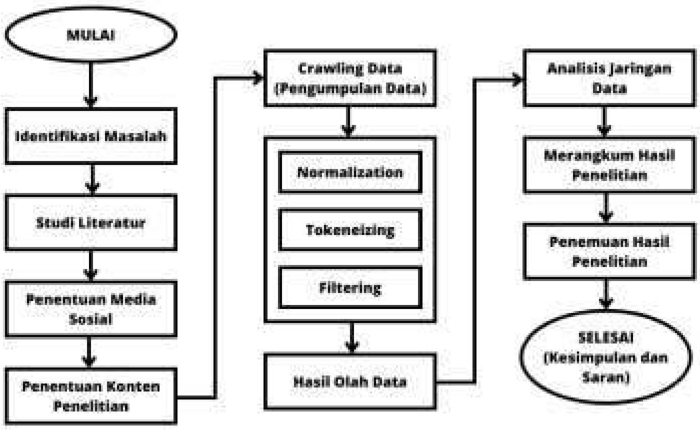
Method

This study, which is part of a qualitative study using a descriptive methodology, makes use of the Social Network Analysis (SNA) technique., SNA represents the network structure at nodes as users and edges as relations (Mitei and Ghanem 2020). By giving a thorough explanation of research phenomena or social phenomena, qualitative studies are able to comprehend these phenomena (Rahman and Kurniawati 2021). Qualitative studies are understanding research phenomena or social phenomena by providing a detailed explanation of these phenomena (Rahman and Kurniawati 2021). Data collection for this cross-sectional study occurs at a single time, after which the data are processed, examined, and conclusions formed (Azmi et al. 2021). The subject of this research is Twitter users in Indonesia. The research population is the users of the Tokopedia, Shopee, and Lazada marketplaces.

In this study, the data collection techniques used were observation and documentation techniques. The observation technique used to obtain secondary data is there user-generated content (UGC) on Twitter social media which includes cover mentions, replies, and retweets with keywords from 3 official marketplace accounts namely #ShopeeGajianSale for Shopee users, #WaktuIndonesiaBelanja for Tokopedia users and #PestaGajian for Lazada users. Data collection was carried out from 1 January 2019 to 31 December 2022 with a maximum limit of 2000 data and limited to using only Indonesian. Documentation techniques in this study are Tweet. Id data, usernames, links, datetime, outlines, and content. The supporting tools used in this study, namely Jupyter Notebook Anaconda 3, Dictionary, Notepad++, Wordij, and Gephi, assisted in the data collection process.

The method of researching the validity of this data uses triangulation, which is the method most commonly used to increase the validity of data in qualitative research so that in conclusion it does not only come from one point of view (Lailia 2021). To test the credibility of the data in this study using triangulation techniques. The triangulation technique is used to test the credibility of the data which is carried out by checking data obtained from many of the same sources but using different techniques, such as data obtained from interviews and then checking with documentation A (Lailia 2021). In this study, a triangulation technique will be visualized using descriptive assumptions with a systematic formula generated on the property network, and from these results, we will visualize We Can view keywords or busy topics discussed on Twitter social media.

Figure 1. Research Flow



Source: Author, 2023

The first research flow is observing the same phenomenon in the marketplace at the Payday sale event. Then the researcher chooses 3 marketplaces namely Shopee, Tokopedia, and Lazada. Problems or issues that arise from this phenomenon are then identified in the form of problem formulation, patterns of interaction that develop, and involvement between users and marketplaces on social media during Payday sale events on Twitter, by determining User Generated Content (UGC) which will be used as the object of study, namely #Shopeegajiansale, #WaktuIndonesiaBelanja, and #PestaGajian. This study uses Jupyter Notebooks (Anaconda 3) with the Python programming language and is assisted by the Snscrape library. Data generated from text or tweets about the topic of study at a certain time and the results from Indonesian tweets in CSV format.

The data preprocessing stage is the stage for eliminating noise (Lieharyani and Ambarwati 2022). In the tweet data that is interpreted by noise when processing text data such as emoticons, hashtags, symbols, retweets, abbreviations, and others, it seems that there are no standards that are difficult to understand (Lieharyani and Ambarwati 2022). The preprocessing stages generally consist of case folding, tokenizing, filtering, and stemming (Lieharyani and Ambarwati 2022). The sequence of preprocessing in this study is as follows: case folding To make all letters lowercase, remove special characters (such as tabs, newlines, etc.), remove non-ASCII characters (such as emoticons, Chinese characters, etc.) remove Twitter features unnecessary (like hashtags, mentions, links), remove incomplete links, remove character noise (punctuation, lots of spaces, single letter characters), tokenizing, filtering (stopword use library nltk), text normalization (use slang dictionary from GitHub and finally stemming (using the Sastrawi library) (Lieharyani and Ambarwati 2022). This detailed preprocessing stage was carried out because studies were showing that informal language (slang, inappropriate writing, slang) and various anomalies in data tweets would affect accuracy (Murshed, Al-Ariki, and Mallappa 2020). This preprocessing stage also calculates the number of all words from the data for each tweet as well as the unique words contained in the tweet data (Lieharyani and Ambarwati 2022). Preprocessed data that has many words that appear below three and bigram phrases with a frequency below three will be removed so that only important data is processed (Abbas, Ali Memon, and Aleem Jamali 2019).

After data processing, network arrangement, and several groups that occur in interactions between Shopee, Tokopedia, and Lazada marketplace users, the result of this data processing is data visualization assisted by the Gephi tool and summarizes network property value data and from the results, we can see the word Key topics or topics that are busy being discussed on social media Twitter. The processing of the generated data and examination of its level of impact on the keywords #ShopeeGajianSale, #WaktuIndonesiaBelanja, and #PestaGajian constitute network data analysis. The last process summarizes the results of the study to prove that the SNA method with crawl data using Jupiter Notebook helps the Gephi tool for visualization to provide benefits for organizations. Twitter social media also has an important influence on SCRM for a marketplace in Indonesia because Twitter social media allows the marketplace to see consumer interaction and engagement so that the marketplace can determine the next strategy to be carried out to improve SCRM and achieve goals. company.

Results and Discussion

The steps taken after tweeting data from three keywords (#Shoppegajiansale, #WaktuIndonesiaBelanja, and #PestaGajian) were successfully collected at the preprocessing stage, namely conducting data analysis. The first data analysis carried out was crawling data (data collection) using User Generated Content (UGC) available on Twitter social media with the keywords used namely promos and free shipping at #ShopeeGajianSale for the Shopee marketplace, #WaktuIndonesiaBelanja for the Tokopedia marketplace and # PestaGajian for Lazada marketplace.

No.	Keywords	Content Payments Sale	Year	Amount of data
1.	Promo	#shopeepaidsale #Waktuindonesiabelanja	2019-2022	929 93

		#payday		13
		#shopeepaidsale		2000
2.	Free Shipping	#Waktuindonesiabelanja	2019-2022	51
		#payday		13
3.	@ShopeeID	#shopeepaidsale	2019-2022	2000
4.	@tokopedia	#Waktuindonesiabelanja	2019-2022	2000
5.	@LazadaID	#payday	2019-2022	36

Table 2. Crawling Data Results with Promo Keywords and Free Shipping
Source: Author, 2023

The amount of tweets retrieved from crawl data utilizing User Generated Content (UGC) is displayed in Table 2, namely tweets with the keywords used, namely promos and free shipping on #ShopeeGajianSale for the Shopee marketplace, #WaktuIndonesiaBelanja for the Tokopedia marketplace and #PestaGajian for the Lazada marketplace. The data collection period in this study is 2019-2022, with a maximum limit of 2000 data. After the data crawling process, the next process is data preprocessing by combining the Promo and Free Shipping keywords for each payday event content, then we normalize the use of Jupiter Notebooks to help stopwords and dictionaries to remove the same content and duplicate words. The normalization process aims to facilitate data analysis because the data is free from noise, from the normalization process, 2574 data are obtained for #Shopeegajiansale, 2147 data for #WaktuIndonesiaBelanja, and 65 data for #Pestagajiansale.

Table 3 Results of Data Processing Using Wordij

No	Focus	Year	Total Word Count	Unique Word	Average Word Frequency
1.	#shopeepaidsale	2019-2022	31160	330	94.424242
2.	#Waktuindonesiabelanja	2019-2022	2011	201	10.004975
3.	#payday	2019-2022	67	18	3.722222

Source: Author, 2023

The outcome of data processing using Wordij is Table 3, the data is obtained from preprocessing data using Jupiter Notebooks with an output file in CSV format. Preprocessing results Reprocessed using the Wordij application For data visualization purposes using Gephi, there are many output files generated in Wordij, namely net, stp, stw, wrd, wtg, and pr. The data used for visualization on Gephi is an stw format file, the file contains the total number of words that appear from the keyword #Shopeegajiansale in 2019-2022 of 31,1360 words, with a uniqueness of 330 words, and an average word frequency of 94.424242. In the period between 2019 and 2022, the keyword #WaktuIndonesiabelanja generated a total of 2011 words, 201 of which were unique, with an average word frequency of 10,004975. With a total of 67 words and 18 unique terms, keywords #Pestagajian has an average word frequency of 3.722222.

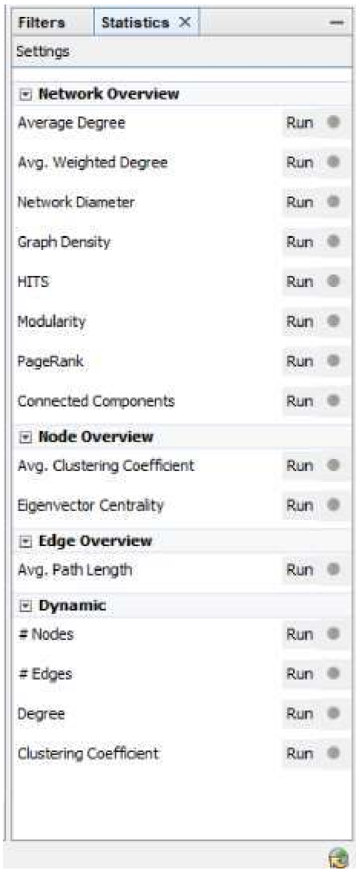
After processing the data, the next process is to visualize the data. The design of the Social Network Analysis (SNA) used is Graph Theory where the visualization consists of Nodes

(nodes or points) that are connected using Edges (links or lines) (Diniyati, Triayudi, and Sholihati 2020) (Bratawisnu and Alamsyah 2019). Network data analysis plans the resulting data and looks the degree to which the data influenced the keywords #ShopeeGajianSale on Shopee, #WaktuIndonesiaBelanja on Tokopedia, and #PestaGajian on Lazada. The final process which summarizes the results of the For study proves that the SNA method with supporting tools, namely Jupiter Notebooks for Crawling data, and Gephi For data visualization, has advantages for marketplace companies Shopee, Tokopedia, and Lazada.

Visualization on Gephi

In the study, researchers used visualization with the help of Gephi Graph Visualization software version 9.0.9.2 to analyze data on networks and visualize data with the type of graph used (Wajahat et al. 2020), namely Indirect Network. An indirect network is a visualization of the relationship between nodes with one another using edges or lines (Pawening and Indonesia 2023). The thickness of the nodes or edges is based on how many big words are interconnected (Pawening and Indonesia 2023). The visualized data is the result of the data preprocessing process on Jupyter Notebook with CSV file output, then processed again using Notepad++ software to remove spaces, periods, and commas. After that, data processing uses Wordij with many output files, namely net, stp, stw, wrd, wtg, and pr. Then the data visualization is performed on the .Net format output file using Gephi software and the resulting visualization or image is as follows. Some of the network properties in statistics that must be run in Gephi are Density, Average Degree, Network Diameter, Modularity, and Average Path Length (Chansanam et al. 2021).

Figure 2 Network Properties



Source: Author, 2023

Network Property Analysis

An company may greatly benefit from SNA's multiple property networks for mapping relationships, which are highly useful for improving knowledge generation management. Several property networks in SNA include Nodes, Edges, Density, Average Degree, Network Diameter, Modularity, and Average Path Length.

Table 4 Results of Data Processing Using Wordij

No.	Property Network	Payday Sale Event		
		Shopee	Tokopedia	Lazada
1.	nodes	330	201	18
2.	edge	725	223	10
3.	Average Degree	4,394	2,219	1,111
4.	Network Diameter	15	9	2
5.	Modularity	0.557	0.632	0.48
6.	Average Path Length	4,238	3,718	1,231

Source: Author, 2023

Table 4 shows the analysis of the Shopee Social property network at the payday sale event getting the most data compared to Tokopedia and Lazada. The social network size Shopee has 330 actors and 725 relationships between actors. Modularity shows how actors can form different groups in a network (Chansanam et al. 2021). The modularity value on the Shopee Social network is 0.557. The better a network's modularity, or how well-established and solidly connected its groups are to one another, the stronger it is (Chansanam et al. 2021). The diameter is the shortest distance between the 2 furthest nodes (Chansanam et al. 2021). The diameter value of the Shopee social network is 15. The shorter or smaller the diameter, the more content information is spread easily and quickly. Because of the small diameter, it won't take long to describe each step. The average degree depicts the average degree of connections used to connect one node to other nodes (Chansanam et al. 2021). On the Shopee social network, 4,394 is the average degree score. Information is spread more quickly and easily the higher the average degree that is held. The average number of nodes or accounts that one account must travel through on the way to another account is known as the average route length (Chansanam et al. 2021). On the Shopee Social network, the average path length value is 4,238. The smaller the sign of the average path length, the smoother it is, so that the average distance traveled to disseminate information is shorter and faster.

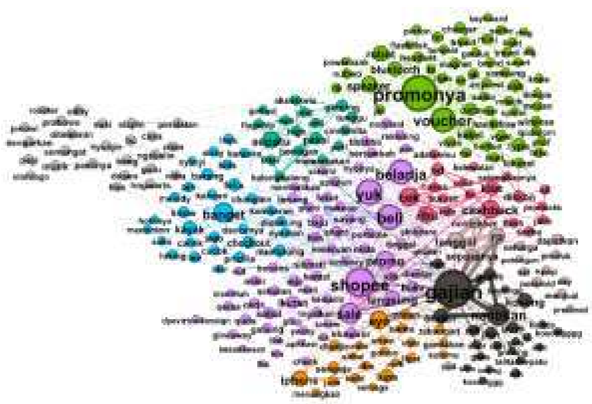
For the payday social event of the property network Tokopedia, sales get higher data compared to Lazada. There are 201 actors in the Tokopedia network, and there are 223 relationships between them. Modularity demonstrates how several groupings of actors may emerge in a network. The social network Tokopedia has a modularity score of 0.632. The better a network's modularity, or how well-established and solidly connected its groups are to one another, the stronger it is. The diameter is the shortest distance between the 2 furthest nodes. Network diameter value Tokopedia's social value is 9. The shorter or smaller the diameter, information about content spreads easily and quickly. So that the short diameter makes the step description not take a lot of time. The average degree displays the average degree of all connections that join one node to another node. The Tokopedia social network has an average degree score of 2,219. The speed and ease of information distribution increase with average degree ownership. The average path length may be seen as the typical number of accounts or nodes that one account needs transit through in order to get to another account. On the Shopee social network, the average path length value is 3,718. The average distance traveled to spread information should be shorter and faster, thus the less the sign of the average path length, the better.

The final assessment of social property network analysis in this study is Lazada at the payday sale event. The Lazada social network contains 18 actors and 10 links between actors, according to the size of the network. Modularity demonstrates how several groupings of actors may emerge in a network. On the Lazada Social network, the modularity score is 0.48. A network is stronger the more modular it is, or the more firmly developed and interconnected its groups are. The diameter is the shortest path between the two nodes that are farthest distant. The Lazada social network has a diameter value of 2. The more easily and swiftly information about a topic travels, the shorter or smaller the diameter. In order for the step description to go quickly due to the small diameter. The average degree displays the average degree of all connections that join one node to another node. The Lazada Social network has an average degree score of 1,111. The speed and ease of information distribution increase with average degree ownership. The average path length may be seen as the typical number of accounts or nodes that one account needs transit through in order to get to another account. On the Lazada social network, the average path length is 1,231. The smaller the sign of the average path length, the smoother it is, so that the average distance traveled to disseminate information is shorter and faster.

Network Model Network Visualization

The next process is data visualization, the SNA concept used is graph theory which consists of nodes (nodes or points) connected by edges (links or lines). In the process of visualizing the bigram phrase connection here using the Open Ord layout (Martin et al. 2011). Open Order is an algorithm to scale as directly as possible to more than 1 million nodes, making it ideal for large graphs (Martin et al. 2011). An indirect graph, or a graph that disregards the direct link between nodes, is the sort of graph that is employed. The visualization results for this connection bigram phrase are shown in Figure 3, Figure 4, and Figure 5.

Figure 3 Visualization of the Shopee Network



Source: Author, 2023

The visualization of the Shopee network in Figure 3 shows topic interactions between Twitter users and the Shopee marketplace at a payday sale event. The visualization results of the shopee payday sale phenomenon show the enthusiasm of Shopee application users, there are 7 nodes with big marks that exist as a group under the keyword #shopeepaidsale. The largest group focused on shopping at shopee (“shopee”, “come on”, “shopping”, “buy”, “promo”, and “sale”) are shown in purple. The second largest group is those focused on in-shop deals ("promotions", "vouchers", "speakers", "Bluetooth" and "robots") shown in green.

The third group focuses on the payday phenomenon ("payday", "stay tuned", "free", "postage", and "guys") which are shown in gray.

Figure 4 Tokopedia Network Visualization

Figure 5 Lazada Network Visualization

Source: Author, 2023

The Tokopedia network visualization in Figure 4 shows topical interactions between Twitter users and the Tokopedia marketplace at a payday sale event. The results of the visualization of the phenomenon of Indonesian shopping time at Tokopedia show the enthusiasm of Tokopedia application users. There are 4 nodes with big signs that are in the group under the keyword #timeindonesiabelanja. The largest group focuses on Tokopedia discounts ("Tokopedia", "discounts", "shopping", "free", and "shipping"). The second largest group is a group that focuses on promos at Tokopedia ("promo", "shopping", "check", "wib").

In the visualization of the Lazada network, Figure 5 shows the topic interaction between Twitter users and the Lazada marketplace at the payday sale event. The visualization results of the payday party phenomenon at Lazada in this study show an anomaly in the visualization results because there are no associated nodes and edges. So it can be concluded that Twitter users use the Lazada shopping application very little compared to Shopee and Tokopedia.

Top Brand Market Analysis by Network Properties

From each property network in the social marketplace network Shopee, Tokopedia, and Lazada can be ranked as one the top brand marketplace alternatives. The property rating network between Shopee, Tokopedia, and Lazada can be seen in Table 6.

Table 5 Results of Data Processing Using Wordij

No.	Network Properties	Payday Sale Event Shopee (S)	Tokopedia (T)	Lazada (L)	Rating
1.	nodes	330	201	18	Shopee Tokopedia Lazada
2.	edge	725	223	10	Shopee Tokopedia Lazada
3.	Average Degree	4,394	2,219	1,111	Shopee Tokopedia Lazada
4.	Network Diameter	15	9	2	Shopee Tokopedia Lazada
5.	Modularity	0.557	0.632	0.48	Tokopedia Shopee Lazada
6.	Average Path Length	4,238	3,718	1,231	Shopee Tokopedia Lazada

Source: Author, 2023

The comparison of the mark property network estimates made using Gephi for the three marketplaces, Shopee, Tokopedia, and Lazada, is shown in Table 5. The initial property value for network size. With more actors and relationships, the nice size and active has a larger size. According to statistics from data crawling, Shopee's social network is huge and contains a lot of actors and links, so it can be said that more content for the #ShopeeGajianSale event is superior. The modularity of the property network increases in value so that the larger the group formed, the clearer and more solid the relationship is. Based on the modularity mark from the third marketplace on the payday event sale, Tokopedia has the highest score of 0.632.

The network's diameter is the following property; because to their close proximity, communication between nodes is made simpler by their lower diameters. Social networks have a smaller diameter value, namely Lazada with 2 points compared to Shopee and Tokopedia. The average degree makes up the fourth property network. The propagation of information is made simpler and faster by the number of links (edges) connecting the nodes. The highest rating is 4,394 for Shopee. The average path length is the following property network. The connection network is more robust the fewer accounts that are transmitted. Shopee's rate is 4,238; it is greater than Tokopedia's and Lazada's.

Conclusion

The SCRM network created on social media may be utilized as a substitute for top brands by taking a look at social networks on social media like Twitter, according to property network analysis. The Shopee marketplace is superior to 4 out of 5 property networks and has better performance, followed by the second place Tokopedia marketplace and lastly the Lazada marketplace. It can be concluded that the Shopee marketplace has a larger network, more groups are formed, and a stronger network of relationships compared to the Tokopedia and Lazada marketplaces.

For an expanded size so that the market is more active in posting tweets on Twitter and urging users to tweet or upload other people on social media in relation to events or promotions that are applicable in every market in Indonesia. As for increasing the average value, company marketplaces can carry out campaigns by asking users for mentions, and mention friends and business marketplaces can cooperate (follow) with already-existing influencers or brand ambassador supporters or numerous friends and campaign stages with one another. a market-appropriate catchphrase for the business.

The implication is an in-depth study that many people use Shopee as a marketplace to meet online shopping needs, especially at payday sale events where each marketplace has attractive promos and free shipping. Analysis using the SNA method analysis of Twitter user interactions with Shopee, Tokopedia, and Lazada marketplace users is expected to be able to evaluate Twitter user reviews to expand content marketing such as additional payday tagline events or other marketing events in each marketplace. Study these limitations yourself in the analysis. Because the data source for this research is only Twitter, which is one of the social media, it is not possible to see the interaction of market users as a whole.

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TRUST AND CUSTOMER SATISFACTION BASED SERVQUAL IN SOCIAL SECURITY AWARENESS MARKETING PROGRAM

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ABSTRACT

Researchers examined a company in the social insurance industry with a socialization marketing program for companies and non-formal workers that aims to attract workers to become company customers. This research was conducted to assist and propose a marketing program that can be applied to companies, namely the Social Security Awareness program. This research's analysis method is qualitative, involving direct observation, in-depth interviews, document gathering, and secondary information from the company. Research is carried out in companies through the field of marketing. Based on the research conducted, this program can increase company membership by making employees or potential customers aware of the importance of using the company's products. This research produces a program proposal using the SERVQUAL theory through the concepts of trust and customer satisfaction, which are intended to be installed in the company's system to support the Social Security Awareness marketing program's implementation.

Keywords: *Service Quality, Trust, Customer Satisfaction, Social Security Awareness, Social Security Program*

ABSTRAK

Peneliti meneliti sebuah perusahaan industri asuransi sosial dimana perusahaan tersebut memiliki program pemasaran sosialisasi ke perusahaan dan tenaga kerja non formal yang bertujuan untuk menarik tenaga kerja menjadi pelanggan. Tujuan dari penelitian ini adalah membantu serta mengusulkan program pemasaran yang bisa diterapkan pada perusahaan yaitu program *Social Security Awareness*. Analisis kualitatif menggunakan observasi langsung, wawancara mendalam, dokumentasi, dan data sekunder dari perusahaan. Bidang pemasaran melakukan riset di perusahaan. Menurut hasil penelitian yang telah dilakukan, program ini dapat menambah kepesertaan perusahaan dengan memberi kesadaran pada tenaga kerja atau calon pelanggan terhadap pentingnya penggunaan produk perusahaan. Penelitian ini menghasilkan usulan program dengan menggunakan teori *SERVQUAL* melalui konsep kepercayaan dan kepuasan pelanggan yang diharapkan dapat diimplementasikan pada sistem perusahaan guna mendukung terlaksananya program pemasaran *Social Security Awareness.*

Kata Kunci: Kualitas Layanan. Kepercayaan, Kepuasan Pelanggan, *Social Security Awareness*, Program Jaminan Sosial,

Introduction

One of the world's strategic, crucial, and competitive industries is the insurance industry, which actively reduces environmental risks and uncertainties in the property, human, and business sectors. The insurance marketing strategy model can be grouped into six dimensions: strategic management, management tools, strategic marketing, investment management, market-oriented corporate social responsibility, and performance (Valimi et al., 2021). Insurance companies can apply a paradigm model in disseminating marketing strategies to improve their insurance marketing. The Employment Social Security Administration Agency (BPJS), a legal organization under public law with the duty and obligation to offer social protection to workers, is one of the insurance firms that are currently in operation in Indonesia. This company has the vision to realize reliable, sustainable, and prosperous social security for all workers in Indonesia. The mission of BPJS Ketenagakerjaan is to protect, promote, and improve the welfare of workers and their families; provide a sense of security, convenience, and comfort; increase the productivity and competitiveness of participants; and support the development and the economy to advance the country through good leadership.

The position of this insurance company is as a leader in the market. According to the results of interviews, company partners, and consumers, this company has no competitors in Indonesia and is the only body that manages social security in Indonesia. This insurance company uses a differentiation strategy which can be seen from its uniqueness because it has a monopoly, no equality in Indonesia, and the benefits for the workforce. The company also uses a position defense strategy where the company has the most desired position in the minds of consumers, which makes the brand nearly impenetrable. One way to do this is through consumer satisfaction; as evidenced in 2022, the satisfaction level of BPJS Ketenagakerjaan participants is 91.97%, with the realization of JHT claims of 0.83 days.

BPJS Ketenagakerjaan has controllable financial, human, marketing, and intellectual resources. In 2021 the insurance company's comprehensive income declined due to the Covid-19 pandemic, around Rp. 125,205 million, meaning many company participants claimed Old Age Benefits (JHT) or Pension Benefits (JP) to survive. In 2022, the company's comprehensive income will increase by 49.2% compared to the previous year (2021) because the Indonesian economy begins to operate normally and improves. The insurance company's HR management is carried out through a training program at the branch office in the form of sharing sessions which have the function of overcoming burnout in the workplace.

In contrast, technical training is arranged by the learning center (LOC) head office, whose job is to develop a curriculum that enables employees to learn. This company carries out marketing efforts by expanding the coverage of membership supported by 325 branch offices throughout Indonesia in 2022 and the existence of an Indonesian Social Security Mobilization company (PERISAI) partner. The company's intellectual capital continues to be developed by implementing technological innovations that support the achievement of operational excellence, as evidenced by online claims for the JHT program until October 2022 of 61.18%, while the use of the JMO application service (Jamsostek Mobile) for JHT claims is 24.51%.

In 2022, this company registered participants 55,379,720 with an active workforce paying contributions of 35,864,017 and active employers of 735,295. The number of working people in August 2022 was 135.3 million, and as many as 55.06 million people (40.69%) worked in formal jobs. Based on these data, the number of participants registered with BPJS Ketenagakerjaan is still low, and company membership is not optimal.

This study aims to propose a Social Security Awareness program to increase BPJS Ketenagakerjaan membership. Using Service Quality (SERVQUAL) to implement customer trust and satisfaction can help this insurance company know customer expectations. According to Panigrahi et al. (2018)., SERVQUAL is a service quality model that determines service excellence based on customer ratings. This theory includes five service quality aspects: tangibility, reliability, responsiveness, empathy, and assurance. Tangibility in the insurance industry is the length of time the insurance industry or its agents are regulated for the convenience that customers enjoy upon entering the office. The client's assessment of the service's tangible components establishes reliability. Responsiveness in the insurance industry is the willingness of insurance company staff to provide timely services. Attention to individual customers by insurance company staff is referred to as empathy, while assurance is the insurance company's ability to increase customer trust. The insurance industry will benefit from confident product purchase intentions and improved customer Service Quality. SERVQUAL is essential to customer satisfaction (Laisak et al., 2021). Developing a marketing plan that emphasizes the key aspects of service quality helps boost client satisfaction. (Amha, 2020).

Method

This study uses a descriptive qualitative data analysis method. According to Hennink et al. (2020), a descriptive qualitative method is a method that uses a detailed examination of one's experience. Data collection during this research was carried out through primary and secondary data. In-depth interviews, observation, and documentation were the methods of data collecting employed in this investigation. Participation and Corporation (KSI) BPJS Ketenagakerjaan was the site of this investigation at Jalan Urip Sumahardjo No. 106, Klitren, Yogyakarta City. In-depth interviews were conducted with several KSI employees, and the observations lasted four months. The data obtained is then documented in audio form, recorded, and made into a written document. Secondary data for this research were obtained from company profiles, websites, books, and BPJS Ketenagakerjaan internal data. The data collected is analyzed with SWOT integration data from companies and researchers, which can then be seen as weaknesses in the company. This weakness is associated with a theory that can be used as a program proposal that BPJS Ketenagakerjaan can run.

Result and Discussion

BPJS Ketenagakerjaan is a legal entity under public law with the responsibility and obligation to provide social protection to all workers in Indonesia. This company was founded in 1947 based on Law No. 33 1947 concerning work accidents. The company segmentation is divided into four segments, namely Paying Employees (PU), Non-Paying Employees (BPU), Building Services (Jakon), and Indonesian Migrant Workers (PMI). Each segmentation has different benefits and uses based on the type of social security program. PU employees work for employers or companies and receive a fixed salary (formal employees paid by the company or business unit). BPU workers independently carry out economic activities to generate income from their actions or business (informal workers). Jakon is an employee who works in the construction industry, and the nature of the work is project-based. PMI are Indonesian workers who work abroad for a particular time.

BPJS Ketenagakerjaan applies differentiated (segmented) marketing targets. Based on the company's target segment data for 2023, the company is targeting participation in villages, sub-districts, RT/RW, and vulnerable workers throughout Indonesia. The company's target for new participants in 2023 is 10 million participants. This insurance company is the only social insurance for workers in Indonesia stipulated by Law Number 40 of 2004. This insurance company has no competitors and has a monopoly on social insurance in Indonesia. This insurance company also offers five social security programs that have different functions.

Table 1 describes the products available at the BPJS Ketenagakerjaan, which fulfill participants' requests regarding their rights to obtain work protection. According to the results of interviews with managers, one of the purposes of this insurance company is to protect all working people. This goal is suitable for rapidly expanding the market through affordable labor pricing in Indonesia.

Table 1. Products in BPJS Ketenagakerjaan and Their Purpose

Product Name (Program)	Purpose
Work Accident Insurance (JKK)	Guarantees in the form of cash or health benefits are obtained by participants who experience work accidents or illnesses related to the work environment.
Death Guarantee (JKM)	Guarantees to ease the burden on the family in the form of funeral expenses, death benefits, periodic compensation, and scholarships for the participants' two children.
Old Age Guarantee (JHT)	Cash guarantee at age 56, permanent disability, death, termination of an employee who has been a member for at least ten years.
Pension Guarantee (JP)	A promise meant to keep participants' living standards respectable if they become permanently disabled or reach retirement age and lose their income.
Job Loss (JKP)	The goal is to ensure that workers maintain a decent standard of living and meet their basic needs for a decent life, even if they lose their jobs through layoffs.

Source: *https://www.bpjsketenagakerjaan.go.id/*, 2023

Table 2. Interview Analysis Results

Questions	Results
Who are BPJS Ketenagakerjaan's competitors?	- Manager: BPJS Ketenagakerjaan competitors do not exist. - Consumer: There are no competitors in providing social security for workers. - Partners: No competitors. It is very different from other insurances because other insurances have grades, while BPJS Ketenagakerjaan protects workers.
Are private insurance companies not competitors of BPJS?	- Private insurance has a selection; for example, health insurance must be checked before registering, while BPJS Ketenagakerjaan is anti-selection. - The purpose of commercial insurance is to make a profit. At the same time, BPJS Ketenagakerjaan organizes social security, cannot be bankrupt, and does not take profit if the deficit is the government's responsibility.
Are consumers satisfied with the programs in BPJS Ketenagakerjaan?	98% are satisfied with SPP because it is easy to use, has fast-response employees, and is not too hard in the sense of being patient; easy to care for customers of various types and problems. Other services such as information center, security, and cleaning are satisfactory.
What are the benefits of the Perisai agent?	Perisai helps disseminate and socialize the BPJS Ketenagakerjaan program not only for formal sector workers such as teachers and agencies but also for the informal sector.

Source: Results of Interviews with KSI Manager, Company Partners, and Consumer, 2023

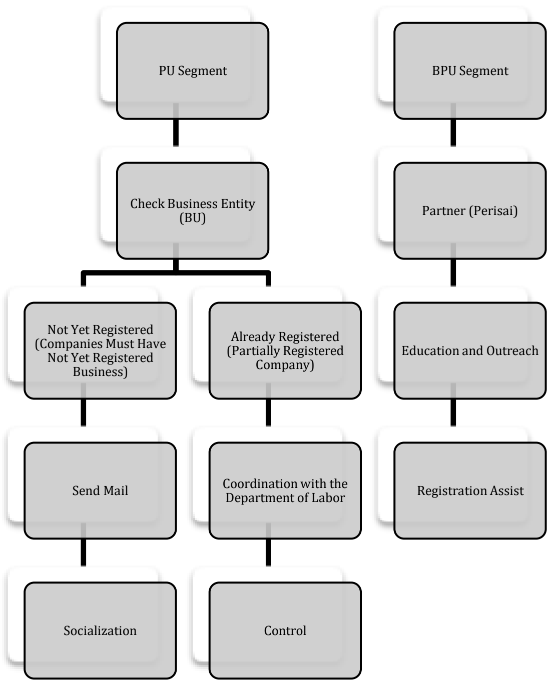
Table 3. List of Prices for Each BPJS Ketenagakerjaan Program

Program name	Price
JKK	This rate is determined based on occupational injury risk and includes 0.24% deficient, 0.54% low, 0.89% moderate, 1.27% high, and 1.74% very high.
JKM	0.3% x Wages received a month
JHT	5.7% x Wages received with a joint venture system 2% workers + 3.7% company
JP	3% x Salary of participants with a joint venture system 2% company + 1% workers
JKP	No charge to participants. The central government pays contributions with a subsidy scheme.

Source: *Kitalulus.com*, 2022

Table 3 shows the contribution amount for each program, and the price has a different calculation. The strategy implemented by this company at a price is the goal of maximum market share, which can be seen from the increasing number of participants and expanding market share. The number of BPJS Ketenagakerjaan members in January 2023 was 55.54 million participants, including 64.37% of the active workforce and 35.26% of the non-active workforce. The promotion strategy used by this company is promotion through outreach and digital promotion with social media that is commonly used by the public. This insurance company implements a promotional mix strategy through personal selling, sales promotions, and billboard advertisements. This company also uses a pull strategy to attract potential customers to participate in marketing efforts and corporate partners (Perisai).

Figure 1. BPJS Ketenagakerjaan Distribution Channels



Source: Results of Interview with KSI Manager BPJS Ketenagakerjaan, 2023

Figure 1 shows the company's marketing distribution channels for the two PU and BPU segments. The distribution marketing mix strategy used is multi-channel. This insurance company reaches various segments by implementing different distribution channels to increase the membership of existing market segments.

The people marketing mix strategy this company uses is the policy of transferring employees every five years, understanding the job descriptions for each position, structured selection, training programs through learning centers (LOC), performance evaluations based on specific indicators, and others. Based on the interviews with BPJS Ketenagakerjaan consumers, participants were satisfied with the service at the company's office, for example, the friendliness of the security guard and office security. This is part of the process marketing mix strategy with the best service procedures and the use of Customer Relationship Management (CRM) which is integrated into the company's information system. The marketing mix strategy for this company's physical evidence is a location that is easily accessible to customers and the availability of brochures and forms that make it easy for participants and potential customers to access important information about the social security programs in this company.

BPJS Ketenagakerjaan employs a differentiation approach whereby the organization consistently seeks to increase the number of participants by enhancing program quality, human resources, services, and others. This was proven in 2022 when the company received an award from the ISSA Guidelines on Communication by Social Security Administrations, an integrated report award from the Australasian Reporting Award (ARA), and an honor from the Asia Sustainability Reporting Rating (ASRRAT) given by the National Centre for Sustainability Reporting (NCSR).

Table 4. SWOT Analysis of BPJS Ketenagakerjaan and Programs

Strength	Weakness	Opportunity	Threat
There are many benefits provided to participants	Workers need to be educated about the importance of employment social security.	Many workers need to be protected by social security.	Socialization from the government needs to include all workers about the urgency of social security for workers.
Prices for each program are affordable for workers and business entities (Price)	Lack of awareness of workers on social security	Development of social media that keeps up with the times so that it becomes a forum for engagement with workers in Indonesia (Promotion)	Long and long queues at certain times at the company office (Process)
Centralized employee training, which is commonly called Learning of Center or LOC (People)	Offline marketing is less than optimal because the workforce does not feel the importance of the BPJS Ketenagakerjaan (Promotion) program	Many company partners are scattered in various locations, making it easier for non-formal sector workers who are potential company participants (Place)	
Ease of access to enterprise applications, namely JMO (Process)	The number of workers who are not covered by the social security program is still high (Product)	Many people want to become Perisai so that these partners can increase company participants (Place)	
The company office is easily accessible by workers and business entities (Physical Evidence)		Distribution of brochures on company targets for 2023 has great potential (Physical Evidence)	

Source: Data Integration of BPJS Ketenagakerjaan and Researchers, 2023

Table 4 shows the collaboration of BPJS Ketenagakerjaan SWOT data and marketing mix analysis from researchers. In the weakness column, the workforce lacks awareness of the importance of using social security programs. Therefore, a program is needed to overcome this weakness. Social Security Awareness is a marketing program that focuses on increasing awareness of potential customers and BPJS Ketenagakerjaan participants who must comply with the provisions of wages deposited, the number of workers reported, and social security programs. This marketing program emerged because of the shortcomings and challenges faced by the company.

Customer satisfaction needs to be evaluated to improve the service quality of insurance companies. If employees' response (responsiveness) is high on complaints or problems experienced by participants, then participant satisfaction will be higher than before. Customer satisfaction results from a subjective evaluation of choices that exceed company expectations and is an important measure of company success that has a significant influence (Assary et al., 2021; Dam & Dam, 2021).

The tangible services of BPJS Ketenagakerjaan include facilities, convenience, facilities, infrastructure, employee performance, and ease of access to companies. Customer satisfaction with service and trust positively influences Word Of Mouth (WOM). Corporate image can significantly influence customer satisfaction, providing a new perspective for businesspeople in maintaining customer satisfaction (Jain et al., 2020; Li, 2020). BPU segment participants who are satisfied with this service will recommend the social security program to other non-formal sector workers. This shows that if the participants are satisfied, they will trust the company so they can spread the company's products to other workers. The corporate image formed from the Social Security Awareness marketing program will satisfy the participants and the belief that using the social security program has many benefits. Marketing managers can adopt standard service procedures to reduce employee uncertainty, provide service training to employees, and ensure a consistent customer experience across channels (Slack et al., 2020). BPJS Ketenagakerjaan has Standard Operating Procedures (SOP) for services for its employees.

Several employee development programs to improve service quality are the Sales Force Productivity Development Program, Examination Officer Technical Development Program, Data Analytics for Knowledge Management Workshop, and others. The company consistently delivers service quality, such as using social media and the JMO application. The five dimensions of SERVQUAL must be considered by insurance companies in their marketing strategy (Limna & Kraiwanit, 2022). BPJS Ketenagakerjaan guarantees services related to LAPAK ASIK complaints (Services without physical contact) can be done online in 5 working days from morning to evening. The head office carries out training to increase empathy for participants.

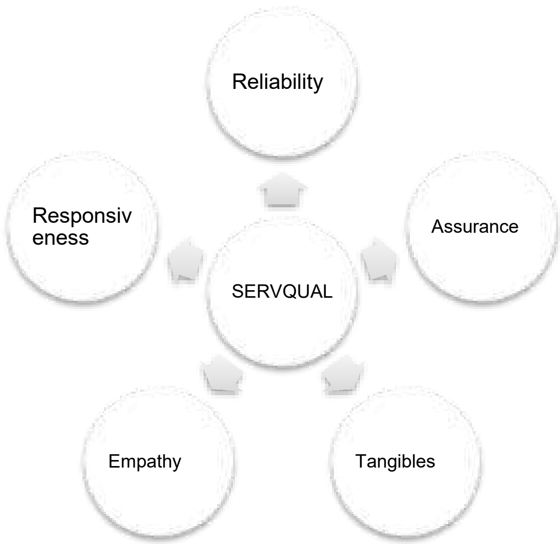
Customers' long-term relationships with insurance companies depend on customer trust (Rehman et al., 2020). Participant confidence can be increased in various ways, such as communication between company supervisors and company Human Resource Development (HRD), outreach through company agents (Shields), monitoring visits by employers or business entities, and direct communication. Factors such as website design, quality of information, security or privacy, quality of service to customers, reasonable prices, and perceived risk influence electronic customer satisfaction, electronic trust, and perceived value (Miao et al., 2022). Some risks that can occur to company participants are the risk of accidents at the work site, accidents on the way, and Occupational Diseases (PAK). Participant trust will increase if the company can bear this risk. Therefore, workers must follow JKK and JKM as a form of self-protection so that the participants will not think of a loss.

Khan et al. (2022) stated that In an unstable market, a company's reputation is greatly influenced by client satisfaction. BPJS Ketenagakerjaan builds management's reputation, among others, through social security program archives per month, company code of ethics, anti-bribery management system, and application of corporate culture, namely the values of trust, excellence, role model, harmony, honesty, caring and enthusiasm. According to Gunawardana (2021), electronic service providers can satisfy and implement strategic plans to improve the quality-of-service company services. Independent workers who use e-services will disseminate this electronic service information to other independent workers to increase the number of company members. This is due to the trust and satisfaction of the participants so that they indirectly participate in spreading social security information to other workers.

Customer trust and satisfaction impact customer retention (Zamry et al., 2020). Maintained participant retention is carried out by BPJS Ketenagakerjaan by taking advantage of collaboration opportunities with the government, B2B, and Shield agencies. Singh & Jasial (2021) states that staff service attitudes and staff competencies are learned as part of customer satisfaction. Staff who assist customers during the transaction process can increase customer confidence in the company's business (Zia et al., 2022). The quality of services this company offers depends on the competence of the company's staff. BPJS Ketenagakerjaan staff can be contacted easily by contact via email or by using the WhatsApp application. The strength of an insurance company lies in the physical aspect and competency in measuring the quality of insurance services. Insurance companies play an important role in human welfare by protecting many people against life risks such as death or uncertain accidents (Basak, 2021; Owusu-Manu, 2021).

Figure 2 explains the SERVQUAL theory, which consists of 5 components: reliability, assurance, tangibles, empathy, and responsiveness. Employees who provide education about social security benefits and programs in the Social Security Awareness marketing program are expected to be able to answer participant questions quickly so that potential participants or potential participants are willing to register for the social security program offered by the company. This marketing program needs to be disseminated online for faster dissemination. This program also encourages participants to pay contributions through massive corporate efforts and campaigns.

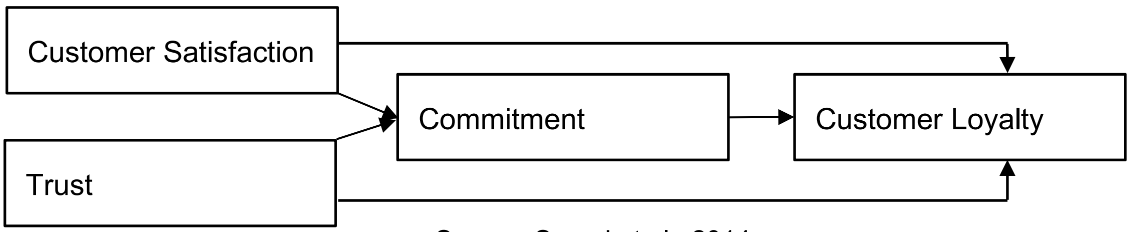
Figure 2. Visual Theory of Service Quality (SERVQUAL)



Souce: *marketingstudyguide.com*, 2023

The Social Security Awareness marketing program that is implemented gives participants and potential customers confidence because this program requires them to think from the point of view of the benefits of social security programs. The behavior of employees who help carry out this marketing program with patience in dealing with participants and their questions will create trust so that potential participants (business entities) of this program are willing to register for the social security program.

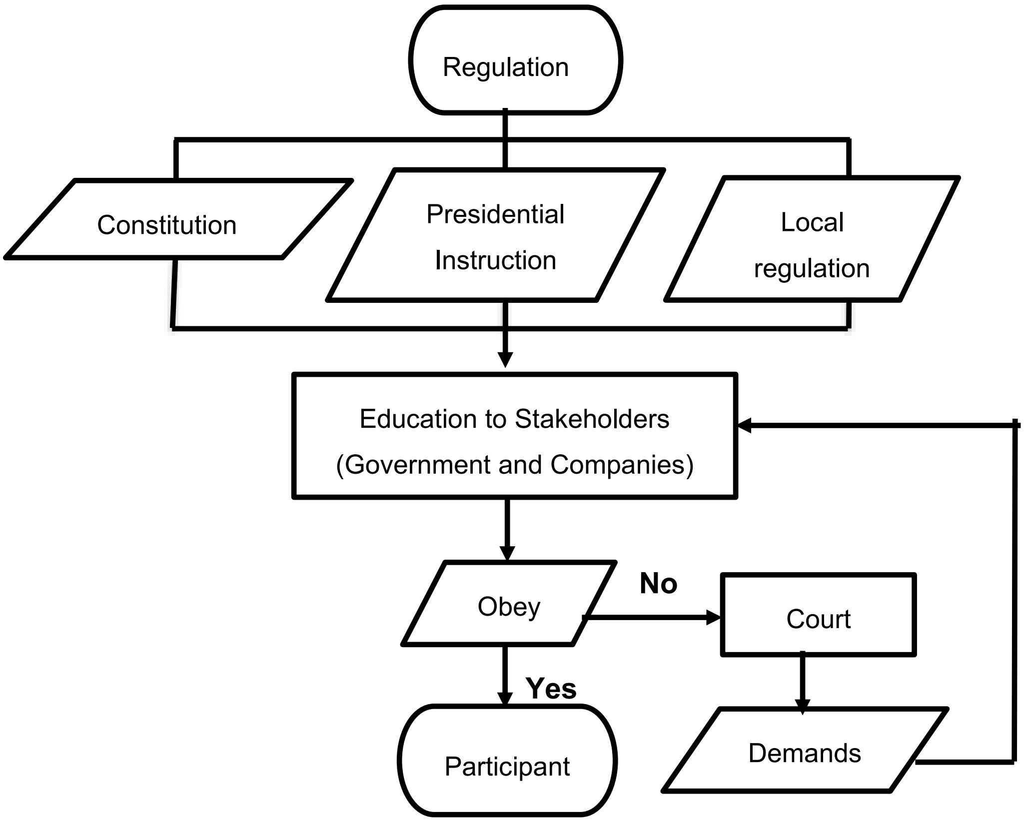
Figure 3. Visual Concepts of Customer Satisfaction and Trust



Source: Saeed et al., 2014

Figure 3 describes how commitment acts as a mediator between customer satisfaction and trust, which affects the loyalty of customers. The Social Security Awareness Program has the advantage of being a simple and flexible process. BPJS Ketenagakerjaan employees who have sent letters to various companies are simply waiting for confirmation from the company to determine when the Social Security Awareness program will be implemented. This marketing program, on the other hand, also has drawbacks. Namely, the awareness level of participants and potential customers may only be high at the beginning after the program is implemented. Suppose the insurance company's employees do not monitor participants who want to register or monitor companies not following wages, labor, and programs. In that case, participants and potential customers cannot become company participants. Therefore, employees of this company need to understand and recognize the business entity that will be implemented by the Social Security Awareness marketing program so that employees can take appropriate actions before, during, or after the Social Security Awareness program activities are implemented.

Flowchart 1. BPJS Ketenagakerjaan Management Ways to Run the Social Security Awareness Marketing Program



Source: Yumi, 2023

Flowchart 1 explains how management implements the Social Security Awareness marketing program. A brief explanation of the BPJS Ketenagakerjaan rules includes laws, presidential instructions, and regional regulations. Employees will then educate both government and private stakeholders. This education includes social security programs, benefits, contributions, and worker registration. If these stakeholders comply, they will become participants, but if they do not, they will deal with the court and get sued. If the demands have been completed, the company will re-educate these stakeholders. Employees in the Social Security Awareness program explain program education and benefits. Increasing benefits and improving services are carried out through cooperation in the form of Home Ownership Loans (KPR), Home Renovation Loans (PRP), Home Ownership Loans (PUMP), and House Financing Arrangements or Builder Loans (FP/KK).

Employees who have conducted education must answer, 'Have participants increased? Optimal services are implemented by BPJS Ketenagakerjaan through customer gathering, using the JMO application, and Additional Service Benefits (MLT). Customer gathering is an activity carried out by this company to gather business entities or company participants, for example, the PU segment, to carry out outbound activities aimed at participant engagement. MLT is an additional benefit for participants in the form of property credit facilities. Friendly, responsive, and uncomplicated service treatment will create testimonials from participants. Testimonials can be given as reviews on the Play Store or App Store, which will then accommodate participant satisfaction in the excellent service index. The excellent service index is an assessment of participant satisfaction in the form of scoring the tools available at the main door of the company office. If the service satisfies the participants, then the concept of satisfaction in the SERVQUAL theory is achieved. However, if there are participants who are not satisfied, the company management needs to evaluate the services provided to the company's participants. According to Marsasi & Yuanita (2023), compatibility between brand image and customer self-concept can produce beneficial behaviors such as customer trust in brands and customer loyalty. Trust is an element that influences customer behavioral intentions. The attitude of BPJS Ketenagakerjaan employees towards company participants who are kind, friendly, and patient will increase consumer confidence in continuing to use social security for workers (Arfansyah & Marsasi, 2023).

Table 5. Implementation of the Social Security Awareness Marketing Program

Aspect	Information
Objective	1. The long-term goal is for workers participating in the BPJS Ketenagakerjaan program to be willing to pay contributions to their social security program. 2. The short-term goal is to increase the awareness of non-compliant workers and BPJS Ketenagakerjaan participants to use the social security program.
Time Period	Six months
Person responsible	Head of Corporate and Institutional Participation (KSI)
Activities	1. Explanation of BPJS Ketenagakerjaan Law regulations, Presidential policies, and regional regulations. a. Republic of Indonesia Job Creation Law No. 11/2020, the National Social Security System (Law No. 40/2004), and the Social Security Implementation (RI Law No. 24/2011). b. Presidential Regulation No. 25 of 2020 is the Presidential Policy concerning BPJS Management, Presidential Decree No. 7 of 2019 (PAH) concerning Occupational Diseases, and Presidential Decree No. 108 of 2013 concerning the Form and Content of Social Security. Program Management Report and Presidential Decree Number 109 of 2013 concerning Social Security Program Participation.

	c. Government Regulation Number 86 of 2013 addresses the processes for applying administrative sanctions against all employers, employees, and other receivers of social security contributions in the administration of social security, as well as against employers who are not government administrators. Regulation No. 55 of 2015 governs the administration of the Employment Social Security Fund by the government. 2. Education for stakeholders (government and companies). a. Video demonstration of the employment social security program. b. Explanation regarding the differences between BPJS Employment products and BPJS Health products. c. Simulation of activities that explain the benefits of the Social Security program to employees. d. Provision of payment mechanisms for social security programs and employee registration instructions. e. Explanation of SOP to become BPJS Ketenagakerjaan participant. 3. If stakeholders comply, they will become participants; otherwise, if stakeholders do not comply, they will have to deal with the court. 4. Stakeholders will receive demands and deal with the courts. This section will involve wasrik officers (employees of the supervision and inspection section). a. Written warnings, fines, and formal sanctions are examples of administrative sanctions. b. Criminal sanctions of imprisonment and a fine of a large amount of money.
Target	1. Target participants are business entities/companies and the government 2. The target is 1,000 workers for one BPJS Ketenagakerjaan company office.
Output	Business entities/companies and the government become compliant participants of BPJS Ketenagakerjaan, including: a. Pay social security program contributions. b. Comply with registering the number of workers. b. c. Obey the registration of labor wages.

Source: Data Integration of BPJS Ketenagakerjaan and Researchers, 2023

Table 5 describes the visualization of the Social Security Awareness marketing program. The long-term and short-term goals of this program demonstrate its purpose. The goal of the marketing campaign for Social Security Awareness is to create an enlightened workforce that is aware, understands, and uses the employment social security program sustainably. The mission of this marketing program is to actively seek activities in companies or business entities and agencies (government) by educating the workforce regarding labor social security and rules.

Conclusion

Social Security Awareness is a marketing program focusing on increasing awareness of potential customers and BPJS Ketenagakerjaan participants who must comply with wages, social security programs, and workers. The program's methodology is founded on service quality theory and incorporates the ideas of customer satisfaction and trust. Participants' trust is maintained through the advantages and education of the program. This education is carried out by increasing the benefits and services that increase the number of company participants. This company can implement customer satisfaction through service optimization with customer gathering efforts, the JMO application, and Additional Service Benefits (MLT). Satisfaction of company participants can be measured using the Excellent Service Index in the form of scoring, which tools are available at the office's main door. The proposed Social Security Awareness marketing program is based on lecture material that can be accounted for by researchers. Academics conducting further research can compare the marketing programs implemented by BPJS Ketenagakerjaan with other theories, such as the Kano model theory, which emphasizes the six attributes of customer needs. Suggestions that researchers can give in the field of Corporate and Institutional Membership (KSI) BPJS Ketenagakerjaan include:

1. Marketing by socialization, especially online socialization using video conferencing applications, is considered less effective due to limited communication and time between company participants and employees. BPJS Ketenagakerjaan needs to plan a marketing mix strategy attractive to consumers and show employees that 'it is not just giving up socialization.' Therefore, the Social Security Awareness marketing program can solve the ineffectiveness of online methods.
2. The Social Security Awareness Program is implemented offline so that face-to-face interactions are created between the participants of this marketing program and BPJS Ketenagakerjaan employees. It is anticipated that the business will implement service quality using the concepts of trust and customer satisfaction with optimal efforts to overcome the deficiencies and challenges faced by the company. The party responsible for implementing this program is the head of the Corporate and Institutional participation sector (KSI), targeting business entities or companies and the government. This program's results are workers who participate in BPJS Employment and comply with wage regulations, worker reporting, and social security.

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MSMEs INTEREST IN THE USE OF SHARIA E-PAYMENT: EXPANDED IMPLEMENTATION OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

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ABSTRACT

Advances in technology and information encourage the development of payment methods using electronic devices (e-payment) to exchange goods and services without needing cash. This study examines the factors that influence the interest of MSMEs in Malang City, especially in the culinary field, in using Sharia e-payments by expanding the TAM model. This type of research is descriptive quantitative. The survey used a structural equation model (SEM) with the Amos software test tool (Versi 26). One hundred twenty-five respondents were collected as a test. The results show that PS has an insignificant effect on PU and PEOU. PEOU influences PU. PFC has a significant negative effect on Islamic e-payment IU. PU has no significant effect on the IU of Sharia e-payments. Meanwhile, PEOU influences IU Sharia e-payments.

Keywords: *TAM Model, Perceived Security, Perceived Financial Cost, Sharia E-payment*

ABSTRACT

Kemajuan teknologi dan informasi mendorong berkembangnya metode pembayaran dengan menggunakan alat elektronik (e-payment) sehingga pertukaran barang dan jasa dapat digunakan tanpa membutuhkan uang tunai. Penelitian ini bertujuan untuk mengkaji faktor yang mempengaruhi minat UMKM di Kota Malang khususnya bidang kuliner dalam menggunakan e-payment syariah dengan memperluas model TAM. Jenis penelitian ini kuantitatif deskriptif. Survei dilakukan dengan model persamaan struktural (SEM) dengan alat uji software Amos (V.26). Sebanyak 125 responden dikumpulkan sebagai uji. Hasil menunjukkan jika PS memiliki pengaruh yang tidak signifikan pada PU dan PEOU. PEOU memiliki pengaruh pada PU. PFC memiliki pengaruh negatif signifikan pada IU e-payment syariah. PU memiliki pengaruh tidak signifikan pada IU e-payment syariah. Sedangkan, PEOU memiliki pengaruh pada IU e-payment syariah.

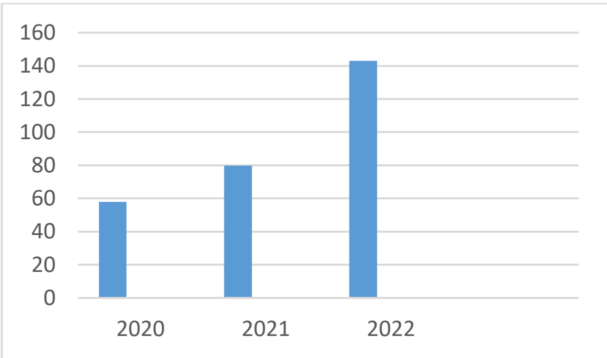
Keywords: TAM Model, Perceived Security, Perceived Cost, Sharia E-payment

Introduction

Advances in technology and information encourage the development of payment methods using electronic devices (e-payment) to exchange goods and services without needing cash (Garrouch, 2022). The use of technology in the financial sector is commonly known as financial technology (fintech), which has become a trend in recent times (Nguyen et al., 2021). Fintech facilitates transactions, one of which is in the payment system (Majid, 2021). E-payment provides many benefits for organizations, governments, and the economy. It is considered that the transaction costs used are quite low for banks and can provide e-commerce facilities to increase trade at the national and international levels (Yaokumah, 2018).

The total value of payment transactions using electronic money in Indonesia continues to increase. This can be shown in the graph reported by Bank Indonesia, as follows:

Figure 1. Value of Electronic Money Transactions 2020 - 2022



Source: Bank Indonesia, 2023

Meanwhile, electronic money transactions reached 1.39 billion times in December 2022. Compared to the previous year, the volume of electronic money transactions was 887.93 million times, an increase of up to 56.54%. Based on the Populix survey results, e-wallets and m-banking are the two financial applications most widely used by all adults in Indonesia.

The growing use of e-payment certainly increases people's desire to use it. Micro, Small, and Medium Enterprises (MSMEs) are no exception; which has a role as the backbone of the economy in promoting the development and growth of the country's economy (Hasyim et al., 2022). Based on the East Java Provincial Government records, employment by MSMEs has reached 97% throughout East Java. Also, the contribution to the Gross Domestic Product (GDP) by MSMEs in East Java is quite large, reaching 57.25% from 2021 to 2022. With the high role of MSMEs in the country's economy, the government is encouraging MSME actors in transactions using digital transformation. Apart from being supported by most of the Muslim population, Indonesia has a fairly extensive Sharia economic ecosystem. Thus, the potential for using e-payments is so large that it encourages people to fulfill their transaction needs using Sharia-based e-payments. The presence of Sharia e-payments is a momentum that opens up great potential for new alternative financing by Sharia principles aimed at increasing transactions (Majid, 2021).

This research was conducted on MSME actors in the Malang City area. This is because Malang is considered a tourist city, a culinary city, and a city of education. Malang City is one of Indonesia's cities with many MSMEs consisting of various business sectors such as crafts, services, processed food, convection, and others that have superior quality and are ready to compete locally and internationally (MalangTimes, 2021). The culinary business is ranked highest based on data from the Office of Cooperatives, Industry, and Trade of Malang City. Culinary-based MSMEs in Malang City are likely to increase economic growth in Malang City and increase the number of tourist visits to Malang City.

The use of sharia e-payment is inseparable from the attitude of acceptance of its users. The theory developed by Fred Davis et al. (1989), namely the Technology Acceptance Model (TAM), is one the theories as an initial effort to apply attitudes in the acceptance and use of technology systems by users (Sarmah et al., 2020). The TAM model has been widely used in several previous studies and is considered a theoretically strong model for identifying intentions to use technology systems (Nunes et al., 2018). The main indicator of intention to use (IU) includes perceived ease of use (PEOU) and perceived usefulness (PU). Various kinds of research have been done to explain consumer intentions when using various technology systems, including e-payment, e-money, e-wallet, m-wallet, e-learning, and other technology systems.

In addition to the factors in the TAM model, to strengthen the model further, it is suggested to add several additional variables to test the suitability of the TAM model (Karim et al., 2020). This study used additional external variables, namely perceived financial cost and perceived security. The perceived financial cost is the financial cost that is felt in using the system (Mulyani & Nugraha, 2022). Research by Lutfi et al., (2021); Nirmawan & Astiwardhani, (2021) states that perceived financial cost positively and significantly impacts the interest in using the system. Whereas, Al-Saedi et al., (2020); Twum et al., (2022) state that perceived financial costs negatively and significantly impact interest in using the system. In contrast to research, Makanyeza & Muthambayashata, (2018); Sindhu Singh, (2018); Mulyani & Nugraha, (2022); not significant on interest in using the system.

Perceived security is interpreted by the assumption that someone related to the use of a system that person will feel safe (Chawla & Joshi, 2019). Research by Kumar et al., (2018); Chawla & Joshi (2019); Alshurideh et al., (2021); Marianus & Ali, (2021) mentioned that high-security perceptions can affect interest in using the system. Different from Lim et al., (2018); Nguyen et al., (2021); Nisa & Solekah, (2022) do not affect interest in using the system.

Based on the above phenomena, this research expands on the TAM model, used as an update from previous studies using perceived security and perceived financial cost. This study aims to identify factors that can influence the interest of MSMEs in Malang City in the culinary business sector in the use of sharia e-payments which are described in the following conceptual framework:

H1: Perceived security has a significant effect on perceived usefulness.

H2: Perceived security has a significant effect on perceived ease of use.

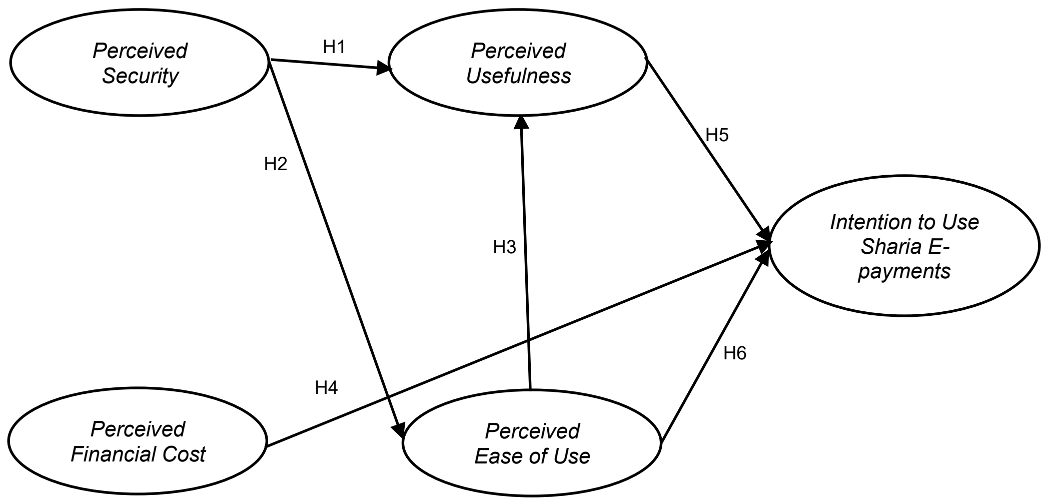
H3: Perceived ease of use has a significant effect on perceived usefulness.

H4: Perceived financial cost does not significantly affect interest in using Sharia e-payments.

H5: Perceived usefulness significantly affects the intention to use sharia e-payments.

H6: Perceived ease of use significantly affects interest in using Sharia e-payments.

Figure 2. Conceptual Framework



Method

Based on the concept of the research conducted, this study uses a descriptive quantitative research type with the variables used including perceived security (PS), perceived financial cost (PFC), perceived usefulness (PU), perceived ease of use (PEOU), and intention to use (IU) sharia e-payment.

This study uses primary data types obtained through answers from the results of distributing questionnaires to MSME culinary business owners in Malang City who use Sharia e-payments. This research questionnaire was distributed online with the help of Google Forms by measuring scores using a Likert scale from point 1 = Strongly Disagree to point 5 =

Strongly Agree. Data analysis was measured using a structural equation model (SEM) with the Amos software data processing tool (v. 26).

The data used in this study consisted of 125 samples obtained through the Hair et al. formula with 25 indicators multiplied by five. This formula is used because the total population of MSME users who use Sharia e-payments has yet to be discovered. The criteria for determining the research sample used snowballing sampling, with the following criteria:

1. Owner/Top Management of MSME owners in the culinary business sector in Malang City.
2. Have made transactions using Sharia e-payments such as LinkAja Syariah, Jago Syariah, BSI Syariah, and other Sharia payments with a minimum of 1x in a business transaction.

Results and Discussion

Characteristics of Respondents

The following is a description of the identity of the 125 respondents presented in the research table:

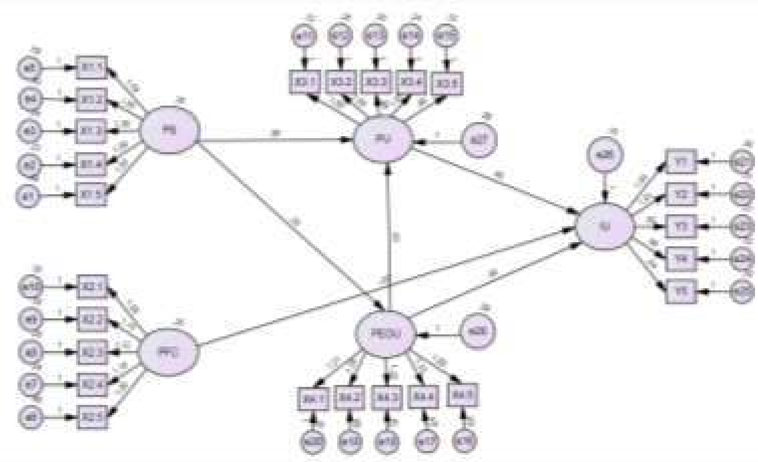
Table 1. Characteristics of Respondents

Characteristics	Category	Frequency (%)
Gender	Man	29%
	Woman	71%
Age	≤ 20	0%
	20 – 30	51%
	31–40	34%
	≥ 40	15%
Business Location	Blimbing	11%
	Kedungkandang	16%
	Klojen	26%
	Lowokwaru	38%
	Sukun	9%

Source: Data processed by researchers, 2023

Measurement Model

Figure 3. Measurement Model



Based on data testing through a series of convergent validity, discriminant validity, and reliability tests. The test results show that the items we use are valid because the validity test value, measured by the loading factor value, is considered good enough to reach a value of > 0.5. The average variance extracted (AVE) value is > 0.5. The AVE test for the discriminant validity test is shown in Table 4, which shows that discriminant validity can be achieved. Meanwhile, it is considered reliable because the reliability test value, measured by the construct reliability value, produces a value of > 0.7 (Hair et al., 2010). The test results in this study are to the requirements.

Model Accuracy Test

According to Hair et al. (2019), using 4-5 Goodness of Fit that meets the requirements is sufficient to assess the feasibility of a model. Based on these results, four evaluation results show a good fit model, including CMIN/DF, RMSEA, TLI, and CFI.

Structural Model Test: Path Analysis

The structural model test is measured by the R-Square value indicating strong, moderate, and weak if the resulting values are 0.75, 0.50, and 0.25, respectively, and the path coefficient with a value > 0 produces a relationship in a positive direction and vice versa (Ghozali & Latan, 2015).

Table 2. R-Square

Variable	R-Square
IU E-payment Sharia	0.517
PU	0.412
PEOU	0.560

Source: Amos Output, 2023

Based on table 6 shows the value of R-square Intention to Use Sharia E-payment 52%, Perceived Usefulness 41%, and Perceived Ease of Use 56%, so this value is said to be quite successful. The research model variables can explain it. Meanwhile, the rest is influenced by other factors.

Table 3. Hypothesis Testing

hypothesis	Research variable	B	SE	CR	P	Results
H1	PS – PU	0.064	0.066	0.971	0.331	Not significant
H2	PS – PEOU	0.284	0.066	4,281	0.778	Not significant
H3	PEOU – PU	0.934	0.195	4,784	0.000	Significant
H4	PFC – IU	-0.025	0.089	-0.281	0.000	Significant
H5	PU – IU	0.401	0.233	1,722	0.085	Not significant
H6	PEOU – IU	0.975	0.315	3,096	0.002	Significant

*) Significance level 0.05
Source: Amos Output, 2023.

Discussion

The effect of perceived security on perceived usefulness

Based on research data processing, H1 shows a probability value of 0.331 > 0.05 from an estimated value of 0.064. From the results of these values, it is concluded that the variable perceived security has no significant effect on perceived usefulness. Based on the results of research observations, SMEs feel they do not trust that the system used is safe, and there is a possibility of losing the money saved, so users feel they are not getting the benefits of using the system.

Individuals will only use Sharia e-payment services when they feel it is safe to use in financial transactions (Oliveira et al., 2016). The research described by Trivedi & Yadav, (2020), security in the system is necessary to benefit. Therefore, security is a particularly important factor. Seeing that the current era is very vulnerable to crimes in the use of technology, such as misuse of one's or another's data.

Other research is supported by (Nguyen et al., 2021). Customers are very aware that the importance of information security is a factor that reflects the usefulness of the service. This study shows that perceived security does not affect perceived usefulness, indicating that the more customers pay attention to information security, the less they pay attention to continuing to use the service.

The effect of perceived security on perceived ease of use

Based on the processing of H2 research data, it shows a probability value of 0.778 > 0.05 from an estimated value of 0.284. From the results of these values, it is concluded that the perceived security variable has no significant effect on perceived ease of use. Based on the research observations, MSME actors feel less confident that the system used is safe, and there is a possibility of losing the money saved, so users feel doubtful about accessing e-payments, so they do not feel the convenience of using Sharia e-payments.

Suppose e-payment without security features can lead to insecure access to personal information and opportunities for crimes in cyberspace to increase (Karim et al., 2020). The security aspect is the mechanism used to ensure that Sharia e-payment technology can be trusted when making financial transactions. Digital services are more difficult to evaluate, so consumers feel this technology has a greater risk.

The results of this study are consistent with the research described by (Yoebrilianti et al., 2022). Lack of trust and risks in using the system caused by breaches or misuse of data will become obstacles for users to use. If using system services requires much effort to be expended by potential users, then individuals tend to refrain from using them (Johnson et al., 2018). That way, the security of using Sharia e-payments can attract users and become an obstacle when users find the technology difficult.

The effect of perceived ease of use on perceived usefulness.

Based on the processing of H3 research data, it shows a probability value of 0.000 <0.05 from an estimated value of 0.934. From these results, it was concluded that the variable perceived ease of use influences perceived usefulness. Based on the research observations, MSMEs feel that Sharia e-payments are flexible in using transactions and can be controlled easily so that users feel they get benefits and can increase the efficiency of transactions obtained on the system.

The results of this study are consistent with the research described by Chawla & Joshi, (2019) mentioned that in addition to the benefits in use, the application of technological systems is also influenced by convenience. The TAM model reveals that the ease of service primarily influences customers related to system usability. Other research that predicts the behavior of e-money users in Indonesia by Aji et al., (2020) shows that perceived ease of use influences perceived usefulness. The study explained that even though the user has received perceived ease in using the system, he will also get the perceived benefits.

The TAM model reveals that the ease of service primarily influences customers related to system usability. Further research in the context of M-learning, conducted by Al-emran et al., (2020), indicates that perceived ease influences perceived usefulness. Other research is supported by Karim et al., (2020) research among young students in Malaysia using e-wallets for payments and research by Alshurideh et al., (2021) on user e-payment in the Arab Emirates.

The effect of perceived financial cost on the intention to use sharia e-payment

Based on the processing of H4 research data, it shows a probability value of 0.000 <0.05 from the estimated value of -0.025. From the results of these values, it is concluded that perceived financial cost significantly negatively affects the intention to use Sharia e-payments. Based on the results of research observations, MSME players feel that the cost of activating Sharia e-payments is high, so the interest of MSME players in using Sharia e-payments decreases.

Research by Makanyeza & Muthambayashata, (2018) mentioned that cost is a major barrier to using the system. The results of this study are consistent with the research described by Al-Saedi et al., (2020), who disclose that device costs and internet costs increase, and user intent will decrease. Thus, service providers must focus on system development so that it can run well and can be easily understood by users.

Other research is supported by (Twum et al., 2022). In this study, the perceived cost in the context of e-payment is related to the costs incurred by someone in using the payment system. In using system services, the user will need additional costs such as activation fees, usage fees, internet fees, and other costs to determine interest in using them.

The effect of perceived usefulness on the intention to use sharia e-payment

Based on research data processing, H5 shows a probability value of 0.085 > 0.05 from an estimated value of 0.401. From the results of these values, it is concluded that perceived usefulness has an insignificant effect on the intention to use Sharia e-payment. Based on the research observations, MSME players feel that using Sharia e-payments does not accelerate and improve the quality of transactions, so the interest of MSME players to use Sharia e-payments decreases.

This study explains the perceived usefulness factors that impact the interest in using e-wallets for payment transactions. This is determined by the extent to which perceived usefulness is believed that using the system will lead to increased performance. Research by Aji et al., (2020) states that even if customers have a bad experience using technology, they will still accept it if it is deemed useful. Based on these results, it is defined that a person's belief in the purpose of using technology can increase productivity and performance.

The results of this study are consistent with the research described by Ariffin & Lim, (2020) revealed that m-payments cannot improve the job performance of young professionals in Malaysia. Nisa & Solekah, (2022) shows that perceived usefulness has no impact on the interest in using e-wallets by the people. This shows that users of electronic payment systems have no perceived benefits.

Effect of perceived ease of use on intention to use sharia e-payment

Based on research data processing, H6 shows a probability value of 0.002 <0.05 from an estimated value of 0.975. The results of these values conclude that perceived ease of use influences the intention to use Sharia e-payments. Based on the research observations, MSME actors feel that using sharia e-payment is very flexible when used to make transactions and can be controlled easily according to wishes. Hence, it influences the interest of MSME actors to use it.

The results of this study are consistent with the research described by Kumar et al., (2018) explained that users will feel comfortable with the easy use of the system, so they have a high interest in using it. Confirming the results of previous research by Chawla & Joshi, (2019) conducted research for m-wallet system users in India that convenience influences interest. Individuals will consider whether or not it is easy to use technology before deciding to use it after considering the benefits aspects (Ikhsan & Sunaryo, 2020).

Furthermore, research conducted by Al-emran et al., (2020) revealed if the user's behavioral intention to use a technology system will increase if they realize that the system used is easy. Thus, the ease of using sharia e-payments can be an attraction for users and can become an obstacle when users find the technology difficult.

Conclusion

Based on the research analysis results, perceived security has an insignificant effect on perceived usefulness and ease of use. Perceived ease of use influences perceived usefulness. The perceived financial cost significantly negatively affects the intention to use Sharia e-payments. Perceived usefulness has no significant effect on the intention to use Sharia e-payment. Meanwhile, perceived ease of use has an influence on the intention to use sharia e-payments.

Based on the results of this study, it is expected that Sharia e-payment service providers can increase user interest so that they pay more attention to the ease of use of the application, and the costs incurred are expected to follow the benefits provided. Meanwhile, future researchers are expected to be more specific regarding sharia e-payments that will be studied and to be able to develop broader research to find out the factors that influence user interest.

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Table

Table 4. Average Variance Extracted (AVE)

Variable	AVE
Perceived Security	0.506
Perceived Financial Cost	0.556
Perceived Usefulness	0.574
Perceived Ease of Use	0.537
Intention to Use Sharia E-Payment	0.590

Source: Amos Output, 2023

Table 5. Goodness of Fit Index

Index	Cutoff Value	Results	Evaluation
Chi-Square	As small as possible	161,246	Marginal Fit
probability	>0.05	0.021	Unwell
CMIN/DF	< 2.00	1,723	Good Fit
RMSEA	< 0.08	0.072	Good Fit
GFI	>0.90	0.766	Marginal Fit
AGFI	>0.90	0.835	Marginal Fit
TLI	>0.95	0.962	Good Fit
CFI	>0.95	0.982	Good Fit

Source: Amos Output, 2023

Table 6. Loading Factor

	Estimates
X1.5 <--- X1	,655
X1.4 <--- X1	,756
X1.3 <--- X1	,650
X1.2 <--- X1	,836
X1.1 <--- X1	,781
X2.5 <--- X2	,551
X2.4 <--- X2	,730
X2.3 <--- X2	,698
X2.2 <--- X2	,641
X2.1 <--- X2	,603
X3.1 <--- X3	,609
X3.2 <--- X3	,663
X3.3 <--- X3	,604
X3.4 <--- X3	,668
X3.5 <--- X3	,563

			Estimates
X4.5	<---	X4	,529
X4.4	<---	X4	,695
X4.3	<---	X4	,643
X4.2	<---	X4	,584
X4.1	<---	X4	,571
Y1	<---	Y	,726
Y2	<---	Y	,733
Y3	<---	Y	,574
Y4	<---	Y	,563
Y5	<---	Y	,667

Source: Amos Output, 2023

Table 7. Variable Operational Definition

Variable	Items	Statement
Perceived Security Chawla & Joshi, (2019); Nguyen et al., (2021)	X1.1	Business owners believe that the Sharia e-payment used is very safe.
	X1.2	Business owners believe that Sharia e-payment services are safer than traditional payments (cash and credit cards).
	X1.3	Business owners believe the probability of losing money saved on Islamic e-payments is low.
	X1.4	Business owners believe that the Sharia e-payment application is regularly maintained and repaired.
	X1.5	Business owners are confident about making payments through Sharia e-payment.
Perceived Financial Cost Al-Saedi et al., (2020); Nirmawan & Astiwardhani, (2021)	X2.1	The cost of activating Sharia e-payment is not expensive.
	X2.2	Business owners do not have financial constraints to use Sharia e-payments.
	X2.3	E-payments Sharia is easy to use, so it does not cost much.
	X2.4	Fees charged for using Sharia e-payment are by the benefits provided.

	X2.5	The cost of using Sharia e-payment is more affordable than other systems.
Perceived Usefulness Chawla & Joshi, (2019); Winarno et al., (2021)	X3.1	Speed up transactions
	X3.2	Increase transaction efficiency.
	X3.3	Simplify payment transactions.
	X3.4	Improve the quality of transactions.
	X3.5	Beneficial.
Perceived Ease of Use Chawla & Joshi, (2019); Winarno et al., (2021)	X4.1	Easy to learn.
	X4.2	Clear and understandable.
	X4.3	It can be controlled easily.
	X4.4	Flexible.
	X4.5	Easy to use
Intention to Use E-payment Sharia Sindhu Singh, (2018); Chawla & Joshi, (2019); Nguyen et al., (2021)	Y1	Business owners always use Sharia e-payment.
	Y2	Business owners often use Sharia e-payment in the near future.
	Y3	Business owners will recommend Sharia e-payments to others.
	Y4	Business owners are increasing their use of Islamic e-payments in the future.
	Y5	Intention to continue using Sharia e-payment compared to other alternatives.

Source: Processed by Researchers, 2023

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UJI KOMPARASI EFEKTIVITAS MEREK PADA PRODUK MIE INSTAN (Studi Kasus: Pop Mie dengan Mie Sedaap)

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ABSTRACT

In terms of meeting their food needs, people tend to choose to consume fast and fast food to eat one of the alternative types, for example, the 'Cup' instant noodle product. This research looks at the effectiveness of Brand Communication which is focused on the Instant Noodle Cup brand Pop Mie and also Mie Sedaap Cup with a comparative study using the Customer Response Index (CRI) method. This research is a type of comparative study that compares two objects and is carried out by analysis using a quantitative approach. The research population is the people in Cakung District, East Jakarta who consume Pop Mie and Sedaap Cup products with a final sample of 100 respondents using the probability sampling technique and slovin's calculation formula. Data analysis used a statistical approach with the CRI method which was developed from the stages of a structured approach. The results showed that the communication effectiveness of the Instant Cup Pop Mie Noodles brand was quite effective because the CRI value was 44 percent greater than the total missing response at each CRI stage. This condition is better than brand communication on Mie Sedaap with a CRI value of 43 percent even though the effectiveness of brand communication is not much different from Pop Mie but there is a significant loss of response at the interest stage of 23 percent so it can affect purchasing actions.

Keywords: *Customer Response Index, Interest, Brand Communication*

ABSTRAK

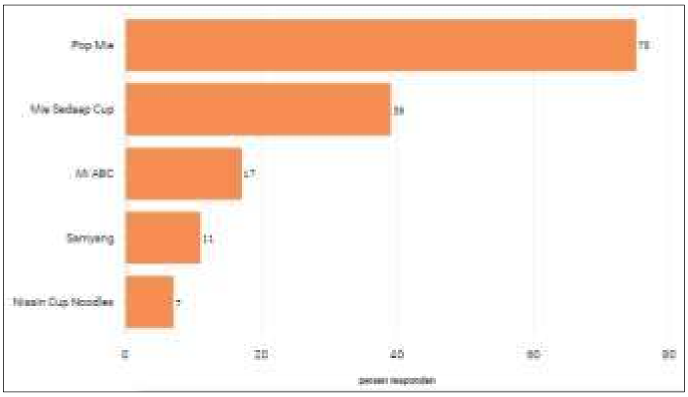
Dalam hal pemenuhan kebutuhan pangannya, masyarakat cenderung memilih untuk mengkonsumsi makanan cepat saji dan makanan cepat saji salah satu alternatifnya, misalnya produk mie instan 'Cup'. Penelitian ini melihat efektivitas Brand Communication yang difokuskan pada merek Mie Instan Cup Pop Mie dan juga Mie Sedaap Cup dengan studi banding menggunakan metode *Customer Response Index* (CRI). Penelitian ini merupakan jenis penelitian komparatif yang membandingkan dua objek dan dilakukan dengan analisis menggunakan pendekatan kuantitatif. Populasi penelitian adalah masyarakat di Kecamatan Cakung Jakarta Timur yang mengkonsumsi produk Pop Mie dan Sedaap Cup dengan sampel akhir sebanyak 100 responden dengan menggunakan teknik *probability sampling* dan rumus perhitungan slovin'. Analisis data menggunakan pendekatan statistik dengan metode CRI yang dikembangkan dari tahapan pendekatan terstruktur. Hasil penelitian menunjukkan bahwa efektivitas komunikasi merek Mie Pop Mie Cup Instan cukup efektif karena nilai CRI lebih besar 44 persen dari total *missing response* pada setiap tahapan CRI. Kondisi ini lebih baik dari *brand communication* pada Mie Sedaap dengan nilai CRI sebesar 43 persen walaupun efektivitas brand communication tidak jauh berbeda dengan Pop Mie namun terdapat *missing response* yang signifikan pada tahap *interest* sebesar 23 persen sehingga dapat mempengaruhi tindakan pembelian.

Kata Kunci: *Customer Response Index*, *Interest*, Komunikasi Merek.

Pendahuluan

Berbagai perkembangan teknologi dalam usaha industri pengolahan dan berbagai produk pangan untuk memenuhi kebutuhan pokok. Makanan pengganti mulai bermunculan, memiliki kebutuhan pangan yang besar di Indonesia yang menjadi negara dengan jumlah penduduk terbanyak ketiga di dunia dalam mencapai target konsumsi masyarakatnya (Humas BULOG, 2014). Di samping itu, dunia teknologi informasi yang berkembang dengan sangat pesat sejak pada awal abad 20 dengan media *internet* berbasis *wide world web* (www) (Saragih & Husain, 2012). Dalam hal memenuhi kebutuhan pangannya masyarakat cenderung untuk memilih dalam mengkonsumsi makanan yang cepat saji dan cepat untuk di santap salah satu jenis alternatifnya, misalnya produk mie instan 'Cup'. Sehubungan dengan banyaknya jumlah penduduk yang ada dan pesatnya perkembangan media basis *online* tersebut sebagai pasar barang dan jasa yang bagi masyarakat Indonesia dan sangat potensial bagi perusahaan. Strategi perusahaan yang diterapkan dalam merebut pasar dan bersaingh hingga dapat mempengaruhi konsumen sehingga dapat mempengaruhi perilaku konsumen terhadap suatu produk (Fikriyah, 2020). Strategi yang dipilih dapat menggunakan media baik secara *online* maupun *offline*.

Gambar 1 Konsumsi Mie Instan Cup di Indonesia



Sumber: Jakpat → databoks.co.id, 2022

Berdasarkan gambar 1 di atas, atas konsumsi mie instan cup pada masing-masing produk di tahun 2022 tahun semakin meningkat. Peringkat pertama diduduki oleh mie instan cup merek Pop Mie dengan 75 persen, disusul dengan mie Sedaap Cup 39 persen pada peringkat kedua, mie ABC sebanyak 17 persen pada peringkat ketiga, dan mie Samyang 11 persen pada peringkat keempat, sedangkan peringkat terakhir diisi oleh mie instan cup Nisin Cup *Noodles* 7 persen. Oleh karenanya, banyak para pengusaha yang mulai melirik usaha di bidang bisnis makanan khususnya makanan cepat saji atau makan instan. Bermacam-macam merek mie instan cup beredar luas di pasaran ini mengakibatkan konsumen untuk memilih berbagai pilihan dari jenis produk mie instan cup yang beredar di pasaran yang akan dikonsumsi oleh konsumen. Hal ini menjadi tantangan tersendiri bagi pengusaha dibidang makanan cepat saji atau instan khususnya dibidang mie instan cup untuk menarik minat konsumen untuk membeli mie instan cup yang di produksi perusahaan tersebut (SWA Online, 2019). Perusahaan tidak sekedar hanya mampu memberikan berbagai benefit untuk membuat pelanggan memilih merek tertentu, tetapi perusahaan juga harus secara berkesinambungan dalam melakukan berbagai upaya untuk membangun merek dan memuaskan pelanggan dengan produk atau jasanya. *Brand* dapat dipahami sebagai asal atau sumber dari suatu produk atau pembeda sebuah produk dengan produk lainnya (Priansa, 2017, hal. 242). Produk meliputi benda-benda fisik, jasa layanan, toko eceran, bisnis *online*, orang, organisasi, tempat ataupun ide, sedangkan *brand*, ada untuk sebuah produk, tetapi pada *brand* dapat ditambahkan dimensi yang menjadi pembeda dari produk-produk lain yang didesain untuk memenuhi kebutuhan yang sama di mata konsumen yang memiliki akses penerimaan, adanya kepedulian, atau dengan preferensi yang tinggi atas merek yang dipandang bereputasi tinggi atau istilahnya mempunyai ekuitas merek yang kuat (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 1), semakin kuat ekuitas merek suatu produk atau jasa, semakin kuat daya tariknya untuk menggiring konsumen mengonsumsi produk dan jasa tersebut. Perusahaan juga akan lebih mudah menempatkan (*positioning*) produk dan merek yang lebih baik di benak pelanggan. Perusahaan yang sudah memiliki merek yang kuat akan lebih mudah untuk mendapatkan pelanggan dan meraih pangsa pasar.

Beberapa penelitian terdahulu yang dikaji yaitu (1) Made Susilawati (2010), yang melakukan analisis *Customer Response Index* (CRI) atas iklan *brand* Nexian pada media cetak antara Pos Kupang dan Timor Express yang menghasilkan perolehan skor CRI sebesar 4,02 persen dengan implementasi strategi komunikasi yang lebih efektif untuk meningkatkan *intentions* lebih dari 30,88 persen. (2) Gesty Ernestivita (2016), yang melakukan analisis *Customer Response Index* (CRI) atas iklan *brand* Teh Botol Sosro pada media televisi yang menghasilkan perolehan skor CRI sebesar 46 persen dengan bahwa *tagline* memberikan efek yang positif untuk meningkatkan *intentions* sebesar 83,8 persen. (3) Shavira Larosa Syabania dan Osa Omar Sharif (2017), yang memiliki tujuan dalam mengetahui efektivitas menggunakan metode *Customer Response Index* (CRI) atas iklan *brand* OPPO F1s pada media televisi yang menghasilkan perolehan skor CRI *Actions* sebesar 33,8 persen lebih kecil dibandingkan skor CRI untuk *No Interest yaitu* 35,3 persen sehingga dinyatakan tidak efektif. (4) Widya Sastika, Astri Wulandari, dan Fanni Husnul Hanifa (2019), yang memiliki tujuan dalam mengetahui efektivitas menggunakan metode *Customer Response Index* (CRI) atas iklan *brand* Vivo V7+ Agnes Monica pada media televisi yang menghasilkan perolehan skor CRI sebesar 67,1 persen lebih besar dibandingkan skor CRI pada kategori lainnya sehingga dinyatakan efektif. Di sisi lain, berdasarkan perolehan data dari gambar 1 sebelumnya, dapat dilihat bahwa Mie Sedaap Cup merupakan merek mie instan cup yang tergolong baru di Indonesia. Akan tetapi, mie instan merek ini sudah mampu bersaing di pasaran dan menempati posisi ke 2 menyusul para pesaingnya terdahulu.

Masalah ini memberikan pengkajian yang secara spesifik mengemukakan tujuan penelitian yaitu melihat efektivitas atas Komunikasi Merek (*Brand Communication*) yang difokuskan pada Mie Instan Cup Pop Mie, dimana menempati *positioning* dan juga Mie Sedaap Cup yang juga eksis dalam waktu yang singkat sejak 2013 dengan studi komparasi menggunakan metode *Customer Response Index* (CRI). Subjek penelitian ini dilakukan pada Kecamatan Cakung Jakarta Timur. Manfaat dari penelitian ini secara praktik diharapkan dapat memberikan sumbangan pemikiran terhadap pemecahan masalah dalam segi efektivitasnya atas komunikasi merek (*brand communication*) mie instan di Jakarta Timur sebagai bahan masukan bagi pengambilan keputusan guna menentukan kebijaksanaan.

Menurut Undang-Undang Republik Indonesia tentang Merek Nomor 15 Tahun 2001 dalam Pasal 1 Ayat 1 mendefinisikan merek merupakan “Tanda yang berupa gambar, nama kata, huruf-huruf, angka-angka, susunan warna, atau kombinasi dari unsur-unsur tersebut yang memiliki daya pembeda dan digunakan dalam kegiatan perdagangan barang atau jasa (Priansa, 2017, hal. 242). Tujuan pemberian merek adalah untuk mengindentifikasi produk atau jasa yang dihasilkan sehingga berbeda dari produk atau jasa yang dihasilkan oleh pesaing (Kotler & Keller, 2018, hal. 13). Menurut Durianto (20018:165) elemen-elemen merek memiliki 3 (tiga) bagian yaitu: (1) *brand platfrom*; sebuah *blue print* perencanaan merek yang strategis yang meliputi visi dan misi merek, serta kekuasaan dari suatu merek dan lain-lain; (2) *brand identity* ini mengidentifikasikan keunikan suatu merek, sehingga suatu merek akan diidentifikasikan berbeda dengan merek pesaing; dan (3) *brand communication*, dimana suatu merek harus dapat dikomunikasikan dengan terencana dan strategik, dalam arti bahwa seluruh aspek kreatif dalam komunikasi harus sesuai dengan platform merek, sehingga komunikasi merek *in-line* dengan *platform* (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 165).

Beberapa cara untuk membangun merek, yaitu: (1) memiliki *positioning* yang tepat; (2) memiliki *brand value* yang tepat; dan (3) memiliki konsep yang tepat (Sopiah & Sangadji, 2016, hal. 75). Tugas seorang pemasar disini adalah memahami mengapa *Customer Response Index* (CRI) pada suatu merek menjadi kecil. Rendahnya respon konsumen terhadap suatu iklan berdampak pada skor CRI (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 187). Variasi rendahnya respon konsumen dapat bermacam-macam menurut Roger J. Best (2013, hal. 243) diantaranya: *Customer Response Index* ini terdiri dari *awareness* yaitu kesanggupan seorang calon pelanggan atau pelanggan dalam masa pengenalan atau bagian dari kategori produk tentang ingatan kembali pada seorang pelanggan. *Comprehend* adalah suatu proses yang penting dilakukan oleh seorang calon pelanggan atau pelanggan sebelum orang mengatakan suka atau tidak suka terhadap suatu produk. Interest, jika seseorang telah memahami dan menyadari akan produk yang diiklankan, maka tahap selanjutnya yaitu membangun ketertarikan pada produk yang diiklankan. *Intentions* yaitu seorang calon pelanggan atau pelanggan sudah tertarik terhadap produk yang iklan (Sastika, Wulandari, & Hanifa, 2019).

Gambar 2 Kerangka Pemikiran

Sumber: Dikembangkan Peneliti, 2022

Kerangka pemikiran ini untuk menunjukan arah dari penyusunan metodologi penelitian dan mempermudah dalam pemahaman dan menganalisis masalah dari suatu merek yang harus disampaikan dengan terencana dan strategik. Penelitian ini dilakukan survei kepada konsumen mie instan cup Pop Mie dan Sedaap Cup. Salah satu upaya untuk mengetahui perbandingan pada masyarakat di daerah Jakarta Timur. Selanjutnya untuk meneliti komunikasi merek mie instan cup Pop Mie dan Sedaap Cup maka di gunakan metode CRI (*Customer Response Index*), Jadi, komunikasi merek dikatakan efektif apabila konsumen sampai melakukan tindakan pembelian (*Action*).

Metode

Jenis penelitian ini menggunakan penelitian komparatif yang menurut (Sugiyono, 2018, hal. 36), berarti penelitian yang bertugas untuk membandingkan dua objek. Penelitian ini menggunakan pendekatan kuantitatif karena data penelitian berupa angka-angka dan analisis menggunakan statistik. Adapun variabel operasional dalam penelitian dibuat pada tabel 1 berikut ini:

Tabel 1. Variabel Operasional

No	Variabel	Dimensi	Indikator

1	Merek adalah upaya yang dilakukan perusahaan untuk mengkomunikasikan keunikan yang dimiliki sebuah merek ke pasar menggunakan berbagai strategi. Tujuan hal tersebut sederhana, yaitu agar pelanggan memutuskan untuk mengkonsumsi, puas, kemudian loyal terhadap merek (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018)	*Awareness* (kesadaran) sebagian kesanggupan calon pembeli untuk mengenali atau mengingat kembali bahwa suatu merek merupakan bagian dari kategori produk tertentu.	Konsumen mengetahui produk Pop Mie dan Sedaap Cup
		Comprehend (pemahaman) kemampuan seseorang untuk mengerti dan memahami sesuatu merek setelah sesuatu itu diketahui dan diingat.	Konsumen memiliki pengetahuan mengenai manfaat produk Pop Mie dan Sedaap Cup
		Interest (ketertarikan) ketertarikan pelanggan terhadap suatu merek adalah sebuah fenomena yang alami yang dialami oleh setiap konsumen dimana ketertarikan itu berawal dari sebuah proses interaksi antara satu individu dengan individu lainnya mengenai akan suatu merek.	Konsumen menyukai produk Pop Mie dan Sedaap Cup
		Intentions (maksud untuk membeli) konsumen tidak hanya sekedar menyukai akan merek tersebut tetapi pelanggan mempunyai keyakinan untuk mengkonsumsinya.	Konsumen yakin terhadap produk Pop Mie dan Sedaap Cup
		Action (membeli) pada tahapan ini mencapai tahapan akhir setelah pelanggan sadar akan merek tersebut kemudian.	Konsumen membeli produk Pop Mie dan Sedaap Cup

Sumber: Dikembangkan oleh Peneliti, 2023

Lokasi penelitian ini dilakukan di Kecamatan Cakung Jakarta Timur. Sedangkan untuk responden yaitu konsumen produk Pop Mie dan Sedaap Cup, penelitian dilakukan pada bulan Januari hingga Februari 2023. Sasaran populasi pada penelitian ini adalah masyarakat yang mengkonsumsi kedua produk di atas. Penentuan jumlah sampel dari populasi penelitian ini menggunakan teknik *probability sampling* dengan menggunakan perhitungan *Slovin'* sebagai berikut yaitu:

$$n = \frac{440.914}{1 + 440.914(10)\%^2}$$

$$n = \frac{440.914}{4.410,94}$$

$$n = 99,97 \quad \text{.........} (1)$$

Hasil perhitungan di atas menetapkan ukuran sampel yang akan digunakan dalam penelitian ini (presisi 10 persen) adalah sebesar 99,97 dibulatkan menjadi 100 responden. Adapun rincian sebaran sampel atas responden berdasarkan data yang diperoleh dari kelurahan-kelurahan di Kecamatan Cakung yaitu:

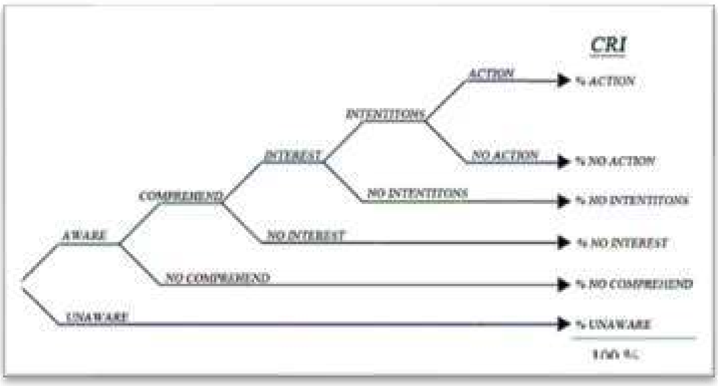
Tabel 2. Perhitungan Sampel Menggunakan Data Kelurahan di Kecamatan Cakung

Kelurahan	Jumlah Warga	Cara Perhitungan	Jumlah Responden (Dibulatkan)
Jatinegara	89.149	89.149/440.914x100 = 20,3	20
Penggilingan	94.899	89.149/440.914x100 = 20,3	20
Pulo Gebang	78.882	78.882/440.914x100 = 17,9	18
Ujung Menteng	27.805	27.805/440.914x100 = 6,4	6
Cakung Timur	61.891	61.891/440.914x100 = 14,1	14
Cakung Barat	58.771	58.771/440.914x100 = 13,4	13
Rawa Terate	29.517	29.517/440.914x100 = 6,7	7
Jumlah	**440.914**	**100**	**100**

Sumber: cakung.com (Data kependudukan wilayah Kecamatan Cakung, 2023)

Skala Guttman ditetapkan pada penelitian ini dengan memberikan jawaban yang tegas, yaitu "ya- tidak", "pernah-tidak pernah", "positif-negatif" dan lain-lain (Sugiyono, 2018, hal. 138). Penelitian ini menggunakan kuesioner dengan pertanyaan tertutup dan terbuka. Dalam kuesioner terdapat jenis pertanyaan terbuka mengenai data diri responden serta jenis pernyataan dari indikator tiap-tiap variabel yang digunakan dalam penelitian ini. Analisis data menggunakan teknik statistik dengan metode *Customer Response Index* (CRI) yang dikembangkan dari tahapan-tahapan pendekatan secara terstruktur seperti tertuang pada Gambar 3.

Gambar 3 *Customer Response Index* (CRI)



Sumber: (Best, 2013; Durianto, Darmadi, Sugiarto, & Sitinjak, 2018)

Keterangan:

1. *Aware* adalah kesadaran konsumen akan suatu merek
2. *Comprehend* adalah pemahaman konsumen akan merek
3. *Interested* adalah ketertarikan konsumen akan suatu merek
4. *Intentions* adalah niat konsumen untuk membeli
5. *Action* adalah tindakan pembelian yang dilakukan oleh konsumen akan suatu merek

Hasil dan Pembahasan

Berdasarkan sebaran demografi responden dari 100 (seratus) konsumen yang diteliti memiliki kriteria dengan mayoritas adalah Perempuan sebesar 67 persen dan juga dengan persentase yang sama mayoritas rentang usia 21-35 tahun. Mayoritas responden berdasarkan pengeluaran per bulan yaitu 76 persennya adalah kurang dari Rp2 juta. Adapun profil responden berdasakan asal informasi merek Mie Instan Cup yang digunakan responden didominasi oleh kegiatan pemasangan iklan di media cetak dan elektronik sebesar 71 persen dan 17 persen berdasarkan kegiatan produk yang dijual di toko. Selanjutnya, dilakukan uji reliabilitas terhadap *brand communication* produk Mie Instan Cup Pop Mie dan Mie Instan Cup Sedaap yang penelitian dilakukan di Kecamatan Cakung Jakarta Timur dengan melibatkan 100 responden. Dari 5 (lima) tingkatan *brand communication* diuji dengan metode *Spearman Brown*. Dengan teknik pembelahan ganjil-genap berdasarkan perhitungan Microsoft Excel 365. Adapun Nilai r table (n = 100) dengan interval kepercayaan 95% = 0,195 (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018).

Tabel 3. Hasil Uji Reliabilitas (*Spearman Brown*)

Variabel	Perhitungan dengan Rumus: $rxy = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$	Kesimpulan
Brand Communication Produk Mie Instan Cup Pop Mie	$rxy = \frac{100\,x\,339 - (211)\,(131)}{\sqrt{100\,x\,527 - (211)^2}\sqrt{100\,x\,231 - (131)^2}}$ $rxy = \frac{33900 - 27641}{\sqrt{52700 - 44521}\sqrt{23100 - 17161}}$ $rxy = \frac{6259}{\sqrt{8179}\sqrt{5939}}$ $rxy = \frac{6259}{(90.438)(77.065)}$ $rxy = \frac{6259}{6970}$ $rxy = 0{,}898$	*reliable*
Brand Communication Produk Mie Instan Cup Sedaap	$r_{11} = \frac{2r}{1+r} = \frac{2\,x\,0{,}898}{1+0{,}898} = \frac{1{,}776}{1{,}888} = 0{,}946$ $xy = \frac{100\,x323 - (206)\,(128)}{\sqrt{100\,x\,504 - (206)^2}\sqrt{100\,x\,220 - (128)^2}}$ $rxy = \frac{32300 - 26368}{\sqrt{50400 - 42436}\sqrt{22000 - 16384}}$ $rxy = \frac{5932}{(89.241)(74.940)}$ $rxy = \frac{5932}{6688}$ $rxy = 0{,}887$ $r_{11} = \frac{2r}{1+r} = \frac{2\,x\,0{,}887}{1+0{,}887} = \frac{1.774}{1.887} = 0.940$	*reliable*

Sumber: Kalkulasi Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 3 didapat r_{11} > r *product moment* untuk kedua variabel yang diuji yaitu 0,946 dan 0,940 masing-masing lebih besar dari 0,195), dengan demikian dapat disimpulkan bahwa instrumen yang digunakan untuk mengungkapkan *brand communication* yang terkait dengan Mie Instan Cup Mie dan Sedaap Cup ini dapat diandalkan keduanya sehingga penelitian dapat dilanjutkan ke tahapan selanjutnya.

Tabel 4. Tingkatan *Awareness* (Kesadaran) Responden Mie Instan Cup

Brand	Keterangan	Jumlah	Persentase (%)
Pop Mie	*Aware*	100	100%

	Unaware	0	0%
Total		**100**	**100%**
Sedaap	*Aware*	100	100%
	Unaware	0	0%
Total		**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 4 di atas bahwa dari 100 responden, yang *aware* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 100 responden (100%) dan yang *unaware* dari kedua *brand* di atas tidak ada (0%). Dari 100 responden maka akan dilanjutkan pada tahapan berikutnya untuk diteliti berapa responden yang *comprehend.*

Tabel 5. Tingkatan *Comprehend* (Pemahaman) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Comprehend*	81	81%
	No-Comprehend	19	19%
Total		**100**	**100%**
Sedaap	*Comprehend*	82	82%
	No-Comprehend	18	18%
Total		**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 5 di atas bahwa dari 100 responden, yang *comprehend* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 81 dan 82 responden (81 persen dan 82 persen) dan yang *no-comprehend* dari kedua *brand* di atas yaitu masing-masing sebanyak 19 dan 18 responden (19 persen dan 18 persen). Dari 81 responden yang *aware* dan *comprehend* atas *brand* Pop Mie sementara 82 responden yang *aware* dan *comprehend* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Interest*.

Tabel 6. Tingkatan *Interest* (Ketertarikan) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Interest*	64	79%
	No-Interest	17	21%
Total		**100**	**100%**
Sedaap	*Interest*	63	77%
	No-Interest	19	23%
Total		**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 6 di atas bahwa dari 81 responden atas *brand* Pop Mie dan 82 responden atas *brand* Mie Sedap, yang *interest* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 64 dan 63 responden (79 persen dan 77 persen) dan yang *no-interest* dari kedua *brand* di atas yaitu masing-masing sebanyak 17 dan 19 responden (21 persen dan 23 persen). Dari 64 responden yang *aware*, *comprehend* dan *interest* atas *brand* Pop Mie sementara 63 responden yang *aware, comprehend* dan *interest* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Intentions*.

Tabel 7. Tingkatan *Intentions* (Niat Untuk Membeli) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Intentions*	50	73%
	No-Intentions	14	27%
Total		**100**	**100%**
Sedaap	*Intentions*	46	73%
	No-Intentions	17	27%
Total		**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 7 di atas bahwa dari 64 responden atas *brand* Pop Mie dan 63 responden atas *brand* Mie Sedap, yang *intentions* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 50 dan 46 responden (73% dan 73%) dan yang *no-intentions* dari kedua *brand* di atas yaitu masing-masing sebanyak 14 dan 17 responden (27% dan 27%). Dari 50 responden yang *aware*, *comprehend*, *interest* dan *intentions* atas *brand* Pop Mie sementara 46 responden yang *aware, comprehend*, *interest,* dan *intenions* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Actions*.

Tabel 8. Tingkatan *Actions* (Bertindak Membeli) Responden Mie Instan Cup

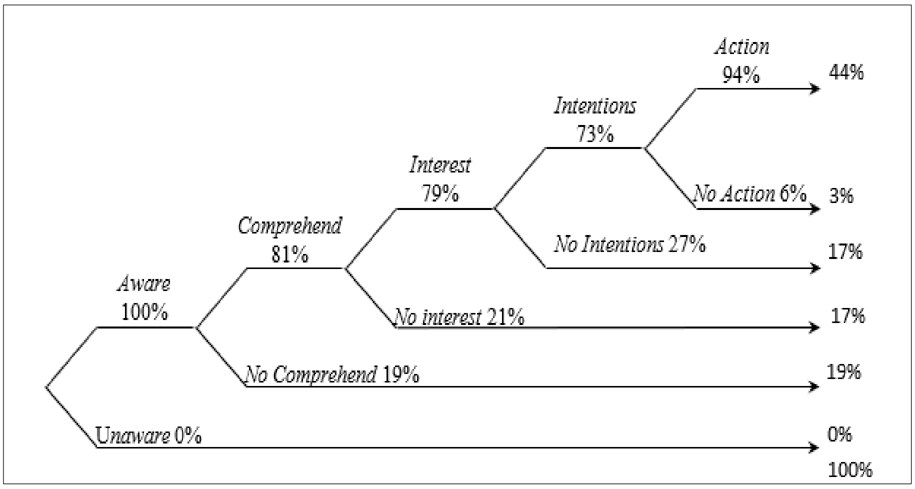
Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Actions*	47	94%
	No-Actions	3	6%
Total		**100**	**100%**
Sedaap	*Actions*	43	93%
	No-Actions	3	7%
Total		**100**	**100%**

Sumber: Olahdata Peneliti (2023)

Dari hasil pemrosesan data pada Tabel 8 di atas bahwa dari 47 responden atas *brand* Pop Mie dan 43 responden atas *brand* Mie Sedap, yang *actions* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 47 dan 43 responden (94% dan 93%) dan yang *no-actions* dari kedua *brand* di atas yaitu masing-masing sebanyak 3 responden (@7%).

Dari 50 responden yang *aware*, *comprehend*, *interest, intentions* dan *actions* atas *brand* Pop Mie diperoleh keseluruhan dari *awareness* sebesar 100%, *comprehend* sebesar 81%, *interest* sebesar 79%, *intentions* sebesar 73%, dan *actions* sebesar 94%. Sementara Dari 46 responden yang *aware*, *comprehend*, *interest, intentions* dan *actions* atas *brand* Mie Sedaap diperoleh keseluruhan dari *awareness* sebesar 100%, *comprehend* sebesar 82%, *interest* sebesar 77%, *intentions* sebesar 73%, dan *actions* sebesar 93%. Berikut hasil model CRI yang didapat dari kedua *brand* di atas:

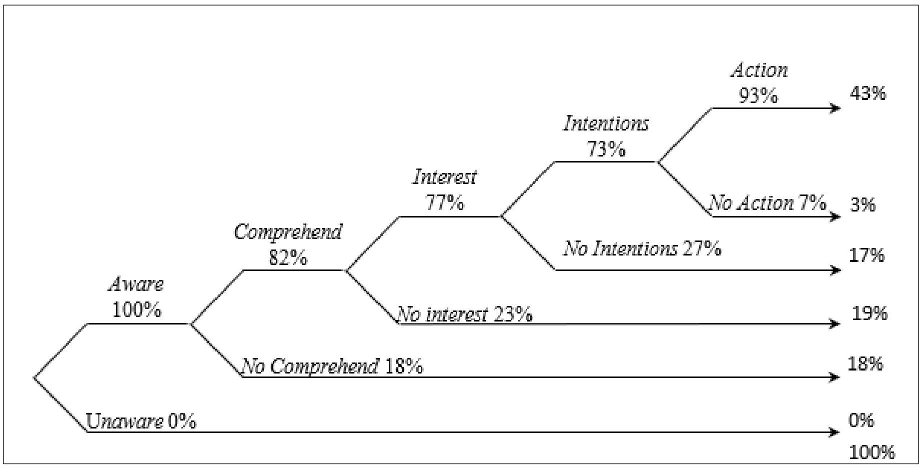
Gambar 4 *Customer Response Index* (CRI) – Mie Instan Cup *Brand* Pop Mie



Gambar 4 menyajikan perolehan nilai CRI adalah sebesar 44%. Dengan demikian, meskipun CRI-nya hanya sebesar 44%, namun hal ini dapat dikatakan efektif karena nilai CRI lebih besar dari nilai kehilangan respon pada setiap tahapannya, namun demikian masih ada peluang sebesar 56% CRI yang masih dapat diraih. Dari sini dapat dilihat bahwa kehilangan 56% CRI Mie Instan Cup *brand* Pop Mie yang disebabkan oleh:

1. Yang tidak *action* sebesar 6% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 3%
2. Yang tidak memiliki *intentions* sebesar 27% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 17%
3. Yang tidak *interest* sebesar 21% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 17%
4. Yang tidak *comprehend* sebesar 19% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 19%
5. Yang tidak *aware* sebesar 0% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 0%

Gambar 5 *Customer Response Index* (CRI) – Mie Instan Cup *Brand* Mie Sedap



Gambar 5 menyajikan perolehan nilai CRI adalah sebesar 43%. Dengan demikian, meskipun CRI-nya hanya sebesar 43%, namun hal ini dapat dikatakan efektif karena nilai CRI lebih besar dari nilai kehilangan respon pada setiap tahapannya, namun demikian masih ada peluang sebesar 57% CRI yang masih dapat diraih. Dari sini dapat dilihat bahwa kehilangan 57% CRI Mie Instan Cup *brand* Mie Sedaap yang disebabkan oleh:

1. Yang tidak *action* sebesar 7% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 3%
2. Yang tidak memiliki *intentions* sebesar 27% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 17% Mie Instan Cup Sedaap
3. Yang tidak *interested* sebesar 23% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 19%
4. Yang tidak *Comprehend* sebesar 18% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 18%
5. Yang tidak *Aware* sebesar 0% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 0%

Dari hasil perhitungan *Customer Response Index* mengenai komunikasi *brand* atas Mie Instan Cup Pop Mie dan Mie Sedaap dapat dilihat pada Tabel 9 berikut ini:

Tabel 9. Perbandingan Hasil CRI Mie Instan Cup Pop Mie dan Sedaap

Hasil Perhitungan	Merek *Mie Instant*	
	Brand Pop Mie	*Brand* Mie Sedaap
Unawareness	0%	0%
No Comprehend	19%	18%
No Interest	17%	19%
No Intentions	17%	17%
No Actions	3%	3%
Action	44%	43%

Dari model CRI (*Customer Response Index*) Mie Instan Cup *brand* Pop Mie, dapat diketahui atas perolehan masing-masing persentase dari 100 responden pada tingkat *aware* sebanyak 100 responden (100%) menyatakan sadar akan iklan dan promosi yang dilakukan oleh menyebabkan kehilangan respon sebesar 0%. Dari 100 responden yang *aware*, hanya 81% yang *comprehend* menyebabkan kehilangan respon sebesar 17%. Kemudian dari 81 responden yang *aware* dan *comprehend* hanya 64 responden (79%) yang *interested*, menyebabkan kehilangan respon sebesar 17%. Selanjutnya dari 64 responden yang *aware, comprehend*, dan *interest* hanya 50 responden (73%) yang *intentions*, menyebabkan kehilangan respon 17%, dan dari 50 responden yang *aware, comprehend, interest*, dan *intentions* hanya 47 responden (94%) yang *action*, dan menyebabkan kehilangan respon sebesar 3%. Dari angka-angka persentase di tiap tingkatan tersebut, diperoleh nilai-nilai CRI yang didapat berdasarkan rumus perhitungan Roger J. Best (2013) berikut:

1. Unawareness = unaware (%) .... (1)
   = 0%
2. No Comprehend = aware (%) X no comprehend (%) .... (2)
   = 100% X 19%
   = 19%
3. No Interested = aware (%) X comprehend (%) X No Interested (%) .... (3)
   = 100% X 81% X 21% = 17%
4. No Intentions = aware (%) X comprehend (%) X Interest (%) X no intentions (%) .... (4)
   = 100% X 81% X 79% X 27%
   = 17%
5. No Actions = aware (%) X comprehend (%) X Interest (%) X intentions (%) X no actions (%) .... (5)
   = 100% x 81% x 79% x 73% x 6%
   = 3%
6. Actions = aware (%) X comprehend (%) X Interest (%) X intentions (%) X actions (%) .... (6)
   = 100% x 81% x 79% x 73% x 94%
   = 44%

Dari perhitungan CRI (*Customer Response Index)* Mie Instan Cup *brand* Pop Mie, mengapa CRI kurang tinggi? Karena rendahnya respon konsumen terhadap suatu merek yang berdampak pada pembelian (*action*) Mie Instan Cup *brand* Pop Mie. Kehilangan respon pada tingkat *comprehend* yang berdampak pada *action*. Hal tersebut disebabkan karena masyarakat di Kecamatan Cakung kurang mengetahui atau memahami keunggulan yang dimiliki oleh Mie Instan Cup *brand* Pop Mie yang menyebabkan tidak tertarik dan tidak berniat untuk membeli Mie Instan Cup *brand* Pop Mie.

Pemahaman konsumen akan merek Mie Instan Cup *brand* Pop Mie memang cukup baik di angka 81%, walaupun seharusnya dapat lebih tinggi lagi. Fenomena penurunan pemahaman konsumen terhadap suatu merek dapat disebabkan oleh kesalahan strategi komunikasi pemasaran mereknya. Faktor penyebabnya iklan dan *poor ad copy*-nya. Jadi, jika seorang pemasar dengan komunikasi yang efektif mampu meningkatkan *comprehend* sebesar 10% maka CRI (*improved*)-nya akan menjadi 49% mengalami perubahan 5%.

CRI (*current*) = 100% x 81% x 79% x 73% x 94%
= 44%

CRI (*improved*) = 100% x 91% x 79% x 73% x 94%
= 49 %

Dari model CRI (*Customer Response Index*) Mie Instan Cup *brand* Mie Sedaap, dapat diketahui bahwa perolehan masing-masing persentase dari 100 responden pada tingkat *aware* sebanyak 100 responden (100%) menyatakan sadar akan iklan dan promosi yang dilakukan oleh Mie Instan Cup *brand* Mie Sedaap menyebabkan kehilangan respon sebesar 0%. Dari 100 responden yang *aware*, hanya 82% yang *comprehend* menyebabkan kehilangan respon sebesar 18%. Kemudian dari 82 responden yang *aware* dan *comprehend* hanya 63 responden (77%) yang *interest*, menyebabkan kehilangan respon sebesar 19%. Selanjutnya dari 63 responden yang *aware, comprehend*, dan *interested* hanya 46 responden (73%) yang *intentions*, menyebabkan kehilangan respon 17%, dan dari 46 responden yang *aware, comprehend, interested*, dan *intentions* hanya 43 responden (93%) yang *action*, dan menyebabkan kehilangan respon sebesar 3%. Dari angka-angka persentase di tiap tingkatan tersebut, diperoleh nilai-nilai CRI yang didapat berdasarkan rumus perhitungan Roger J. Best (2013) berikut:

1. *Unawareness = unaware (%)*............(1)
   = 0%
2. *No Comprehend = aware (%) X no comprehend (%)*............(2)
   =100% X 18%
   = 18%
3. *No Interested = aware (%) X comprehend (%) X No Interest (%)*............(3)
   = 100% X 82% X 23%
   = 19%
4. *No Intentions = aware (%) X comprehend (%) X Interest (%) X no intentions (%)*............(4)
   = 100% X 82% X 77% X 27%
   = 17%

5. *No Actions* = *aware (%) X comprehend (%) X Interest (%) X intentions (%) X no actions (%)*....(5)

   = 100% x 82% x 77% x 73% x 7%

   = 3%

6. *Actions* = *aware (%) X comprehend (%) X Interested (%) X intentions (%) X actions (%)*....(6)

   = 100% x 82% x 77% x 73% x 93%

   = 43%

Dari perhitungan CRI *(Customer Response Index*) Mie Instan Cup *brand* Sedaap, mengapa CRI hanya 44%? Karena rendahnya respon konsumen terhadap suatu merek yang berdampak pada pembelian (*action*) Mie Instan Cup *brand* Sedaap. Kehilangan respon pada *interest* yang berdampak pada *action*. Hal tersebut disebabkan oleh lemahnya *positioning* produk. Faktor penyebabnya anatara lain: *insufficient benefits, high price*, dan *poor ad copy*. Ketertarikan konsumen akan merek Mie Instan Cup *brand* Sedaap memang cukup baik di angka 77% yang seharusnya dapat lebih tinggi lagi. Fenomena penurunan ketertarikan konsumen terhadap suatu merek dapat disebabkan oleh lemahnya *positioning product*. Faktor penyebabnya antara lain: *insufficient benefits, high price*, dan *poor ad copy*. Jadi, jika seorang pemasar dengan komunikasi yang efektif mampu meningkatkan *interest* dari 77% menjadi 87%, maka CRI (*improved*)-nya akan menjadi 48% berarti ada kenaikan 5%.

CRI (current) = 100% x 82% x 77% x 73% x 93%
= 43%

CRI (improved) = 100% x 82% x87% x 73% x 93%
= 48%

Berdasarkan Tabel 9 atas hasil perhitungan efektifitas komunikasi merek Mie Instan Cup *brand* Pop Mie dan Mie Sedaap diperoleh hasil perhitungan *Customer Response Index* Mie Instan Cup *brand* Pop Mie sebesar 44% dan *brand* Sedaap Cup 43%. Nilai ini menunujukkan bahwa komunikasi merek kedua merek Mie Instan Cup ini efektif karena nilai CRI lebih besar dari nilai kehilangan respon di setiap tahapan komunikasi mereknya (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018), tetapi Mie Instan Cup pada *brand* Pop Mie lebih efektif dibandingkan dengan *brand* Sedaap dalam komunikasi mereknya.

Kesimpulan

Efektivitas komunikasi merek Mie Instan Cup pada masyarakat di Kecamatan Cakung Jakarta Timur cukup efektif, karena nilai CRI lebih besar dari total respon yang hilang di masing-masing tahapan CRI, hal ini dapat dilihat dari data yang diambil berdasarkan kuesioner yang diolah bahwa responden mengetahui merek Mie Instan Cup *brand* Pop Mie dengan tingkat *awareness* sebesar 100%, *comprehend* sebesar 81%, *interest* sebesar 79%, *intentions* sebesar 73%, sebagian besar masyarakat melakukan tindakan pembelian (*action*) sebesar 94% dari 50 responden, Kondisi ini lebih baik dibandingkan dengan komunikasi merek pada Mie Sedaap. Walaupun mengenai efektivitas komunikasi merek Mie Sedaap masyarakat tidak jauh berbeda dengan Pop Mie dengan diperoleh *awareness* sebesar 100%, *comprehend* sebesar 82%, *interest* sebesar 77%, *intentions* sebesar 73%, dan *action* sebesar 93%. Sebagian besar masyarakat melakukan tindakan pebelian *(action)* sebesar 93% dari 46 responden, hal ini terjadi karena Mie Instan Cup *brand* Mie Sedaap kehilangan respon yang cukup besar pada tahapan *interest* sebanyak 23% dari 82 responden sehingga dapat mempengaruhi terhadap tindakan pembelian. Oleh karenanya, hasil CRI Pop Mie 44% lebih baik dari CRI Sedaap yang mendapat nilai 43%.

Untuk itu perusahaan perlu selalu memperbaiki dan meningkatkan *brand communication* secara keseluruhan agar konsumen semakin tertarik, percaya, dan mau menyarankan atau mempromosikan kepada orang lain. Keberhasilan dalam mengkomunikasikan suatu merek ditentukan oleh seberapa puas konsumen terhadap produk tersebut sehingga melakukan tindakan pembelian *(action)* untuk mengkomunikasikan suatu merek akan produk tersebut. Akan tetapi Mie Instan Cup merek Pop Mie dan Sedaap cukup mampu mencapai taraf tersebut dalam mengkomunikasikan suatu merek pada produknya.

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UJI KOMPARASI EFEKTIVITAS MEREK PADA PRODUK MIE INSTAN (Studi Kasus: Pop Mie dengan Mie Sedaap)

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ABSTRACT

In terms of meeting their food needs, people tend to choose to consume fast and fast food to eat one of the alternative types, for example, the 'Cup' instant noodle product. This research looks at the effectiveness of Brand Communication which is focused on the Instant Noodle Cup brand Pop Mie and also Mie Sedaap Cup with a comparative study using the Customer Response Index (CRI) method. This research is a type of comparative study that compares two objects and is carried out by analysis using a quantitative approach. The research population is the people in Cakung District, East Jakarta who consume Pop Mie and Sedaap Cup products with a final sample of 100 respondents using the probability sampling technique and slovin's calculation formula. Data analysis used a statistical approach with the CRI method which was developed from the stages of a structured approach. The results showed that the communication effectiveness of the Instant Cup Pop Mie Noodles brand was quite effective because the CRI value was 44 percent greater than the total missing response at each CRI stage. This condition is better than brand communication on Mie Sedaap with a CRI value of 43 percent even though the effectiveness of brand communication is not much different from Pop Mie but there is a significant loss of response at the interest stage of 23 percent so it can affect purchasing actions.

Keywords: *Customer Response Index, Interest, Brand Communication*

ABSTRAK

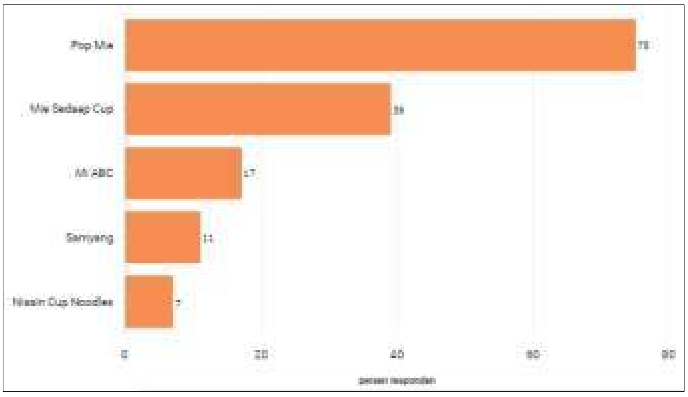
Dalam hal pemenuhan kebutuhan pangannya, masyarakat cenderung memilih untuk mengkonsumsi makanan cepat saji dan makanan cepat saji salah satu alternatifnya, misalnya produk mie instan 'Cup'. Penelitian ini melihat efektivitas Brand Communication yang difokuskan pada merek Mie Instan Cup Pop Mie dan juga Mie Sedaap Cup dengan studi banding menggunakan metode *Customer Response Index* (CRI). Penelitian ini merupakan jenis penelitian komparatif yang membandingkan dua objek dan dilakukan dengan analisis menggunakan pendekatan kuantitatif. Populasi penelitian adalah masyarakat di Kecamatan Cakung Jakarta Timur yang mengkonsumsi produk Pop Mie dan Sedaap Cup dengan sampel akhir sebanyak 100 responden dengan menggunakan teknik *probability sampling* dan rumus perhitungan slovin'. Analisis data menggunakan pendekatan statistik dengan metode CRI yang dikembangkan dari tahapan pendekatan terstruktur. Hasil penelitian menunjukkan bahwa efektivitas komunikasi merek Mie Pop Mie Cup Instan cukup efektif karena nilai CRI lebih besar 44 persen dari total *missing response* pada setiap tahapan CRI. Kondisi ini lebih baik dari *brand communication* pada Mie Sedaap dengan nilai CRI sebesar 43 persen walaupun efektivitas brand communication tidak jauh berbeda dengan Pop Mie namun terdapat *missing response* yang signifikan pada tahap *interest* sebesar 23 persen sehingga dapat mempengaruhi tindakan pembelian.

Kata Kunci: *Customer Response Index*, *Interest*, Komunikasi Merek.

Pendahuluan

Berbagai perkembangan teknologi dalam usaha industri pengolahan dan berbagai produk pangan untuk memenuhi kebutuhan pokok. Makanan pengganti mulai bermunculan, memiliki kebutuhan pangan yang besar di Indonesia yang menjadi negara dengan jumlah penduduk terbanyak ketiga di dunia dalam mencapai target konsumsi masyarakatnya (Humas BULOG, 2014). Di samping itu, dunia teknologi informasi yang berkembang dengan sangat pesat sejak pada awal abad 20 dengan media *internet* berbasis *wide world web* (www) (Saragih & Husain, 2012). Dalam hal memenuhi kebutuhan pangannya masyarakat cenderung untuk memilih dalam mengkonsumsi makanan yang cepat saji dan cepat untuk di santap salah satu jenis alternatifnya, misalnya produk mie instan 'Cup'. Sehubungan dengan banyaknya jumlah penduduk yang ada dan pesatnya perkembangan media basis *online* tersebut sebagai pasar barang dan jasa yang bagi masyarakat Indonesia dan sangat potensial bagi perusahaan. Strategi perusahaan yang diterapkan dalam merebut pasar dan bersaingh hingga dapat mempengaruhi konsumen sehingga dapat mempengaruhi perilaku konsumen terhadap suatu produk (Fikriyah, 2020). Strategi yang dipilih dapat menggunakan media baik secara *online* maupun *offline*.

Gambar 1 Konsumsi Mie Instan Cup di Indonesia



Sumber: Jakpat → databoks.co.id, 2022

Berdasarkan gambar 1 di atas, atas konsumsi mie instan cup pada masing-masing produk di tahun 2022 tahun semakin meningkat. Peringkat pertama diduduki oleh mie instan cup merek Pop Mie dengan 75 persen, disusul dengan mie Sedaap Cup 39 persen pada peringkat kedua, mie ABC sebanyak 17 persen pada peringkat ketiga, dan mie Samyang 11 persen pada peringkat keempat, sedangkan peringkat terakhir diisi oleh mie instan cup Nisin Cup *Noodles* 7 persen. Oleh karenanya, banyak para pengusaha yang mulai melirik usaha di bidang bisnis makanan khususnya makanan cepat saji atau makan instan. Bermacam-macam merek mie instan cup beredar luas di pasaran ini mengakibatkan konsumen untuk memilih berbagai pilihan dari jenis produk mie instan cup yang beredar di pasaran yang akan dikonsumsi oleh konsumen. Hal ini menjadi tantangan tersendiri bagi pengusaha dibidang makanan cepat saji atau instan khususnya dibidang mie instan cup untuk menarik minat konsumen untuk membeli mie instan cup yang di produksi perusahaan tersebut (SWA Online, 2019). Perusahaan tidak sekedar hanya mampu memberikan berbagai benefit untuk membuat pelanggan memilih merek tertentu, tetapi perusahaan juga harus secara berkesinambungan dalam melakukan berbagai upaya untuk membangun merek dan memuaskan pelanggan dengan produk atau jasanya. *Brand* dapat dipahami sebagai asal atau sumber dari suatu produk atau pembeda sebuah produk dengan produk lainnya (Priansa, 2017, hal. 242). Produk meliputi benda-benda fisik, jasa layanan, toko eceran, bisnis *online*, orang, organisasi, tempat ataupun ide, sedangkan *brand*, ada untuk sebuah produk, tetapi pada *brand* dapat ditambahkan dimensi yang menjadi pembeda dari produk-produk lain yang didesain untuk memenuhi kebutuhan yang sama di mata konsumen yang memiliki akses penerimaan, adanya kepedulian, atau dengan preferensi yang tinggi atas merek yang dipandang bereputasi tinggi atau istilahnya mempunyai ekuitas merek yang kuat (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 1), semakin kuat ekuitas merek suatu produk atau jasa, semakin kuat daya tariknya untuk menggiring konsumen mengonsumsi produk dan jasa tersebut. Perusahaan juga akan lebih mudah menempatkan (*positioning*) produk dan merek yang lebih baik di benak pelanggan. Perusahaan yang sudah memiliki merek yang kuat akan lebih mudah untuk mendapatkan pelanggan dan meraih pangsa pasar.

Beberapa penelitian terdahulu yang dikaji yaitu (1) Made Susilawati (2010), yang melakukan analisis *Customer Response Index* (CRI) atas iklan *brand* Nexian pada media cetak antara Pos Kupang dan Timor Express yang menghasilkan perolehan skor CRI sebesar 4,02 persen dengan implementasi strategi komunikasi yang lebih efektif untuk meningkatkan *intentions* lebih dari 30,88 persen. (2) Gesty Ernestivita (2016), yang melakukan analisis *Customer Response Index* (CRI) atas iklan *brand* Teh Botol Sosro pada media televisi yang menghasilkan perolehan skor CRI sebesar 46 persen dengan bahwa *tagline* memberikan efek yang positif untuk meningkatkan *intentions* sebesar 83,8 persen. (3) Shavira Larosa Syabania dan Osa Omar Sharif (2017), yang memiliki tujuan dalam mengetahui efektivitas menggunakan metode *Customer Response Index* (CRI) atas iklan *brand* OPPO F1s pada media televisi yang menghasilkan perolehan skor CRI *Actions* sebesar 33,8 persen lebih kecil dibandingkan skor CRI untuk *No Interest yaitu* 35,3 persen sehingga dinyatakan tidak efektif. (4) Widya Sastika, Astri Wulandari, dan Fanni Husnul Hanifa (2019), yang memiliki tujuan dalam mengetahui efektivitas menggunakan metode *Customer Response Index* (CRI) atas iklan *brand* Vivo V7+ Agnes Monica pada media televisi yang menghasilkan perolehan skor CRI sebesar 67,1 persen lebih besar dibandingkan skor CRI pada kategori lainnya sehingga dinyatakan efektif. Di sisi lain, berdasarkan perolehan data dari gambar 1 sebelumnya, dapat dilihat bahwa Mie Sedaap Cup merupakan merek mie instan cup yang tergolong baru di Indonesia. Akan tetapi, mie instan merek ini sudah mampu bersaing di pasaran dan menempati posisi ke 2 menyusul para pesaingnya terdahulu.

Masalah ini memberikan pengkajian yang secara spesifik mengemukakan tujuan penelitian yaitu melihat efektivitas atas Komunikasi Merek (*Brand Communication*) yang difokuskan pada Mie Instan Cup Pop Mie, dimana menempati *positioning* dan juga Mie Sedaap Cup yang juga eksis dalam waktu yang singkat sejak 2013 dengan studi komparasi menggunakan metode *Customer Response Index* (CRI). Subjek penelitian ini dilakukan pada Kecamatan Cakung Jakarta Timur. Manfaat dari penelitian ini secara praktik diharapkan dapat memberikan sumbangan pemikiran terhadap pemecahan masalah dalam segi efektivitasnya atas komunikasi merek (*brand communication*) mie instan di Jakarta Timur sebagai bahan masukan bagi pengambilan keputusan guna menentukan kebijaksanaan.

Menurut Undang-Undang Republik Indonesia tentang Merek Nomor 15 Tahun 2001 dalam Pasal 1 Ayat 1 mendefinisikan merek merupakan “Tanda yang berupa gambar, nama kata, huruf-huruf, angka-angka, susunan warna, atau kombinasi dari unsur-unsur tersebut yang memiliki daya pembeda dan digunakan dalam kegiatan perdagangan barang atau jasa (Priansa, 2017, hal. 242). Tujuan pemberian merek adalah untuk mengindentifikasi produk atau jasa yang dihasilkan sehingga berbeda dari produk atau jasa yang dihasilkan oleh pesaing (Kotler & Keller, 2018, hal. 13). Menurut Durianto (20018:165) elemen-elemen merek memiliki 3 (tiga) bagian yaitu: (1) *brand platfrom*; sebuah *blue print* perencanaan merek yang strategis yang meliputi visi dan misi merek, serta kekuasaan dari suatu merek dan lain-lain; (2) *brand identity* ini mengidentifikasikan keunikan suatu merek, sehingga suatu merek akan diidentifikasikan berbeda dengan merek pesaing; dan (3) *brand communication*, dimana suatu merek harus dapat dikomunikasikan dengan terencana dan strategik, dalam arti bahwa seluruh aspek kreatif dalam komunikasi harus sesuai dengan platform merek, sehingga komunikasi merek *in-line* dengan *platform* (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 165).

Beberapa cara untuk membangun merek, yaitu: (1) memiliki *positioning* yang tepat; (2) memiliki *brand value* yang tepat; dan (3) memiliki konsep yang tepat (Sopiah & Sangadji, 2016, hal. 75). Tugas seorang pemasar disini adalah memahami mengapa *Customer Response Index* (CRI) pada suatu merek menjadi kecil. Rendahnya respon konsumen terhadap suatu iklan berdampak pada skor CRI (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018, hal. 187). Variasi rendahnya respon konsumen dapat bermacam-macam menurut Roger J. Best (2013, hal. 243) diantaranya: *Customer Response Index* ini terdiri dari *awareness* yaitu kesanggupan seorang calon pelanggan atau pelanggan dalam masa pengenalan atau bagian dari kategori produk tentang ingatan kembali pada seorang pelanggan. *Comprehend* adalah suatu proses yang penting dilakukan oleh seorang calon pelanggan atau pelanggan sebelum orang mengatakan suka atau tidak suka terhadap suatu produk. Interest, jika seseorang telah memahami dan menyadari akan produk yang diiklankan, maka tahap selanjutnya yaitu membangun ketertarikan pada produk yang diiklankan. *Intentions* yaitu seorang calon pelanggan atau pelanggan sudah tertarik terhadap produk yang iklan (Sastika, Wulandari, & Hanifa, 2019).

Gambar 2 Kerangka Pemikiran

Sumber: Dikembangkan Peneliti, 2022

Kerangka pemikiran ini untuk menunjukan arah dari penyusunan metodologi penelitian dan mempermudah dalam pemahaman dan menganalisis masalah dari suatu merek yang harus disampaikan dengan terencana dan strategik. Penelitian ini dilakukan survei kepada konsumen mie instan cup Pop Mie dan Sedaap Cup. Salah satu upaya untuk mengetahui perbandingan pada masyarakat di daerah Jakarta Timur. Selanjutnya untuk meneliti komunikasi merek mie instan cup Pop Mie dan Sedaap Cup maka di gunakan metode CRI (*Customer Response Index*), Jadi, komunikasi merek dikatakan efektif apabila konsumen sampai melakukan tindakan pembelian (*Action*).

Metode

Jenis penelitian ini menggunakan penelitian komparatif yang menurut (Sugiyono, 2018, hal. 36), berarti penelitian yang bertugas untuk membandingkan dua objek. Penelitian ini menggunakan pendekatan kuantitatif karena data penelitian berupa angka-angka dan analisis menggunakan statistik. Adapun variabel operasional dalam penelitian dibuat pada tabel 1 berikut ini:

Tabel 1. Variabel Operasional

No	Variabel	Dimensi	Indikator
1	Merek adalah upaya yang dilakukan perusahaan untuk mengkomunikasikan keunikan yang dimiliki sebuah merek ke pasar menggunakan berbagai	*Awareness* (kesadaran) sebagian kesanggupan calon pembeli untuk mengenali atau mengingat kembali bahwa suatu merek merupakan bagian dari	Konsumen mengetahui produk Pop Mie dan Sedaap Cup

strategi. Tujuan hal tersebut sederhana, yaitu agar pelanggan memutuskan untuk mengkonsumsi, puas, kemudian loyal terhadap merek (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018)	kategori produk tertentu.	
	Comprehend (pemahaman) kemampuan seseorang untuk mengerti dan memahami sesuatu merek setelah sesuatu itu diketahui dan diingat.	Konsumen memiliki pengetahuan mengenai manfaat produk Pop Mie dan Sedaap Cup
	Interest (ketertarikan) ketertarikan pelanggan terhadap suatu merek adalah sebuah fenomena yang alami yang dialami oleh setiap konsumen dimana ketertarikan itu berawal dari sebuah proses interaksi antara satu individu dengan individu lainnya mengenai akan suatu merek.	Konsumen menyukai produk Pop Mie dan Sedaap Cup
	Intentions (maksud untuk membeli) konsumen tidak hanya sekedar menyukai akan merek tersebut tetapi pelanggan mempunyai keyakinan untuk mengkonsumsinya.	Konsumen yakin terhadap produk Pop Mie dan Sedaap Cup
	Action (membeli) pada tahapan ini mencapai tahapan akhir setelah pelanggan sadar akan merek tersebut kemudian.	Konsumen membeli produk Pop Mie dan Sedaap Cup

Sumber: Dikembangkan oleh Peneliti, 2023

Lokasi penelitian ini dilakukan di Kecamatan Cakung Jakarta Timur. Sedangkan untuk responden yaitu konsumen produk Pop Mie dan Sedaap Cup, penelitian dilakukan pada bulan Januari hingga Februari 2023. Sasaran populasi pada penelitian ini adalah masyarakat yang mengkonsumsi kedua produk di atas. Penentuan jumlah sampel dari populasi penelitian ini menggunakan teknik *probability sampling* dengan menggunakan perhitungan *Slovin'* sebagai berikut yaitu:

$$n = \frac{440.914}{1 + 440.914(10)\%^2}$$

$$n = \frac{440.914}{4.410,94}$$

$$n = 99,97 \quad \text{.......} (1)$$

Hasil perhitungan di atas menetapkan ukuran sampel yang akan digunakan dalam penelitian ini (presisi 10 persen) adalah sebesar 99,97 dibulatkan menjadi 100 responden. Adapun rincian sebaran sampel atas responden berdasarkan data yang diperoleh dari kelurahan-kelurahan di Kecamatan Cakung yaitu:

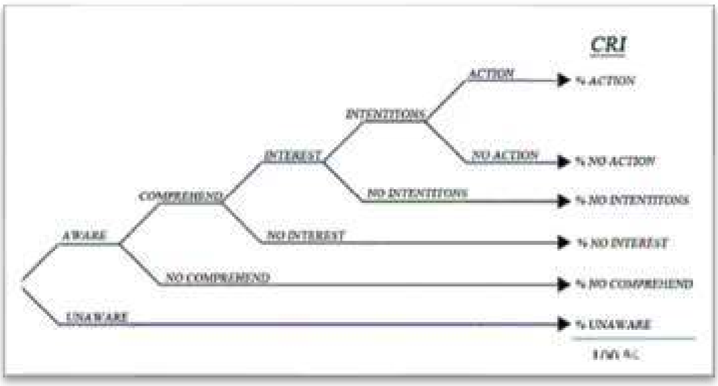
Tabel 2. Perhitungan Sampel Menggunakan Data Kelurahan di Kecamatan Cakung

Kelurahan	Jumlah Warga	Cara Perhitungan	Jumlah Responden (Dibulatkan)
Jatinegara	89.149	89.149/440.914x100 = 20,3	20
Penggilingan	94.899	89.149/440.914x100 = 20,3	20
Pulo Gebang	78.882	78.882/440.914x100 = 17,9	18
Ujung Menteng	27.805	27.805/440.914x100 = 6,4	6
Cakung Timur	61.891	61.891/440.914x100 = 14,1	14
Cakung Barat	58.771	58.771/440.914x100 = 13,4	13
Rawa Terate	29.517	29.517/440.914x100 = 6,7	7
Jumlah	**440.914**	**100**	**100**

Sumber: cakung.com (Data kependudukan wilayah Kecamatan Cakung, 2023)

Skala Guttman ditetapkan pada penelitian ini dengan memberikan jawaban yang tegas, yaitu "ya- tidak", "pernah-tidak pernah", "positif-negatif" dan lain-lain (Sugiyono, 2018, hal. 138). Penelitian ini menggunakan kuesioner dengan pertanyaan tertutup dan terbuka. Dalam kuesioner terdapat jenis pertanyaan terbuka mengenai data diri responden serta jenis pernyataan dari indikator tiap-tiap variabel yang digunakan dalam penelitian ini. Analisis data menggunakan teknik statistik dengan metode *Customer Response Index* (CRI) yang dikembangkan dari tahapan-tahapan pendekatan secara terstruktur seperti tertuang pada Gambar 3.

Gambar 3 *Customer Response Index* (CRI)



Sumber: (Best, 2013; Durianto, Darmadi, Sugiarto, & Sitinjak, 2018)

Keterangan:

1. *Aware* adalah kesadaran konsumen akan suatu merek
2. *Comprehend* adalah pemahaman konsumen akan merek
3. *Interested* adalah ketertarikan konsumen akan suatu merek
4. *Intentions* adalah niat konsumen untuk membeli
5. *Action* adalah tindakan pembelian yang dilakukan oleh konsumen akan suatu merek

Hasil dan Pembahasan

Berdasarkan sebaran demografi responden dari 100 (seratus) konsumen yang diteliti memiliki kriteria dengan mayoritas adalah Perempuan sebesar 67 persen dan juga dengan persentase yang sama mayoritas rentang usia 21-35 tahun. Mayoritas responden berdasarkan pengeluaran per bulan yaitu 76 persennya adalah kurang dari Rp2 juta.

Adapun profil responden berdasakan asal informasi merek Mie Instan Cup yang digunakan responden didominasi oleh kegiatan pemasangan iklan di media cetak dan elektronik sebesar 71 persen dan 17 persen berdasarkan kegiatan produk yang dijual di toko. Selanjutnya, dilakukan uji reliabilitas terhadap *brand communication* produk Mie Instan Cup Pop Mie dan Mie Instan Cup Sedaap yang penelitian dilakukan di Kecamatan Cakung Jakarta Timur dengan melibatkan 100 responden. Dari 5 (lima) tingkatan *brand communication* diuji dengan metode *Spearman Brown*. Dengan teknik pembelahan ganjil-genap berdasarkan perhitungan Microsoft Excel 365. Adapun Nilai r table (n = 100) dengan interval kepercayaan 95% = 0,195 (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018).

Tabel 3. Hasil Uji Reliabilitas (*Spearman Brown*)

Variabel	Perhitungan dengan Rumus: $rxy = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$	Kesimpulan
Brand Communication Produk Mie Instan Cup Pop Mie	$rxy = \frac{100\ x\ 339 - (211)\ (131)}{\sqrt{100\ x\ 527 - (211)^2}\sqrt{100\ x\ 231 - (131)^2}}$ $rxy = \frac{33900 - 27641}{\sqrt{52700 - 44521}\sqrt{23100 - 17161}}$ $rxy = \frac{6259}{\sqrt{8179}\sqrt{5939}}$ $rxy = \frac{6259}{(90.438)(77.065)}$ $rxy = \frac{6259}{6970}$ $rxy = 0{,}898$	*reliable*
Brand Communication Produk Mie Instan Cup Sedaap	$r_{11} = \frac{2r}{1+r} = \frac{2\ x\ 0{,}898}{1+0{,}898} = \frac{1{,}776}{1{,}888} = 0{,}946$ $xy = \frac{100\ x323 - (206)\ (128)}{\sqrt{100\ x\ 504 - (206)^2}\sqrt{100\ x\ 220 - (128)^2}}$ $rxy = \frac{32300 - 26368}{\sqrt{50400 - 42436}\sqrt{22000 - 16384}}$ $rxy = \frac{5932}{(89.241)(74.940)}$ $rxy = \frac{5932}{6688}$ $rxy = 0{,}887$ $r_{11} = \frac{2r}{1+r} = \frac{2\ x\ 0{,}887}{1+0{,}887} = \frac{1.774}{1.887} = 0.940$	*reliable*

Sumber: Kalkulasi Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 3 didapat r_{11} > r *product moment* untuk kedua variabel yang diuji yaitu 0,946 dan 0,940 masing-masing lebih besar dari 0,195), dengan demikian dapat disimpulkan bahwa instrumen yang digunakan untuk mengungkapkan *brand communication* yang terkait dengan Mie Instan Cup Mie dan Sedaap Cup ini dapat diandalkan keduanya sehingga penelitian dapat dilanjutkan ke tahapan selanjutnya.

Tabel 4. Tingkatan *Awareness* (Kesadaran) Responden Mie Instan Cup

Brand	Keterangan	Jumlah	Persentase (%)
Pop Mie	*Aware*	100	100%
	Unaware	0	0%
	Total	**100**	**100%**

Sedaap	*Aware*	100	100%
	Unaware	0	0%
	Total	**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 4 di atas bahwa dari 100 responden, yang *aware* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 100 responden (100%) dan yang *unaware* dari kedua *brand* di atas tidak ada (0%). Dari 100 responden maka akan dilanjutkan pada tahapan berikutnya untuk diteliti berapa responden yang *comprehend.*

Tabel 5. Tingkatan *Comprehend* (Pemahaman) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Comprehend*	81	81%
	No-Comprehend	19	19%
	Total	**100**	**100%**
Sedaap	*Comprehend*	82	82%
	No-Comprehend	18	18%
	Total	**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 5 di atas bahwa dari 100 responden, yang *comprehend* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 81 dan 82 responden (81 persen dan 82 persen) dan yang *no-comprehend* dari kedua *brand* di atas yaitu masing-masing sebanyak 19 dan 18 responden (19 persen dan 18 persen). Dari 81 responden yang *aware* dan *comprehend* atas *brand* Pop Mie sementara 82 responden yang *aware* dan *comprehend* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Interest*.

Tabel 6. Tingkatan *Interest* (Ketertarikan) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Interest*	64	79%
	No-Interest	17	21%
	Total	**100**	**100%**
Sedaap	*Interest*	63	77%
	No-Interest	19	23%
	Total	**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 6 di atas bahwa dari 81 responden atas *brand* Pop Mie dan 82 responden atas *brand* Mie Sedap, yang *interest* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 64 dan 63 responden (79 persen dan 77 persen) dan yang *no-interest* dari kedua *brand* di atas yaitu masing-masing sebanyak 17 dan 19 responden (21 persen dan 23 persen). Dari 64 responden yang *aware*, *comprehend* dan *interest* atas *brand* Pop Mie sementara 63 responden yang *aware, comprehend* dan *interest* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Intentions*.

Tabel 7. Tingkatan *Intentions* (Niat Untuk Membeli) Responden Mie Instan Cup

Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Intentions*	50	73%
	No-Intentions	14	27%
	Total	**100**	**100%**
Sedaap	*Intentions*	46	73%
	No-Intentions	17	27%
	Total	**100**	**100%**

Sumber: Olahdata Peneliti, 2023

Dari hasil pemrosesan data pada Tabel 7 di atas bahwa dari 64 responden atas *brand* Pop Mie dan 63 responden atas *brand* Mie Sedap, yang *intentions* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 50 dan 46 responden (73% dan 73%) dan yang *no-intentions* dari kedua *brand* di atas yaitu masing-masing sebanyak 14 dan 17 responden (27% dan 27%). Dari 50 responden yang *aware*, *comprehend*, *interest* dan *intentions* atas *brand* Pop Mie sementara 46 responden yang *aware, comprehend*, *interest,* dan *intenions* atas *brand* Mie Sedaap maka akan masuk pada tahap berikut untuk diteliti berapakah responden yang *Actions*.

Tabel 8. Tingkatan *Actions* (Bertindak Membeli) Responden Mie Instan Cup

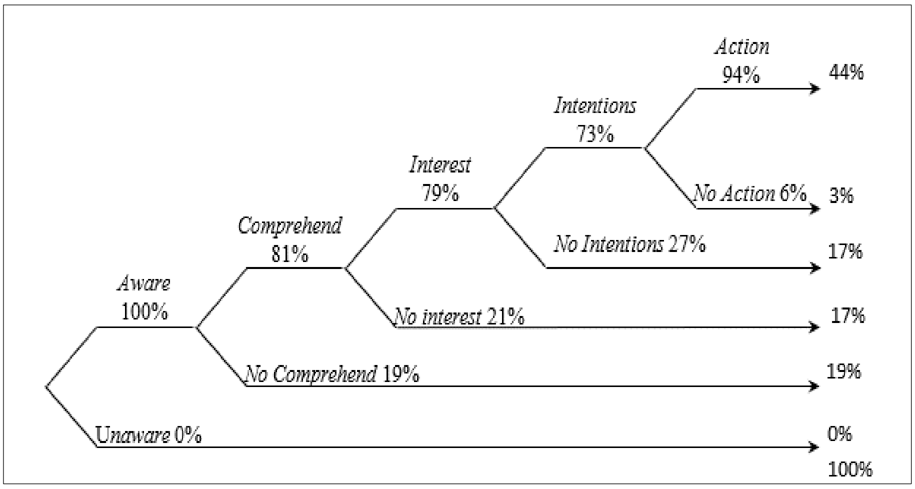
Brand	**Keterangan**	**Jumlah**	**Persentase (%)**
Pop Mie	*Actions*	47	94%
	No-Actions	3	6%
	Total	**100**	**100%**
Sedaap	*Actions*	43	93%
	No-Actions	3	7%
	Total	**100**	**100%**

Sumber: Olahdata Peneliti (2023)

Dari hasil pemrosesan data pada Tabel 8 di atas bahwa dari 47 responden atas *brand* Pop Mie dan 43 responden atas *brand* Mie Sedap, yang *actions* atas kedua *brand* yaitu Pop Mie dan Mie Sedaap masing-masing sebanyak 47 dan 43 responden (94% dan 93%) dan yang *no-actions* dari kedua *brand* di atas yaitu masing-masing sebanyak 3 responden (@7%).

Dari 50 responden yang *aware*, *comprehend*, *interest, intentions* dan *actions* atas *brand* Pop Mie diperoleh keseluruhan dari *awareness* sebesar 100%, *comprehend* sebesar 81%, *interest* sebesar 79%, *intentions* sebesar 73%, dan *actions* sebesar 94%. Sementara Dari 46 responden yang *aware*, *comprehend*, *interest, intentions* dan *actions* atas *brand* Mie Sedaap diperoleh keseluruhan dari *awareness* sebesar 100%, *comprehend* sebesar 82%, *interest* sebesar 77%, *intentions* sebesar 73%, dan *actions* sebesar 93%. Berikut hasil model CRI yang didapat dari kedua *brand* di atas:

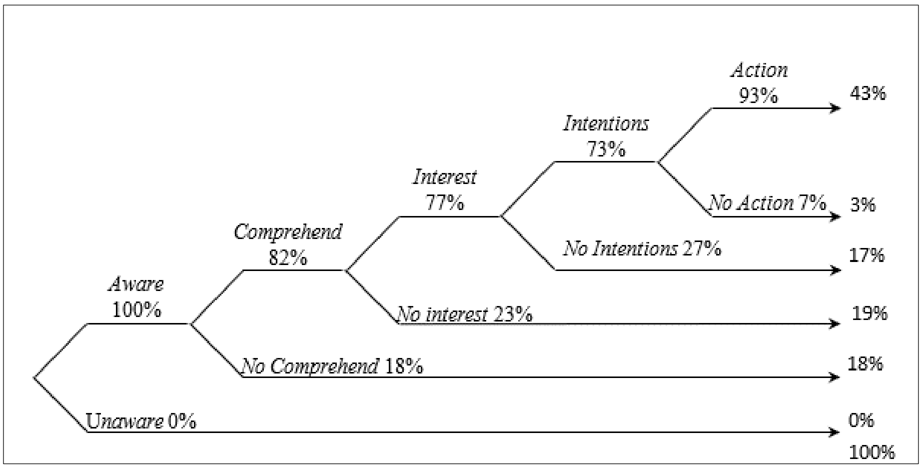
Gambar 4 *Customer Response Index* (CRI) – Mie Instan Cup *Brand* Pop Mie



Gambar 4 menyajikan perolehan nilai CRI adalah sebesar 44%. Dengan demikian, meskipun CRI-nya hanya sebesar 44%, namun hal ini dapat dikatakan efektif karena nilai CRI lebih besar dari nilai kehilangan respon pada setiap tahapannya, namun demikian masih ada peluang sebesar 56% CRI yang masih dapat diraih. Dari sini dapat dilihat bahwa kehilangan 56% CRI Mie Instan Cup *brand* Pop Mie yang disebabkan oleh:

1. Yang tidak *action* sebesar 6% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 3%
2. Yang tidak memiliki *intentions* sebesar 27% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 17%
3. Yang tidak *interest* sebesar 21% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 17%
4. Yang tidak *comprehend* sebesar 19% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 19%
5. Yang tidak *aware* sebesar 0% menyebabkan Mie Instan Cup *brand* Pop Mie kehilangan respon sebesar 0%

Gambar 5 *Customer Response Index* (CRI) – Mie Instan Cup *Brand* Mie Sedap



Gambar 5 menyajikan perolehan nilai CRI adalah sebesar 43%. Dengan demikian, meskipun CRI-nya hanya sebesar 43%, namun hal ini dapat dikatakan efektif karena nilai CRI lebih besar dari nilai kehilangan respon pada setiap tahapannya, namun demikian masih ada peluang sebesar 57% CRI yang masih dapat diraih. Dari sini dapat dilihat bahwa kehilangan 57% CRI Mie Instan Cup *brand* Mie Sedaap yang disebabkan oleh:

1. Yang tidak *action* sebesar 7% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 3%
2. Yang tidak memiliki *intentions* sebesar 27% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 17% Mie Instan Cup Sedaap
3. Yang tidak *interested* sebesar 23% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 19%
4. Yang tidak *Comprehend* sebesar 18% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 18%
5. Yang tidak *Aware* sebesar 0% menyebabkan Mie Instan Cup *brand* Sedaap kehilangan respon sebesar 0%

Dari hasil perhitungan *Customer Response Index* mengenai komunikasi *brand* atas Mie Instan Cup Pop Mie dan Mie Sedaap dapat dilihat pada Tabel 9 berikut ini:

Tabel 9. Perbandingan Hasil CRI Mie Instan Cup Pop Mie dan Sedaap

Hasil Perhitungan	Merek *Mie Instant*	
	Brand Pop Mie	*Brand* Mie Sedaap
Unawareness	0%	0%
No Comprehend	19%	18%
No Interest	17%	19%
No Intentions	17%	17%
No Actions	3%	3%
Action	44%	43%

Dari model CRI (*Customer Response Index*) Mie Instan Cup *brand* Pop Mie, dapat diketahui atas perolehan masing-masing persentase dari 100 responden pada tingkat *aware* sebanyak 100 responden (100%) menyatakan sadar akan iklan dan promosi yang dilakukan oleh menyebabkan kehilangan respon sebesar 0%. Dari 100 responden yang *aware*, hanya 81% yang *comprehend* menyebabkan kehilangan respon sebesar 17%. Kemudian dari 81 responden yang *aware* dan *comprehend* hanya 64 responden (79%) yang *interested*, menyebabkan kehilangan respon sebesar 17%. Selanjutnya dari 64 responden yang *aware, comprehend*, dan *interest* hanya 50 responden (73%) yang *intentions*, menyebabkan kehilangan respon 17%, dan dari 50 responden yang *aware, comprehend, interest*, dan *intentions* hanya 47 responden (94%) yang *action*, dan menyebabkan kehilangan respon sebesar 3%. Dari angka-angka persentase di tiap tingkatan tersebut, diperoleh nilai-nilai CRI yang didapat berdasarkan rumus perhitungan Roger J. Best (2013) berikut:

1. Unawareness = unaware (%) .... (1)
   = 0%
2. No Comprehend = aware (%) X no comprehend (%) .... (2)
   = 100% X 19%
   = 19%
3. No Interested = aware (%) X comprehend (%) X No Interested (%) .... (3)
   = 100% X 81% X 21% = 17%
4. No Intentions = aware (%) X comprehend (%) X Interest (%) X no intentions (%) .... (4)
   = 100% X 81% X 79% X 27%
   = 17%
5. No Actions = aware (%) X comprehend (%) X Interest (%) X intentions (%) X no actions (%) .... (5)
   = 100% x 81% x 79% x 73% x 6%
   = 3%
6. Actions = aware (%) X comprehend (%) X Interest (%) X intentions (%) X actions (%) ...... (6)
   = 100% x 81% x 79% x 73% x 94%
   = 44%

Dari perhitungan CRI (*Customer Response Index)* Mie Instan Cup *brand* Pop Mie, mengapa CRI kurang tinggi? Karena rendahnya respon konsumen terhadap suatu merek yang berdampak pada pembelian (*action*) Mie Instan Cup *brand* Pop Mie. Kehilangan respon pada tingkat *comprehend* yang berdampak pada *action*. Hal tersebut disebabkan karena masyarakat di Kecamatan Cakung kurang mengetahui atau memahami keunggulan yang dimiliki oleh Mie Instan Cup *brand* Pop Mie yang menyebabkan tidak tertarik dan tidak berniat untuk membeli Mie Instan Cup *brand* Pop Mie.

Pemahaman konsumen akan merek Mie Instan Cup *brand* Pop Mie memang cukup baik di angka 81%, walaupun seharusnya dapat lebih tinggi lagi. Fenomena penurunan pemahaman konsumen terhadap suatu merek dapat disebabkan oleh kesalahan strategi komunikasi pemasaran mereknya. Faktor penyebabnya iklan dan *poor ad copy*-nya. Jadi, jika seorang pemasar dengan komunikasi yang efektif mampu meningkatkan *comprehend* sebesar 10% maka CRI (*improved*)-nya akan menjadi 49% mengalami perubahan 5%.

CRI (*current*) = 100% x 81% x 79% x 73% x 94%
= 44%

CRI (*improved*) = 100% x 91% x 79% x 73% x 94%
= 49 %

Dari model CRI (*Customer Response Index*) Mie Instan Cup *brand* Mie Sedaap, dapat diketahui bahwa perolehan masing-masing persentase dari 100 responden pada tingkat *aware* sebanyak 100 responden (100%) menyatakan sadar akan iklan dan promosi yang dilakukan oleh Mie Instan Cup *brand* Mie Sedaap menyebabkan kehilangan respon sebesar 0%. Dari 100 responden yang *aware*, hanya 82% yang *comprehend* menyebabkan kehilangan respon sebesar 18%. Kemudian dari 82 responden yang *aware* dan *comprehend* hanya 63 responden (77%) yang *interest*, menyebabkan kehilangan respon sebesar 19%. Selanjutnya dari 63 responden yang *aware, comprehend*, dan *interested* hanya 46 responden (73%) yang *intentions*, menyebabkan kehilangan respon 17%, dan dari 46 responden yang *aware, comprehend, interested*, dan *intentions* hanya 43 responden (93%) yang *action*, dan menyebabkan kehilangan respon sebesar 3%. Dari angka-angka persentase di tiap tingkatan tersebut, diperoleh nilai-nilai CRI yang didapat berdasarkan rumus perhitungan Roger J. Best (2013) berikut:

1. *Unawareness = unaware (%)*..(1)
   = 0%
2. *No Comprehend = aware (%) X no comprehend (%)*..(2)
   =100% X 18%
   = 18%
3. *No Interested = aware (%) X comprehend (%) X No Interest (%)*..(3)
   = 100% X 82% X 23%
   = 19%
4. *No Intentions = aware (%) X comprehend (%) X Interest (%) X no intentions (%)*..................(4)
   = 100% X 82% X 77% X 27%
   = 17%

5. *No Actions* = *aware (%) X comprehend (%) X Interest (%) X intentions (%) X no actions (%)*....(5)

= 100% x 82% x 77% x 73% x 7%

= 3%

6. *Actions* = *aware (%) X comprehend (%) X Interested (%) X intentions (%) X actions (%)*....(6)

= 100% x 82% x 77% x 73% x 93%

= 43%

Dari perhitungan CRI *(Customer Response Index*) Mie Instan Cup *brand* Sedaap, mengapa CRI hanya 44%? Karena rendahnya respon konsumen terhadap suatu merek yang berdampak pada pembelian (*action*) Mie Instan Cup *brand* Sedaap. Kehilangan respon pada *interest* yang berdampak pada *action*. Hal tersebut disebabkan oleh lemahnya *positioning* produk. Faktor penyebabnya anatara lain: *insufficient benefits, high price*, dan *poor ad copy*. Ketertarikan konsumen akan merek Mie Instan Cup *brand* Sedaap memang cukup baik di angka 77% yang seharusnya dapat lebih tinggi lagi. Fenomena penurunan ketertarikan konsumen terhadap suatu merek dapat disebabkan oleh lemahnya *positioning product*. Faktor penyebabnya antara lain: *insufficient benefits, high price*, dan *poor ad copy*. Jadi, jika seorang pemasar dengan komunikasi yang efektif mampu meningkatkan *interest* dari 77% menjadi 87%, maka CRI (*improved*)-nya akan menjadi 48% berarti ada kenaikan 5%.

CRI (current) = 100% x 82% x 77% x 73% x 93%
= 43%

CRI (improved) = 100% x 82% x87% x 73% x 93%
= 48%

Berdasarkan Tabel 9 atas hasil perhitungan efektifitas komunikasi merek Mie Instan Cup *brand* Pop Mie dan Mie Sedaap diperoleh hasil perhitungan *Customer Response Index* Mie Instan Cup *brand* Pop Mie sebesar 44% dan *brand* Sedaap Cup 43%. Nilai ini menunujukkan bahwa komunikasi merek kedua merek Mie Instan Cup ini efektif karena nilai CRI lebih besar dari nilai kehilangan respon di setiap tahapan komunikasi mereknya (Durianto, Darmadi, Sugiarto, & Sitinjak, 2018), tetapi Mie Instan Cup pada *brand* Pop Mie lebih efektif dibandingkan dengan *brand* Sedaap dalam komunikasi mereknya.

Kesimpulan

Efektivitas komunikasi merek Mie Instan Cup pada masyarakat di Kecamatan Cakung Jakarta Timur cukup efektif, karena nilai CRI lebih besar dari total respon yang hilang di masing-masing tahapan CRI, hal ini dapat dilihat dari data yang diambil berdasarkan kuesioner yang diolah bahwa responden mengetahui merek Mie Instan Cup *brand* Pop Mie dengan tingkat *awareness* sebesar 100%, *comprehend* sebesar 81%, *interest* sebesar 79%, *intentions* sebesar 73%, sebagian besar masyarakat melakukan tindakan pembelian (*action*) sebesar 94% dari 50 responden, Kondisi ini lebih baik dibandingkan dengan komunikasi merek pada Mie Sedaap. Walaupun mengenai efektivitas komunikasi merek Mie Sedaap masyarakat tidak jauh berbeda dengan Pop Mie dengan diperoleh *awareness* sebesar 100%, *comprehend* sebesar 82%, *interest* sebesar 77%, *intentions* sebesar 73%, dan *action* sebesar 93%. Sebagian besar masyarakat melakukan tindakan pebelian *(action)* sebesar 93% dari 46 responden, hal ini terjadi karena Mie Instan Cup *brand* Mie Sedaap kehilangan respon yang cukup besar pada tahapan *interest* sebanyak 23% dari 82 responden sehingga dapat mempengaruhi terhadap tindakan pembelian. Oleh karenanya, hasil CRI Pop Mie 44% lebih baik dari CRI Sedaap yang mendapat nilai 43%.

Untuk itu perusahaan perlu selalu memperbaiki dan meningkatkan *brand communication* secara keseluruhan agar konsumen semakin tertarik, percaya, dan mau menyarankan atau mempromosikan kepada orang lain. Keberhasilan dalam mengkomunikasikan suatu merek ditentukan oleh seberapa puas konsumen terhadap produk tersebut sehingga melakukan tindakan pembelian *(action)* untuk mengkomunikasikan suatu merek akan produk tersebut. Akan tetapi Mie Instan Cup merek Pop Mie dan Sedaap cukup mampu mencapai taraf tersebut dalam mengkomunikasikan suatu merek pada produknya.

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EARNING MAHAGEMENT FROM THE PERSPECTIVE OF INSAN KAMIL

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ABSTRACT

This article aims to analyze earnings management actions from the perspective of Insan Kamil, characterized as an ideal and perfect human figure. In the portrayal of Insan Kamil, there exist strength, insight, deeds, and wisdom. The interpretative method is employed to analyze earnings management actions ontologically, epistemologically, and axiologically. From an ontological standpoint, earnings management is regarded as a science that can be observed and measured based on empirical evidence. In the epistemological context, Insan Kamil is considered to have a profound understanding of ethical and moral values, such as honesty, integrity, transparency, and adherence to professional ethical standards. Earnings management practices involving manipulation or concealment of information are viewed as violations of these values. Axiologically, earnings management actions may be considered as a potential failure to align rationality with moral values, unless such practices do not violate principles of morality and ethics.

Keywords: *Earning Management, Insan Kamil, Ontological, Epistemological, Axiological*

ABSTRAK

Artikel ini bertujuan untuk menganalisis tindakan manajemen laba dari sudut pandang Insan Kamil, yang dicirikan sebagai tokoh manusia ideal dan sempurna. Dalam penggambaran Insan Kamil, terdapat kekuatan, wawasan, perbuatan, dan kebijaksanaan. Metode interpretatif digunakan untuk menganalisis tindakan manajemen laba secara ontologis, epistemologis, dan aksiologis. Dari sudut pandang ontologis, manajemen laba dianggap sebagai ilmu yang dapat diamati dan diukur berdasarkan bukti empiris. Dalam konteks epistemologis, Insan Kamil dianggap memiliki pemahaman mendalam tentang nilai-nilai etika dan moral, seperti kejujuran, integritas, transparansi, dan ketaatan terhadap standar etika profesional. Praktik manajemen laba yang melibatkan manipulasi atau penyembunyian informasi dianggap sebagai pelanggaran terhadap nilai-nilai ini. Secara aksiologis, tindakan manajemen laba dapat dianggap sebagai kegagalan potensial untuk menyelaraskan rasionalitas dengan nilai-nilai moral, kecuali praktik tersebut tidak melanggar prinsip-prinsip moral dan etika.

Kata Kunci: Manajemen Laba, Insan Kamil, Ontologis, Epistemologis, Aksiologis

Introduction

These days, there is an increasing number of actions taken by a business entity or company to enhance its performance image in the eyes of the public. In fact, this is a common practice that has been carried out for many years. Companies listed on the stock exchange have an obligation to present their annual performance reports to all interested parties or stakeholders. Stakeholders will view, scrutinize, and analyze the company's financial statements to assist them in making financial decisions. A financial report is highly valuable to stakeholders; therefore, the figures in it should ideally reflect the true condition of a company. The practice of earnings management that has evolved over the past few decades, carried out by company management, is a strategy used to manipulate the figures in the company's financial statements to generate positive financial performance information regarding their business activities and financial position. Internal and external pressures on the company make management eager to meet profit expectations, leading them to engage in earnings management practices more than ever before. An effective earnings management strategy can create a misleading view of the company's financial performance in the long run. (Beneish, 2001) mentions that earnings management can be viewed from two different perspectives: opportunistic earnings management and informative earnings management. Opportunistic earnings management aims to mislead investors, while informative earnings management seeks to manipulate information to present a positive image of the organization. Therefore, it is challenging to draw conclusive conclusions about earnings management because it has been interpreted differently in previous research depending on the context (Callao et al., 2014). Financial scandals and the collapse of reputable companies due to financial reporting fraud have made earnings management a central issue for stakeholders who still heavily rely on accounting information (Callao et al., 2014). Practices like these are misleading and report inaccurate results to users. Therefore, in organizations that implement earnings management, organizational ethics are questionable.

Actions of earnings management that impact short-term financial reports often do not provide true economic benefits to the company. Such practices can harm the company in the long run, as noted by (Merchant & Rockness, 1994). A survey by (Bruns & Merchant, 1990) among Harvard Business Review readers revealed that actions related to short-term income could be a source of misinterpretation, manipulation, or deliberate fraud. With financial scandals such as Enron and WorldCom in 2001, business ethics gained global attention (Giacomino et al., 2006). Company failures are not only caused by accounting and auditing issues but also by personal factors such as integrity and ethics. Individuals with poor ethical values can sometimes trigger significant losses for a company.

Ethics is related to making good and moral decisions. In the concept of ethics, there is consideration of what should and should not be done, what is obligatory and not obligatory, and what one should or should not become. Adam Smith, an English moral philosopher, spoke about ethics as a way of life for corporate gain. According to the Ethics Resource Center, Washington DC, companies dedicated to doing the right thing, with a written commitment to social responsibility, consistently act in a way that is more profitable than those that do not. If a company acts ethically and responsibly, it may not make us rich and successful immediately, but it will undoubtedly pave the best way for success. Ethics + competence = success is the winning equation. It is the ethics equation for corporate gain. On the other hand, companies that continuously strive to test ethical excellence will inevitably exceed limits. Shortcuts, fraud, and unethical practices test ethical excellence and never yield long-term results. In the long run, society and organizations always suffer if they live without ethics and moral principles.

Despite various initiatives, many countries, including highly religious ones, still face significant challenges in overcoming corruption and ethical issues. The accounting profession, in some countries, has shown unethical behavior in several cases (Liyanapathirana, 2021). (Goel & Misra, 2020) attribute this unethical behavior to a lack of ethics in the decision-making process. This ongoing criticism has prompted ethics research to investigate factors influencing the decision-making of professionals, including accountants. Although many factors influence ethical decision-making, a comprehensive understanding of what drives ethical decision-making by accountants is still incomplete (Liyanapathirana, 2021). Ethical decision-making is an "individual struggle." Individuals, including accountants, are influenced by the culture around them, including religion and corruption. However, it is important to note that business ethics vary depending on the country, culture, and tradition (Ananthram & Chan, 2016).

Religion provides an ethical foundation for individuals. (Dobrin, 2004) provides a comprehensive definition of religion as a "set of beliefs and/or institutions." Reviewing existing literature, the relationship between religiosity and ethical decision-making has been explored in various contexts but has yielded diverse results.

The concept of "insan kamil" is an important concept in Sufism. Sufism is an Islamic movement that teaches the purification of the soul, the clarification of morals, the development of the physical and spiritual aspects, and the attainment of eternal happiness. Sufism emphasizes spiritual experience, introspection, and a deep search for the Almighty. Muhammad Iqbal, a Muslim philosopher from Pakistan, introduced the concept of "insan kamil." In Iqbal's view, "insan kamil" is a believer who possesses strength, insight, deeds, and wisdom within. "Insan kamil" is someone with high moral and spiritual qualities, known for attributes such as love, compassion, humility, wisdom, and justice. They are also believed to have a deep understanding of the essence of existence and the essence of Allah. These noble qualities are manifested at their highest level in the character of Prophet Muhammad.

This article aims to analyze the concept of earnings management from the perspective of "insan kamil." It is motivated by the numerous major financial scandals in business and finance history, leading to ethical and moral questions related to earnings management practices, such as how companies report profits, conceal losses, or manage financial information. This article analyzes the concept of earnings management from the perspective of "insan kamil" by Muhammad Iqbal based on the ontological, epistemological, and axiological aspects.

Religion plays a role in guiding individuals in determining what is right and wrong. A comprehensive definition of religion by (Dobrin, 2004) describes religion as "a set of beliefs and/or institutions, behaviors, and emotions that bind humans to something beyond themselves and cultivate humility and gratitude within its followers. Religion performs three main functions: (1) providing an understanding of ultimate truth; (2) offering a method of becoming spiritual; and (3) providing moral guidance. Incentive-based ethical theories, as expressed by (Ananthram & Chan, 2016), state that desired character traits (referred to as incentives) can be instilled in individuals to facilitate ethical decision-making. Ethical virtues are defined as "core beliefs inherent in and intrinsic to individual behavior." Virtues reflect values, traditions, and cultural narratives in the communities where they arise. Ethical decision-making is interpreted as a psychological process involving four steps: awareness, judgment, intention, and behavior. Three types of outcomes related to ethical decision-making are unethical behavior, routine ethical behavior, and extraordinary ethical behavior.

Insan Kamil (*Perfect Human*)

"Khudi" is a Persian word, a diminutive form of the word "khuda," meaning God; literally, khudi means selfhood translated as ego, self as an individual or individuality. In Iqbal's thought, derived from Abdul Wahhab Azzam's quote, the concept of "khudi" is an enlightening point of consciousness that illuminates the thoughts, feelings, and desires of humans in a mysterious way, organizing various unlimited potentials inherent in human nature. This is called khudi, the ego, or the mind, which is clearly visible in human actions but remains a hidden reality. Thus, the essence of human life is the individual (khudi). From a metaphysical perspective, Iqbal expresses that the term "ego" refers to an entity that cannot be defined with the word "I," which is the root of the uniqueness inherent in each individual. In the ethical context, the word "ego" refers to self-belief, self-esteem, autonomy, self-preservation efforts, self-confidence, and self-affirmation. The ethical view of this ego forms the basis of the concept of insan kamil according to Iqbal, as Iqbal believes that through self-realization, one can improve their personal morality and move towards the greatness bestowed by God. Muhammad Iqbal's thoughts on Insan Kamil are:

1. Insan Kamil is an ideal human, a truly perfect human being.
2. Insan Kamil according to Iqbal is none other than the true believer, who possesses strength, insight, deeds, and wisdom. These noble qualities are most clearly reflected in the character of the Prophet Muhammad.
3. Insan Kamil, in Iqbal's view, is a true believer who is a moral being, endowed with spiritual and religious abilities. To cultivate strength within themselves, true believers constantly absorb and internalize divine morality.

Earnings Management

Earnings management is a practice that has existed in the business world for years. It involves managerial actions in financial reporting and transaction structuring to modify financial reports with the aim of deceiving some stakeholders about the economic performance of the company or influencing contracts that depend on reported accounting figures (Healy et al., 1998). Although (Barton et al., 2010) acknowledges that there are common and legitimate forms of earnings management that do not violate GAAP, there is still ambiguity in determining when earnings management is considered ethical or unethical.

Unethical earnings management involves concealing actual operational performance through the creation of false accounting entries or broad estimates beyond reasonable limits. Conversely, ethical earnings management involves reasonable actions, is a proper practice, and is part of running a well-managed business while providing value to shareholders. It is a sign of skills and excellence sought and valued by the market, as noted by (Barton et al., 2010).

In many companies, the focus on short-term profits often seems to overshadow concerns for ethical values (Verschoor & Murphy, 2002). Companies employ various methods, including "big bath" costs and upholding materiality principles and revenue recognition, to influence income results. Discretionary spending allowed by GAAP can also be used by managers to increase or decrease earnings by a certain percentage (Durfee, 2006). Such practices can reduce the quality of earnings and financial reporting and mislead financial statement users.

Managers have various ways to manage earnings, including in the selection of accounting policies, assessments, timing, or operational decisions. (Belkaoui, 2005) also argues that earnings management aims to influence short-term stock performance and produce profit reports in line with Wall Street expectations rather than reflecting financial reality.

Earnings management activities can be based on accounting methods or operational methods. For example, in accounting methods, managers may unreasonably adjust reserve amounts to influence earnings. On the other hand, when a manager arranges future discretionary spending to increase current earnings, this can be considered an example of operationally based earnings management (Kaplan, 2001). Any form of earnings management is deemed unethical if its purpose is to deliberately provide a false representation of the entity's financial position with the goal of enhancing managerial compensation. However, (Barton et al., 2010) argue that public perception is more nuanced, and earnings management is considered ethical if its methods are in line with GAAP and its purpose is not for the personal benefit of managers but fair to other stakeholders.

The first years of the twenty-first century have witnessed upheavals in the international business community, especially through a number of scandals, such as fake transactions (AIG, Kmart, and Xerox), GAAP non-compliance in revenue recognition (Halliburton), mergers (Tyco), off-balance-sheet charges (Enron), and errors in the classification of operating cash flows (WorldCom). These scandals not only violate investor protection laws but also violate prevailing social norms (Barton et al., 2010). Moreover, managerial actions are often related to the incentives they receive. The relationship between accounting accruals and incentives provided to managers in revenue-related bonus plans has been proven (Deegan, 2009). Managers also tend to decrease earnings when profits are in extreme conditions or to inflate earnings when their performance is poor, or to increase earnings by suppressing reserves (Merchant & Rockness, 1994). Although (Merchant & Rockness, 1994) acknowledge that not all earnings management actions are illegal and most are managerial prerogatives, this perspective raises questions about whether such actions are morally right. Despite the existence of a code of ethics that should prevent earnings management actions, individuals involved can still carry out these actions, ultimately considered socially unacceptable.

Method

Literature analysis and interpretative qualitative study are employed to describe an individual as an "insan kamil" (perfect human) from the perspective of Muhammad Iqbal, a philosopher born in Pakistan, and to analyze the concept of earnings management in the context of "insan kamil" from the aspects of ontology, epistemology, and axiology. The writing comprehension provides a metaphorical understanding (Ricouer, 1981). One type of narrative investigation (requesting stories) involves the researcher using written narratives about social actions to drive social change (Chaidali & Jones, 2017) through manual content analysis.

Result and Discussion

Efforts to connect science with religion in the Islamic world took place in the 1970s to the early 1990s with the emergence of new dynamics related to the relationship between Islam and science (Cuk & Wijaya, 2006). They stated that both science and religion arise from the same human spirit, which is to survive in life.

Ontological Aspect, The ontological aspect refers to the assumptions and perspectives of humans towards a certain reality. Ontological assumptions shape how we perceive and study research objects (Saunders et al., 2007). In the perspective of Insan Kamil, knowledge holds a truth value that is relative depending on human reasoning and the perspective from which they view it. In his view, scientific knowledge encompasses three aspects. First, Spiritual Knowledge (Religion and Sharia): This type of knowledge is related to beliefs, teachings, and spiritual practices associated with religion. Religions have rules, ethics, and values that underlie the beliefs and actions of their followers. Spiritual knowledge includes an understanding of religious beliefs, rituals, morality, and views on a higher reality. Second, Rational Knowledge (Science): This is knowledge that focuses on understanding the physical world and the universe through scientific methods. Science uses logical approaches, observation, measurement, experimentation, and analysis to explain natural phenomena and develop theories based on empirical evidence. Rational knowledge helps us understand and explain natural phenomena and develop technology. Third, Metaphysical Knowledge (Tariqat, Haqiqat, and Ma'rifat of Sufism): This type of knowledge is related to the understanding of metaphysical or spiritual dimensions that go beyond physical reality. In the context of Sufism, a mystical stream in Islam, metaphysical knowledge includes an understanding of the relationship between humans and God, the search for the meaning of life, and profound spiritual experiences. It involves practices such as reconstruction, introspection, and seeking a deeper understanding of the essence of existence.

In the perspective of Insan Kamil, earnings management is considered a form of science that can be observed, measured, and analyzed to explain existing phenomena based on empirical evidence. Earnings management, as a form of science, is viewed as a subject that can be researched and scientifically analyzed. This means that earnings management practices can be studied, described, and explained using applicable scientific methods. Earnings management practices can be observed in the actual actions of companies or individuals. This includes changes in financial reporting, selected accounting policies, or changes in financial behavior that may indicate efforts in earnings management and various measurement methods and indicators used to identify earnings management practices.

This includes analyzing the differences between actual earnings and reported earnings or using specific financial ratios.

Epistemological Aspect, Epistemology concerns assumptions about knowledge, what is acceptable, valid and legitimate knowledge, and how we can communicate knowledge to others (Burrell & Morgan, 1979). The persona of Insan Kamil refers to an individual who has reached a level of perfection in spiritual, moral, and intellectual aspects. This person has a profound understanding of ethical and moral values, including honesty, integrity, transparency, and adherence to professional ethical standards. In Islam, the Quran and Hadith serve as guidance for ethics and morality. They contain teachings about honesty, integrity, justice, and responsibilities that must be followed in all aspects of life, including in the profession of accounting. The persona of Insan Kamil uses their reasoning to understand and apply the principles of accounting ethics. They think critically, consider the consequences of their actions, and ensure that they adhere to mandated ethics. Intuition within them can be interpreted as a deep understanding and sharp insight related to ethical principles. Insan Kamil may have sensitivity to actions that violate ethics, even if these actions cannot be proven through scientific methods. The persona of Insan Kamil has the ability to cultivate a sense of truth and justice in their soul. They can sense truth and justice and use their reasoning to make decisions that are right and ethical.

The perspective of an Insan Kamil on earnings management practices is influenced by the ethical values, moral principles, and religious principles they adhere to. They would view earnings management practices involving manipulation or concealment of information as a violation of these values. Bankruptcies of well-known companies such as Enron, WorldCom, Xerox, and A Hold Royal, etc., demonstrate accountants' ability to manipulate financial figures, resulting in a misinterpretation of financial information (Shawar & Qaisar, 2015). This is considered inconsistent with religious teachings. Earnings management practices aimed at hiding information or harming others may not align with these values. Violation is a form of tarnishing or contaminating the purity of human beings. Purity comes from the divine light of God within humans. Purity resides within humans, and its existence is inseparable from the mission and responsibility that God has bestowed upon each soul.

Axiological Aspect, Insan Kamil views knowledgeable individuals as capable of balancing and harmonizing both intellectual knowledge (mind) and inner knowledge (feelings), guided by values and the righteousness (humanity) prevailing in society. This ability enables them to provide holistic awareness of human attitudes and behaviors. Earnings management actions can be considered a potential failure in aligning intellect and moral values. Practices of earnings management involving financial information manipulation with the intention to deceive stakeholders are regarded as a failure in aligning intellect and moral values. This is because such actions contradict moral and ethical principles, such as honesty, justice, and integrity. However, it is essential to note that not all earnings management practices are automatically considered a failure in aligning intellect and moral values. Some earnings management practices may have valid business reasons, such as maximizing tax efficiency or managing profit volatility, without violating moral principles. As long as these practices stay within the bounds of applicable laws and ethics, their alignment with intellect and moral values may not be an issue.

Conclusion

Insan Kamil represents an ideal form of human, someone truly perfect as a human being, possessing strength, insight, actions, and wisdom. Their entire life is lived with enthusiasm and creativity in accordance with the will of God. Ontologically, in the perspective of Insan Kamil, earnings management is seen as a scientific form that can be observed, measured, and analyzed to explain phenomena based on empirical evidence. As a research subject, earnings management practices are considered study able and explainable using scientific methods, evident through real actions of companies or individuals. Consistent with this, the epistemological aspect explains that the figure of Insan Kamil is someone who has a deep understanding of ethical and moral values, including honesty, integrity, transparency, and adherence to professional ethical standards. Regarding earnings management practices, they view those involving manipulation or concealment of information as violations of these values. Ultimately, in the axiological aspect, earnings management actions can be considered a potential failure in aligning intellect and moral values. As long as earnings management practices do not violate moral and ethical principles, their alignment with intellect and moral values may not be an issue.

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SUSTAINABLE DEVELOPMENT GOALS: ANALYSIS FACTORS NO POVERTY IN JAVA

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ABSTRACT

The Sustainable Development Goals are in line with Indonesia's vision and mission. One of the goals of the 17 SDGs is zero poverty. Poverty gets the most attention because all SDGs are a kind of effort to achieve the goal of "no poverty". Data on unemployment rate, Human Development Index, inflation as independent variables and poverty as dependent variable were collected from Statistics Indonesia of 6 provinces in Java Island (Banten, West Java, DKI Jakarta, DI Yogyakarta, Central Java, East Java). Panel data regression analysis is the analysis method used in this study. In each province in Java Island, one of the most influential factors in reducing poverty is the Human Development Index.

Keywords: *Poverty, Human Development Index, Inflation, Unemployment*

ABSTRAK

Tujuan Pembangunan Berkelanjutan sejalan dengan visi dan misi Indonesia. Salah satu tujuan dari 17 SDGs adalah nol kemiskinan. Kemiskinan mendapat perhatian paling besar karena semua SDGs adalah semacam upaya untuk mencapai tujuan "tanpa kemiskinan". Data tentang tingkat pengangguran, Indeks Pembangunan Manusia, inflasi sebagai variabel bebas dan kemiskinan sebagai variabel terikat dikumpulkan dari Badan Pusat Statistik 6 provinsi di Pulau Jawa (Banten, Jawa Barat, DKI Jakarta, DI Yogyakarta, Jawa Tengah, Jawa Timur). Analisis regresi data panel merupakan metode analisis yang digunakan dalam penelitian ini. Di setiap provinsi di Pulau Jawa, salah satu faktor yang paling berpengaruh dalam menurunkan kemiskinan adalah Indeks Pembangunan Manusia.

Kata Kunci: Kemiskinan, Indeks Pembangunan Manusia, Inflasi, Pengangguran

Introduction

Sustainable Development Goals (SDGs) is one of the topics that continues to be raised in the future development agenda. Sustainable development goals and were initially prepared by countries such as Peru, Colombia, United Arab Emirates, and Guatemala in 2012 before the upcoming meeting. In this case, the SDGs have 169 targets and 17 goals to be achieved to continue the programme and achievement of the Millennium Development Goals which ended in 2015. All goals are sustainable which means the success of one goal affects the success of another. The development that is meant to be the organised agenda has been set by the Millennium Development Goals (MDGs). Every country must always be ready to face the challenges ahead. The SDGs are also expected to be a transformational agenda that will change the world for the benefit of the next generation (Badan Pusat Statistik, 2014). For many countries, especially third countries, poverty is a serious problem. When a person is in poverty, they cannot fulfil their basic needs, including clothing, food, health and housing. Poverty itself is an indicator of the condition of social and economic functioning as a measure of government development performance (Sahil et al., 2023).

The landmark Sustainable Development Goals (SDGs) agenda, which places the first target, reducing poverty in all its forms, at the centre of the global conversation on the issue (Arwani et al., 2023). The inability to afford necessities such as food, clothing, and shelter is poverty. Not achieving the standard of living such as economy, health, and low education (Rahman et al., 2019).

The late 20th century saw widespread poverty. It seemed that poverty was a worldwide problem that would never be solved. In this regard 189 countries gathered in September 2000 to meet at a summit held by several countries around the world. 2015 is the year, one of whose goals is to reduce the number of poor people by 50%. This shows that poverty is still a problem that needs the world's attention. The percentage of poor people in the world was halved when the MDGs were completed. The First Meeting took place at the United Nations headquarters in New York, USA. The Sustainable Development Goals (SDGs) programme was endorsed at the event, which was attended by 193 countries. The agreement on the SDGs continued at the Summit in New York on 2 August 2015. At that time 193 UN member states unanimously approved the text entitled Transforming Our World: The 2030 Agenda for Sustainable Development. The SDGs reinforce the achievements of the previous Millennium Development Goals (MDGs) document so that they can endure and continue into the future (Ishartono & Raharjo, 2016).

Recent global efforts to alleviate poverty have been made more challenging by the COVID-19 pandemic. For the first time in more than 20 years, there was an increase in the number of human individuals living in extreme poverty in 2020. By the end of 2021, this number is predicted to reach 150 million. Around the world, people are returning to poverty. According to the Global Multidimensional Poverty Index study published by the United Nations, nearly 1.3 billion people (22%) still live in 107 developing countries. The number of people living in relative poverty is increasing as the issue of inequality gains attention (Bourguignon & Chakravarty, 2019, Zhou et al., 2021).

In two consecutive years, all provinces in Java have experienced an increase in the number of individuals living in poverty, which is one of the phenomena caused by the COVID-19 pandemic. Based on the existing phenomenon, researchers chose the Java Island region to study because of the high population conditions that exist with a high level of poor people. In addition, Java Island is also one of the economic centres in Indonesia. This research aims to find out what factors most influence the success of SDGs without poverty in Java. In addition, the novelty of this research is that it focuses on the determinants of the success of zero poverty in the SDGs concept. The contribution of this research is to propose further policies in achieving "No Poverty" and also expand the article on poverty alleviation in Java in the SDGs concept.

This neo-liberal paradigm has become the approach used by almost all studies on poverty. Social scientists always refer to this approach when studying a country's poverty problem. Poverty measurement is then heavily influenced by the income poverty perspective, which uses income as the only indicator of the "poverty line" (Febrianti, 2017). Furthermore, according to BPS, a population is categorized as poor if it has an average expenditure per capita per month below the poverty line of IDR 550,458, per capita per month, then it is categorized as poor. The poverty line consists of food poverty and non-food poverty lines. Conversely, if the per capita expenditure is above the poverty line, it is categorized as non-poor (Gifelem et al., 2023).

In addition to the neo-liberal paradigm, there is the social democratic paradigm where this paradigm prioritises the role of government in reducing poverty and increasing HDI. In the context of social democracy, poverty is known as a structural problem caused by government policies and access to resources. Structural poverty is poverty caused by human-induced factors such as inappropriate economic policies, unequal distribution, corruption and collusion and the order of the economic system in favour of certain groups. This structural poverty basically stems from policies that are not as they should be (Ardian et al., 2021). Structural poverty is caused by an imbalance in the results of development felt by the community and only felt by certain groups. This imbalance can result in a low HDI in some regions and few jobs (Yuliansyah, 2021).

Poverty is the inability to maintain a basic standard of living and is measured by consumption. The poverty line is determined by consumption and consists of two components: (1) the expenditure required to meet the standard of basic needs and other basic necessities; and (2) other amounts that are necessary and reflect the cost of people's participation in daily life (Arwani et al., 2023). The use of the concept of fulfilling basic needs used by BPS as a measure of poverty. With this approach, poverty is seen as an economic inability to fulfil basic food and non-food needs measured in terms of expenditure.

According (Giovanni, 2018), When a person is in poverty, they are unable to fulfil their basic needs for things like food, clothing, shelter, healthcare, and education because they lack the resources and money to do so. Poverty comes in two forms: absolute and relative poverty. When income is insufficient to cover needs including food, shelter, clothing, transport, and medical care, it is said to live in absolute poverty. In addition, relative poverty can be assessed by comparing income to income in one's neighbourhood (Majid et al., 2020). The poverty cycle is a chain of circles that interact with each other. As a result, a nation will continue to be poor and face obstacles to moving out of poverty. The reasons why it is difficult to break out of the poverty cycle are low productivity, weak markets, and lack of capital. The low income earned is influenced by low productivity, so the poverty rate will always increase (Sumarlina et al., 2023).

Unemployment and poverty are two things that are closely linked in today's economy. Unemployment lowers aggregate income levels and exacerbates the difficult economic situation. To maximise poverty reduction programmes, conditions for income equality must be realised (Hutabarat et al., 2023). Unemployment is a macroeconomic issue that affects everyone. For most people, unemployment means a loss of well-being and standard of living. In other words, people who do not have a job are called unemployed. An imbalance between the growth of the labour force and the availability of jobs will result in an excessive labour force compared to the need. As a result, this phenomenon can lead to unemployment. If a society or individual is working, then they have enough income to fulfil basic needs. Thus, when people are unemployed, it will increase poverty (Batubara et al., 2023, Hasibuan, 2023).

Unemployment and poverty are closely linked. Often, these two issues are used as a measure of the extent to which a region's growth has succeeded in generating output. A high poverty rate is the result of a high unemployment rate. The problem of unemployment has always been difficult to solve. This is due to the increase in population density in Indonesia which is not accompanied by an increase in labour demand. Unemployment reduces income and increases poverty (Hasibuan, 2023).

The Human Development Index (HDI) is a tool to measure one of the key factors affecting the quality of economic development outcomes, namely human development. The HDI is a composite measure that takes into account three factors: (a) health; (b) level of education attained; and (c) standard of living (Sayifullah & Gandasari, 2016). The Human Development Index is useful for comparing regional and national performance in human development. The HDI measures how easily citizens in a region can enjoy the benefits of development as part of their right to work, health care, and other benefits (Hantika, 2020). According to (Prasetyoningrum & Sukmawati, 2018), An increase in HDI can increase human productivity to produce an output of goods and services to fulfil basic needs. Thus, HDI can reduce the poverty rate because it determines the quality of each individual. Education, health, and per capita income, which are the dimensions of HDI, play a role in reducing poverty.

Inflation is defined as an increase in the general price level. The poverty rate will increase if commodity prices increase sharply over a period of time, even if the wage rate remains the same (Batubara et al., 2023). The basic premise of the inflation model is that inflation occurs because people want to live beyond their economic means, causing the aggregate demand for goods and services to exceed the amount available (supply), resulting in an inflationary gap. This aggregate supply limitation occurs because production is not balanced to offset the increase in aggregate demand (Mardiatillah et al., 2021). This can lead to price increases, so people's purchasing power will decrease and it will become increasingly difficult to fulfil their basic needs.

The impact of inflation on people's economy can be both positive and negative. The benchmark of inflation is mild (<10%), moderate (10%-30%), and high inflation (30-100%). The role of inflation in the context of macroeconomics includes several aspects. Firstly, inflation can be an indicator of economic health. A low or moderate inflation rate is often considered a sign of healthy economic growth, while high inflation may reflect structural problems or economic instability. Secondly, inflation can also affect income distribution in society. While its effects are complex, controlled inflation can have a positive impact on businesses and workers (Rizani et al., 2023). When the inflation rate is high with a fixed income, people have difficulty fulfilling their needs, and the increasing prices of goods and services cause fewer goods to be obtained by the community (Fitriady et al., 2022). When the inflation rate is high with a fixed income, people have difficulty fulfilling their needs, and the increasing prices of goods and services cause fewer goods to be obtained by the community. (Rehman et al., 2022).

Based on the existing theory and literature, the hypotheses of this study include: it is suspected that the unemployment rate and the poverty rate are positively and significantly related, it is suspected that the Human Development Index and the poverty rate have a negative and significant relationship, and inflation has a significant positive effect on the poverty rate.

Method

The object of this research is all provinces in Java Island consisting of Banten, West Java, DKI Jakarta, Central Java, DI Yogyakarta, and East Java Provinces Secondary data regarding the open unemployment rate, Human Development Index (HDI), Inflation Rate, and the percentage of poor people were collected from 2013 to 2022, the official website of the object of research. Open Unemployment Rate, HDI, and Inflation Rate as independent variables, and the percentage of the poor population as the dependent variable. Panel data that combines cross-sectional and time series data is used in this study. The official website of the Central Bureau of Statistics (BPS) in each province was used to collect panel data. Panel data regression analysis is the analytical method used in this study (Basuki & Prawoto, 2017) Three types of estimation can be used to analyze panel data including common effect, fixed effect and random effect. This study uses the fixed effect model as a panel data regression estimation model. E-Views 12 is a statistical program or tool used in processing existing research data. In this study to determine whether there is a correlation between variables and whether there is a difference in the residual variance of observations compared to other observations in the regression model, multicollinearity and heteroscedasticity tests are used (Ghozali, 2016; Lestari & Imaningsih, 2022).

Result and Discussion

Test assumptions classic

Test the assumptions that will be done with the selection of the FEM includes a multicollinearity test and a heteroscedasticity test. Multicollinearity test findings are listed below:

Table 1. Multicollinearity Test

	Open Unemployment Rate	Hdi	Inflation
Open Unemployment Rate	1	-0.140187	0.104014
Hdi	-0.140187	1	-0.231827
Inflation	0.104014	-0.231827	1

Source: Processed Eviews 12, 2023

The results show a correlation of -0.140187 between the variables unemployment rate and HDI, a relationship of 0.0104014 between unemployment rate and inflation, and a correlation of -0.231827 between HDI and inflation. Remember that all P values below 0.8 obtained that no there is a problem with multicollinearity (Lestari & Imaningsih, 2022). Apart from that, the heteroscedasticity test is as the result:

Table 4. Heteroscedasticity Test

Variables	*Coefficient*	*std. Error*	*t-Statistics*	*Prob*
C	-0.962521	2.550976	-0.377315	0.7075

Open Unemployment Rate	-0.002894	0.039304	-0.073625	0.9416
HDI	0.018894	0.033356	0.566416	0.5736
Inflation	0.001078	0.020250	0.053245	0.9577

Source: Processed Eviews 12, 2023

Grounded heteroscedasticity test output, is known that the value of each variable free more from 0.05 (Lestari & Imaningsih, 2022). Specifically Unemployment Rate (> 0.05), HDI (> 0.05), and Inflation Prob (> 0.05). Therefore, can be said that this data does not show heteroscedasticity.

Panel Data Regression Estimation Results

The Fixed Effect Model (FEM) is the appropriate model to be applied, according to the findings of the model selection test. The following are the results of panel data processing:

Table 5. Estimation Results Panel Data Regression

Variables	***Coefficient***	***std. Error***	***t-Statistics***	***Prob***
C	44.67091	5.445065	8.203925	0.0000
Open Unemployment Rate	**0.203947**	0.088421	2.306537	**0.0252**
HDI	**-0.496751**	0.071419	-6.955444	**0.0000**
Inflation	-0.046110	0.049065	-0.939781	0.3518
Adj R- Squared	0,960450			
Prob (F-statistic)	0.0000			

Source: Processed Eviews 12, 2023

Discussion

The following can be done to enter the estimated results of the research model into the regression equation:

$$Poverty\ Level\ =\ 44.67091\ +\ 0.203947\ Open\ Unemployment\ Rate -\ 0.496751\ HDI\ –\ 0.046110\ INF \quad (1)$$

To determine how the independent variable partially influences the dependent variable, the t-test or partial test is used. The t-test results with an alpha of 5% are less than 0.05 as follows:

Open Unemployment Rate

The probability of Open Unemployment Rate is 0.0252 <0.05, it can be concluded that it has a significant effect on Poverty Level. Based on the coefficient of the Unemployment Rate which is positive at 0.143297, there is a one-way relationship between open unemployment and the poverty rate.

This research is in line with research by (Hasibuan, 2023), The relationship between unemployment and poverty is positive, i.e. an increase in unemployment goes hand in hand with an increase in poverty. In this condition, they have no income to fulfil their needs. The number of poor people will increase when needs are not met. This is due to the increase in population density in Indonesia which is not accompanied by an increase in employment.

Unemployment will increase poverty and hinder the Sustainable Development Goals (SDGs) Unemployment needs to be controlled to reduce poverty levels.

Human Development Index

The result of HDI Variable of 0.0000<0.05 explains that HDI Variable has a sufficient influence on the poverty rate in the province of Java Island. The negative coefficient of -0.496751, has a negative relationship between HDI and poverty. Thus, with other factors remaining constant, every 1% increase in HDI will reduce poverty by 0.496751%.

This was supported by research (Hasibuan, 2023) that healthy and educated human resources will reduce poverty. The human capital of a country or region is negatively related to poverty. An educated and skilled population can lead to the emergence of a new skilled labour force. This can increase output, making it easier to fulfil basic needs. Therefore, it can reduce poverty, which can help achieve the goal of sustainable development due to low poverty.

Inflation

The inflation variable has no significant effect on poverty in Java with a Prob Value of 0.3518 > 0.05. The relationship between inflation and poverty rate is not significant and has a negative relationship with a coefficient of -0.04610. This result is different from the research (Batubara et al., 2023), the study explains that the poverty rate will increase if commodity prices rise sharply for some time, even if the wage rate remains the same. When the wage rate remains fixed and commodity prices rise, those who were previously able to fulfil their needs find it difficult to fulfil their needs..

This research is in line with the (Oratmangun et al., 2021, Gifelem et al., 2023) Inflation has a negative and insignificant effect because inflation is one of the macroeconomic concepts for changing poverty conditions in a country. The poor will not be affected by the inflation rate because basically the poor do not have purchasing power, so even if there is inflation they still do not have purchasing power.

Conclusion

The relationship between unemployment and poverty is positive but only (10%) affects poverty. Unemployment will increase poverty and hinder the Sustainable Development Goals (SDGs) Unemployment needs to be controlled to reduce poverty. Therefore, the government needs to expand labour-intensive employment to accommodate excess labour.

In every province on the island of Java (Banten, West Java, DKI Jakarta, Central Java, DI Yogyakarta, East Java), one of the most influential factors in poverty is the Human Development Index (49.67%). Therefore, the government and the community need to work together to improve the quality of human resources in Indonesia. By increasing the Human

Development Index, we can achieve the success of the Sustainable Development Goals (SDGs). The government needs to pay attention to quality education; educational facilities and infrastructure; health facilities and services; and other components in the Human Development Index to achieve sustainable development.

The limitations of inflation research show that it is not in accordance with existing theory. However, from supporting empirical studies it is stated that inflation does not affect the poverty rate because the poor do not have purchasing power standards. The provision of subsidies needs to be done by the government to increase people's purchasing power, subsidies are not only in the form of money but by providing social assistance so that in the long run sustainable poverty every resident can get out of the poverty circle.

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Attachment:

Table 1: Direct costs on the primary activities of the study program at XYZ University

Activity Name	Activity Description	Activity Type	Direct Costs	Cost Driver
Conducting Educational Activities	Conducting teaching	Primary	Honorary Lecturer	Number of Classes
	Practicum	Primary	Honorary Lecturer	Number of Classes
	Conducting the Exam	Primary	Honor exam invigilator	Number of Classes
	Conducting an assessment	Primary	Honor Corrector	Number of Students
Conducting Research	Creating a Research Proposal	Primary		
	Conducting Research	Primary	Honor Research	Number of Research
	Conducting research publications	Primary		
Conducting Community Service	Making a Community Service Proposal	Primary		
	Doing Community Service	Primary	Community Service Honor	Number of Community Service
	Conducting Community Service publications	Primary		

Source: Processed data (2021)

Table 2: Total direct costs of study programs at XYZ University in 2019

No	Courses	Total	%
1	Informatics Engineering	169.877.860	2,60%
2	Electrical Engineering	102.485.040	1,50%
3	Industrial Engineering	193.187.690	2,90%
4	Biotechnology	152.091.460	2,30%
5	Nutrition Science	14.693.600	0,20%
6	Food Technology	10.490.240	0,20%
7	Accountancy	496.140.280	7,50%
8	Management	808.604.520	12,20%
9	Arabic Language &Culture	368.482.370	5,50%
10	English Language &Culture	303.172.840	4,60%
11	Japanese Language &Culture	217.714.090	3,30%
12	Chinese Language &Culture	167.743.770	2,50%
13	Islamic Guidance Counseling	175.472.560	2,60%
14	Islamic Religious Education	30.597.400	0,50%
15	Psychology	405.460.500	6,10%
16	Early Childhood Teacher Education	197.184.700	3,00%
17	Law Studies (S1)	624.142.280	9,40%
18	Master of Laws (S2)	331.675.000	5,00%
19	International Relations	386.441.620	5,80%
20	Communication Studies	1.484.419.270	22,40%
	Total	**6.640.077.090**	

Source: Processed data (2021)

Table 3: Indirect costs of study programs at XYZ University based on 2019 activities

Activity Name	Activity Description	Activity Type	Variable Overhead Costs	Cost Driver
Conducting Educational Activities	Conducting teaching	Primary	Utility Cost, Consumables Cost, Maintenance Fee, Equipment Cost	Number of class usage
	Practicum	Primary	Utility Cost, Consumables Cost, Maintenance Fee, Equipment Cost	Number of class usage
	Conducting the Exam	Primary	Utility Cost, Consumables Cost, Maintenance Fee, Equipment Cost	Number of class usage
	Conducting an assessment	Primary	Utility costs and equipment costs	Number of Students
Conducting Research	Creating a Research Proposal	Primary	Utility Fees, researchers' honor fees, consumables costs and publication fees.	Number of studies
	Conducting Research	Primary		
	Conducting research publications	Primary		
Conducting Community Service	Making a Community Service Proposal	Primary	Utility Fees, researchers' honor fees, consumables costs and publication fees.	Number of Community Service
	Doing Community Service	Primary		
	Conducting Community Service publications	Primary		
Conducting Educational Activities	Conducting teaching	Primary	Salary Costs of The Head of Study Program, Salary Costs of Fixed Lecturers, Utility costs, Maintenance Costs, Rental Costs and Depreciation Costs	Number of people, number of room usage, and number of equipment usage.

Table 4: Realization of costs, cost drivers and activity groups of study programs at XYZ University in 2019

Cost Groups	Activity Groups	Total Costs (in Rupiah)	Cost Driver
Labor Costs	Batch	9.310.259.169	Number of Workers
Utility Costs (electricity)	Unit	1.710.857.332	Number of KWH Usage Class
Utility Fee (internet)	Batch	277.200.000	Total Quota
Cost of Consumables	Unit	1.249.695.481	Number of Classes
Exam Fees	Unit	351.250.000	Number of Classes
Research Costs	Unit	620.618.788	Number of Studies
Maintenance Costs	Facilities	1.886.759.001	Number of Room usage
Depreciation Fee	Facilities	1.838.685.561	Lab and equipment depreciation
Building Rental Cost	Facilities	6.165.965.268	Number of Room usage
Total		**23.411.290.600**	

Source: Processed data (2021)

Table 5: Cost driver realization data from study program activities in 2019

No	Courses	Number of Fixed Workers	Number of Classes	Number of Studies (report)	Number of Room Usage (m2)
1	Informatics Engineering	3	324	5	143,1
2	Electrical Engineering	4	236	9	201,1
3	Industrial Engineering	5	365	2	152
4	Biotechnology	7	359	16	230,08
5	Nutrition Science	5	34	6	39,1
6	Food Technology	4	27	4	39,1
7	Accountancy	4	751	4	66,5
8	Management	4	1051	5	133,17
9	Arabic Language &Culture	4	817	11	45
10	English Language &Culture	6	661	4	45
11	Japanese Language &Culture	4	477	3	59,8
12	Chinese Language &Culture	6	413	3	229,2
13	Islamic Guidance Counseling	5	378	4	39,6
14	Islamic Religious Education	3	86	0	29,6
15	Psychology	7	815	5	111,7
16	Early Childhood Teacher Education	4	365	6	93,6
17	Law Studies (S1)	7	999	2	161,2
18	Master of Laws (S2)	2	527	0	57
19	International Relations	8	712	0	78,3
20	Communication Studies	16	2660	5	424
	Total	**108**	**12057**	**94**	**2378,46**

Source: Processed data (2021)

Table 6: Data on the determination of rates from study program activities in 2019

No	Cost Groups	Activity Groups	Total Costs	Cost Driver	Rates	Unit
1	Labor Costs	Batch	9.310.259.169	108 people	86.206.103	person /year
2	Utility Costs (electricity)	Unit	1.710.857.332	12057 classes	141.897	class/ year
3	Utility Fee (internet)	Batch	277.200.000	12057 classes	22.991	class/ year
4	Cost of Consumables	Unit	1.249.695.481	12057 classes	103.649	class/ year
5	Exam Fees	Unit	351.250.000	12057 classes	29.132	class/year
6	Research Costs	Unit	620.618.788	94 people	6.602.328	person /year
7	Maintenance Costs	Facilities	1.886.759.001	2378.46 m2	793,269	m2/ year
8	Depreciation Fee	Facilities	1.838.685.561		Rp0	
9	Building Rental Cost	Facilities	6.165.965.268	2378.46 m2	2.592.419	m2/ year

Source: Processed data (2021)

Table 7 Data on determining asset depreciation rates in the 2019 study program

		Amount of Assets				Percentage of Total Assets		
No.	**Assets**	**University**	**Faculty**	**Study Program**	**Total**	**University**	**Faculty**	**Study Program**
1	Computer	403	83	256	**742**	54%	11%	35%
2	Furniture	1.019	232	1.570	**2.821**	36%	8%	56%
3	Office Equipment	312	76	143	**531**	59%	14%	27%
4	Laboratory	-	0	479	**479**	0%	0%	100%
		1.734	**391**	**2.448**	**4.573**			

No.	**Assets**	**Depreciation Costs**	**Depreciation Cost Allocation**			**Depreciation rate of assets in the study program**
			University	**Faculty**	**Study Program**	
1	Computer	516.259.073	280.318.521	57.733.095	178.207.457	695.579
2	Furniture	393.764.846	142.222.067	32.389.599	219.153.180	139.570
3	Office Equipment	486.292.594	285.731.242	69.601.200	130.960.152	915.805
4	Laboratory	442.369.048	-	-	442.369.048	923.526
	Total	**1.838.685.561**	**708.271.830**	**159.723.894**	**970.689.837**	

Source: Processed data (2021)

Table 8 Data on Indirect Cost Allocation in the 2019 Study Program

No	Courses	Total Indirect Costs
1	Informatics Engineering	566.618.554
2	Electrical Engineering	918.659.990
3	Industrial Engineering	746.365.754
4	Biotechnology	1.133.497.791
5	Nutrition Science	518.790.512
6	Food Technology	417.296.066
7	Accountancy	665.986.300
8	Management	836.461.476
9	Arabic Language &Culture	707.015.562
10	English Language &Culture	786.775.013
11	Japanese Language &Culture	565.754.405
12	Chinese Language &Culture	865.224.849
13	Islamic Guidance Counseling	609.627.231
14	Islamic Religious Education	315.209.335
15	Psychology	1.006.858.531
16	Early Childhood Teacher Education	581.422.495
17	Law Studies (S1)	1.065.223.486
18	Master of Laws (S2)	384.262.831
19	International Relations	995.672.829
20	Communication Studies	2.855.291.739
	Total	**16.542.014.748**

Source: Processed data (2021)

Table 9 Total Cost per unit of Study Program in 2019

No	Courses	Direct Costs	Total Overhead Costs	Support Department Fees	Total Cost Per Year	Number of Students	Cost per unit per year
1	Informatics Engineering	169.877.860	566.618.554	1.317.520.951	2.054.017.365	165	12.448.590
2	Electrical Engineering	102.485.040	918.659.990	689.345.790	1.710.490.819	64	26.726.419
3	Industrial Engineering	193.187.690	746.365.754	1.443.250.500	2.382.803.944	165	14.441.236
4	Biotechnology	152.091.460	1.133.497.791	1.616.873.906	2.902.463.157	172	16.874.786
5	Nutrition Science	14.693.600	518.790.512	635.896.912	1.169.381.023	47	24.880.447
6	Food Technology	10.490.240	417.296.066	367.772.750	795.559.056	17	46.797.592
7	Accountancy	496.140.280	665.986.300	3.282.456.044	4.444.582.624	443	10.032.918
8	Management	808.604.520	836.461.476	5.574.519.198	7.219.585.193	778	9.279.672
9	Arabic Language &Culture	368.482.370	707.015.562	1.825.114.397	2.900.612.329	230	12.611.358
10	English Language &Culture	303.172.840	786.775.013	2.217.681.149	3.307.629.002	269	12.296.019
11	Japanese Language &Culture	217.714.090	565.754.405	1.264.072.073	2.047.540.568	148	13.834.734
12	Chinese Language &Culture	167.743.770	865.224.849	1.362.433.704	2.395.402.323	144	16.634.738
13	Islamic Guidance Counseling	175.472.560	609.627.231	1.573.248.112	2.358.347.903	184	12.817.108
14	Islamic Religious Education	30.597.400	315.209.335	845.424.361	1.191.231.097	96	12.408.657
15	Psychology	405.460.500	1.006.858.531	3.689.993.713	5.102.312.744	475	10.741.711
16	Early Childhood Teacher Education	197.184.700	581.422.495	1.763.536.581	2.542.143.777	221	11.502.913
17	Law Studies (S1)	624.142.280	1.065.223.486	4.606.818.975	6.296.184.741	609	10.338.563
18	Master of Laws (S2)	331.675.000	384.262.831	1.808.856.521	2.524.794.353	246	10.263.392
19	International Relations	386.441.620	995.672.829	3.554.441.080	4.936.555.530	446	11.068.510
20	Communication Studies	1.484.419.270	2.855.291.739	10.488.820.065	14.828.531.074	1386	10.698.796

Source: Processed data (2021)

Table 10 Distortion of costs with tuition fees for students of study programs at XYZ University in 2019

No	Courses	Total Cost	Student Fee	Distortion	Result
1	Informatics Engineering	6.846.725	9.200.000	4.053.275	*Over costing*
2	Electrical Engineering	14.699.530	9.200.000	- 3.799.530	*Under costing*
3	Industrial Engineering	7.942.680	9.200.000	3.053.570	*Over costing*
4	Biotechnology	9.281.132	9.200.000	1.618.868	*Over costing*
5	Nutrition Science	13.684.246	9.200.000	- 3.446.746	*Under costing*
6	Food Technology	25.738.675	9.200.000	-15.626.175	*Under costing*
7	Accountancy	5.518.105	9.600.000	6.231.895	*Over costing*
8	Management	5.103.820	9.600.000	6.883.680	*Over costing*
9	Arabic Language &Culture	6.936.247	9.000.000	3.213.753	*Over costing*
10	English Language &Culture	6.762.810	9.000.000	3.387.190	*Over costing*
11	Japanese Language &Culture	7.609.103	9.000.000	2.540.897	*Over costing*
12	Chinese Language &Culture	9.149.106	9.000.000	1.000.894	*Over costing*
13	Islamic Guidance Counseling	7.049.409	4.800.000	- 2.036.909	*Under costing*
14	Islamic Religious Education	6.824.761	4.800.000	- 1.812.261	*Under costing*
15	Psychology	5.907.941	10.000.000	6.654.559	*Over costing*
16	Early Childhood Teacher Education	6.326.602	7.400.000	1.985.898	*Over costing*
17	Law Studies (S1)	5.686.210	9.200.000	4.426.290	*Over costing*
18	Master of Laws (S2)	5.644.865	6.500.000	3.105.135	*Over costing*
19	International Relations	6.087.681	10.000.000	6.362.319	*Over costing*
20	Communication Studies	5.884.338	10.000.000	6.740.662	*Over costing*