

THE INFLUENCE OF CONTENT MARKETING AND INFLUENCER MARKETING ON PURCHASE DECISIONS FOR KENANGAN COFFEE IN MEDAN CITY WITH CONTENT CREATION AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze the effect of content marketing and influencer marketing on purchasing decisions of Kopi Kenangan in Medan City, with content creation as an intervening variable. This research uses a quantitative approach with a sample size of 75 respondents who are consumers of Kopi Kenangan. The data analysis technique employs SmartPLS version 4 through outer model and inner model testing. The results show that content marketing has a positive and significant effect on purchasing decisions, while influencer marketing has a negative and significant effect on purchasing decisions. Content marketing and influencer marketing have a positive and significant effect on content creation. Content creation also has a positive and significant effect on purchasing decisions. In addition, content creation is proven to significantly mediate the effect of content marketing and influencer marketing on purchasing decisions. The findings of this study emphasize that content quality plays an important role in increasing consumer purchase intention, while the selection of influencers must be more selective to align with the brand persona.

Keywords: *Content Marketing, Influencer Marketing, Content Creation, Purchasing Decision, SmartPLS*

INTRODUCTION

The development of information technology and the internet has transformed consumer purchasing behavior, particularly through the use of social media and digital platforms as primary sources of information. This has encouraged businesses to adopt digital marketing strategies such as content marketing and influencer marketing to attract attention and build consumer trust (Sahbiah et al., nd). The coffee industry in Indonesia, including in Medan, is experiencing rapid growth with increasingly fierce competition. Kopi Kenangan, a modern coffee brand, is actively implementing digital marketing strategies to reach millennial and Gen Z consumers who are responsive to digital content and social media trends (Nasution & Efendi, 2025). Content marketing is used to present informative, creative, and entertaining content, while influencer marketing is utilized to build credibility and increase engagement. However, the effectiveness of both strategies depends heavily on the quality of content creation, which delivers authentic, relevant messages without being too hard-selling. Content creation acts as a bridge between digital marketing strategies and purchasing decisions, as creative and narratively valuable content can increase consumer engagement and purchase intention. However, not all digital marketing strategies significantly impact purchasing decisions, necessitating empirical studies to test the relationship between these variables (Chow et al., nd). Based on this phenomenon, this study aims to analyze the influence of content marketing and influencer marketing on purchasing decisions for Kopi Kenangan in Medan City with content creation as an intervening variable.

LITERATURE REVIEW

Content Marketing

Content marketing is a marketing strategy focused on creating and distributing relevant, informative, and reliable content to attract and retain consumers (Amalia & Waluyo, 2024). Content marketing indicators include relevance, informativeness, and reliability. Based on the Theory of Consumer Behavior, the information consumers receive through quality content acts as a stimulus that shapes perceptions, interests, and even purchasing decisions.

Influencer Marketing

Influencer marketing is a marketing strategy that involves influential individuals influencing specific audiences to increase product reach, trust, and sales (Alfiannor, 2024). Indicators of influencer marketing include credibility, attractiveness, and power of influence (Amalia & Waluyo, 2024). Source Credibility Theory explains that influencer credibility directly influences consumer confidence in evaluating and deciding to purchase a product.

Buying decision

Purchasing decisions are the process of selecting the most preferred brand from among available alternatives, which can be influenced by various factors before the final decision is made (Sahbiah et al., nd). Purchasing decision indicators include transactional, referential, preferential, and exploratory decisions (Ratna & Nana, 2024).

Content Creation

Content creation is the process of creating informative, engaging, and useful content as the foundation for successful social media marketing and a representation of a brand's identity (Sahbiah et al., nd). Content creation indicators include content quality, audience interaction, publication of airworthy content, online conversations that support marketing, and the use of relevant visual media. Based on Visual Communication Theory, engaging visual content can increase consumer understanding and purchase interest.

Conceptual Framework

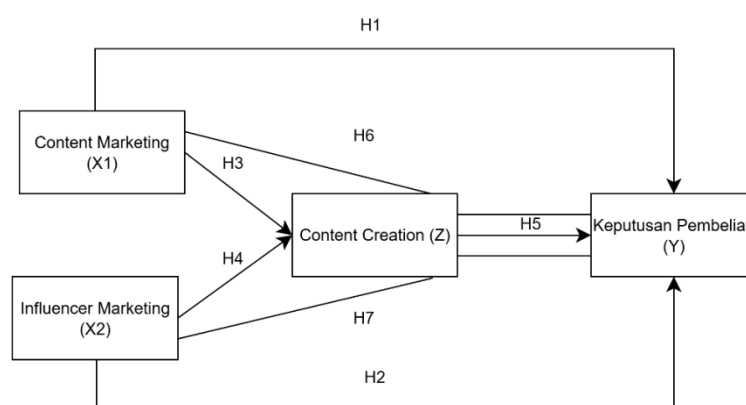


Figure 1 Conceptual Framework

Place and Time of Research

This research was conducted in Medan, focusing on consumer purchasing decisions for Kopi Kenangan through content marketing, influencer marketing, and content creation. The study was conducted between March and September 2025, encompassing data collection, analysis, and reporting.

METHOD

Quantitative research methods are scientific approaches that focus on collecting and analyzing numerical data to understand specific phenomena. This approach aims to test hypotheses through objective measurements and statistical analysis. In quantitative research, researchers use mathematical frameworks and theories related to the quantities in question (Abdullah et al., n.d.).

Population

According to Sugiyono (2020), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher for study. The population in this study was all consumers

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in Medan who made purchasing decisions at Kopi Kenangan through content marketing, influencer marketing, and content creation.

Sample

According to Sugiyono, a sample is a portion of a population with a specific number and characteristics (Sipangkar et al., nd). In this study, the sampling technique used a non-probability sampling method with a purposive sampling approach. This technique was chosen because sample selection is based on specific considerations that align with the research objectives. Because the exact population size is unknown, the sample size in this study was determined using the formula developed by Hair, Black, Babin, and Anderson (Fatma et al., n.d.). This formula is used in situations where the population size cannot be clearly determined, suggesting that the minimum sample size should be 5 to 10 times the number of indicator variables. In this study, there are 15 indicators, so the sample size calculation is carried out as follows:

$$\text{Sample} = \text{Number of Indicators} \times 5$$

$$\text{Sample} = 15 \times 5 = 75 \text{ respondents}$$

Based on these calculations, the number of respondents in this study was set at 75. To ensure compliance with the research objectives, the selected respondents had to meet several criteria: they were regular consumers of Kopi Kenangan, aged 17 to 30, male or female, and employed as students, university students, influencer marketers, or other professionals.

Identification and Operational Definition of Research

The operational definition of the research variables is as follows:

Table 1 Operational Definition of Research

Variables	Operational Definition	Indicator	Measurement Scale
Content Marketing (X1)	Content marketing is a marketing strategy in distributing, designing, and creating interesting content to attract targets by motivating them to become customers of a company.	1. Relevance 2. Informative 3. Reliability	Likert Scale
Influencer Marketing (X2)	Influencer marketing is the process of identifying and activating people who influence a specific audience to be part of a product campaign to increase reach, sales, and customer relationships.	1. Creativity, 2. Attraction 3. Strength	Likert Scale
Purchase Decision (Y)	Purchasing decision is the act of choosing the most preferred brand from the various alternatives available, but there are two factors that can influence the purchase intention and the final decision.	1. Transactional decisions, 2. Referential decisions 3. Preferential decisions, 4. Exploratory decisions	Likert Scale
Content Creation (Z)	Content creation is the first step in making social media marketing successful, namely by creating content that contains information, is unique, interesting and useful for the target market and can represent a business or brand.	1. Useful and interesting content, 2. Interaction with the audience, 3. Publication of broadcast-worthy content, 4. Online conversations that support marketing, 5. Relevant and entertaining media publications (audio, images, video).	Likert Scale

RESULTS AND DISCUSSION

Respondent Characteristics Based on Age

The age distribution of respondents shows that the 24–30 age group dominates with 48 respondents (64%), while the 17–23 age group comprises 27 respondents (36%). This indicates that the majority of respondents are in their early productive years, which tend to have more mature decision-making abilities, which may influence perceptions of the research variables. Based on gender, the majority of respondents were women (61 people) (81%), while men (14 people) were men. The predominance of female respondents indicates that the results of this study more closely represent the views of female consumers. Based on occupation, the respondents were predominantly students (22 people) (29%) and private sector employees (21 people) (28%). This was followed by other categories (14 people) (19%), civil servants (12 people) (16%), and marketing influencers (6 people) (8%). This composition indicates that the characteristics of the respondents in this study were predominantly students and private sector employees.

Outer Model

In this study, SmartPLS version 3 was used to test convergent validity, discriminant validity, and reliability. This stage aims to ensure that the indicators used are truly valid and reliable in representing the constructs studied. The tests conducted include convergent validity through loading factor values and AVE, discriminant validity through Fornell-Larcker or HTMT, and construct reliability by examining Cronbach's Alpha and Composite Reliability. If the indicators have met the validity and reliability criteria, then the construct can be declared feasible, so that the analysis can proceed to the inner model to test the relationships between latent variables. The results of the analysis are presented in the following figure:

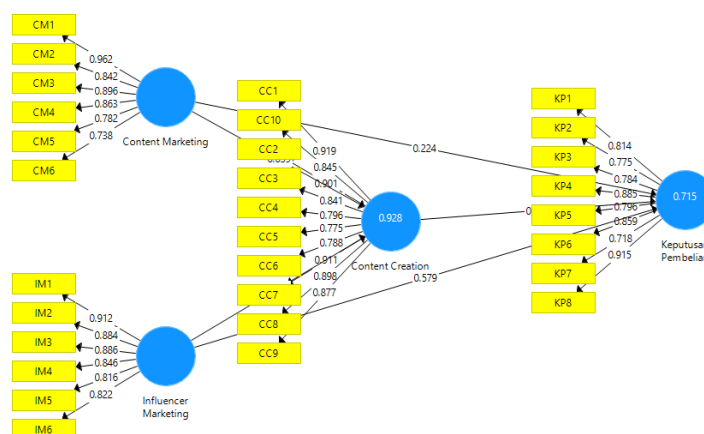


Figure 2 Outer Model Diagram of Validity and Reliability Test

Validity Test

Convergent Validity

This analysis aims to evaluate the extent to which an indicator has the following validity values:

Table 2 Convergent Validity Table

No	Content Creation	Content Marketing	Influencer Marketing	Buying decision	Information
CC1	0.919				Valid
CC2	0.845				Valid
CC3	0.901				Valid
CC4	0.841				Valid
CC5	0.796				Valid
CC6	0.775				Valid
CC7	0.788				Valid
CC8	0.911				Valid
CC9	0.898				Valid

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No	Content Creation	Content Marketing	Influencer Marketing	Buying decision	Information
CC10	0.877				Valid
CM1		0.962			Valid
CM2		0.842			Valid
CM3		0.896			Valid
CM4		0.863			Valid
CM5		0.782			Valid
CM6		0.738			Valid
IM1			0.912		Valid
IM2			0.884		Valid
IM3			0.886		Valid
IM4			0.846		Valid
IM5			0.816		Valid
IM6			0.822		Valid
KP1				0.814	Valid
KP2				0.755	Valid
KP3				0.784	Valid
KP4				0.885	Valid
KP5				0.796	Valid
KP6				0.859	Valid
KP7				0.718	Valid
KP8				0.915	Valid

Based on the SmartPLS output results, all indicators in the Content Creation, Content Marketing, Influencer Marketing, and Purchase Decision variables show loading factor values above 0.70. Indicators are declared convergently valid if they have a loading factor value of more than 0.70, so the indicators are considered capable of explaining the construct well. In the Content Creation variable, all indicators (CC1–CC10) have loading factor values ranging from 0.775 to 0.919, which indicates that these indicators are very strong in representing the Content Creation variable. In the Content Marketing variable, indicators CM1–CM6 also have high loading factor values, namely between 0.738 and 0.962, so all indicators are declared valid. For the Influencer Marketing variable, all indicators (IM1–IM6) show loading factor values between 0.816 and 0.912, which means the indicators have a strong contribution in measuring the Influencer Marketing construct. Meanwhile, for the Purchasing Decision variable, all indicators (KP1–KP8) have loading factor values ranging from 0.718 to 0.915, and all meet the convergent validity criteria. Based on these results, it can be concluded that all indicators in each variable are declared valid because they are able to explain their respective variables well and meet the requirements of convergent validity (loading factor > 0.70). This indicates that the measurement model (outer model) has met the feasibility for use in the next stage of analysis.

Discriminant Validity Test

Table 3 Discriminant Validity Table

	Content Creation	Content Marketing	Influencer Marketing	Buying decision
Content Creation	0.857			
Content Marketing	0.696	0.850		
Influencer Marketing	0.963	0.741	0.861	
Buying decision	0.804	0.716	0.832	0.820

Based on the results of the discriminant validity test using the Fornell-Larcker criteria, all variables are declared to meet discriminant validity because the square root value of AVE (diagonal value) in each variable is greater than its correlation with other variables. Content Creation has a value of 0.857 which is higher than its correlation with other variables, Content Marketing has a value of 0.850 which is also greater than the correlation between variables, Influencer Marketing has a value of 0.861 which is higher than its correlation with other variables, and Purchase Decision has a value of 0.820 which is greater than its correlation with other variables. Thus, each construct is able to distinguish itself from other constructs, so that the model is declared to meet discriminant validity.

Reliability Test

Table 4. Reliability Table

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
Content Creation	0.959	0.961	0.965	0.734	Reliable
Content Marketing	0.922	0.936	0.940	0.723	Reliable
Influencer Marketing	0.930	0.932	0.945	0.742	Reliable
Buying decision	0.930	0.935	0.942	0.673	Reliable

Based on the results of the reliability test, all variables in the study were declared reliable because they had Cronbach's Alpha and Composite Reliability values above 0.70, according to Hair et al.'s (2019) standards. The Content Creation variable had a Cronbach's Alpha value of 0.959 and a Composite Reliability of 0.965, Content Marketing of 0.922 and 0.940, Influencer Marketing of 0.930 and 0.945, and Purchase Decision of 0.930 and 0.942. In addition, all variables also met convergent validity because the AVE value was above 0.50, which ranged from 0.673 to 0.742. Thus, all constructs were declared reliable and valid for use in further analysis.

Inner Model

R-Square (Coefficient of Determination)

Table 5. Determination Coefficient Table

	R Square
Content Creation	0.986
Buying decision	0.994

Based on the results of the R-Square analysis, the Content Creation variable has an R² value of 0.986, which means that 98.6% of the variation in Content Creation can be explained by the Content Marketing and Influencer Marketing variables. Meanwhile, the Purchase Decision variable has an R² value of 0.994, which indicates that 99.4% of the variation in Purchase Decision can be explained by Content Marketing, Influencer Marketing, and Content Creation. This very high R-Square value indicates that the research model has very strong predictive capabilities.

F-Square (Effect Size)

Table 6. F-Square Table

	Content Creation	Content Marketing	Influencer Marketing	Buying decision
Content Creation				0.873
Content Marketing	16,102			0.800
Influencer Marketing	0.491			0.586
Buying decision				

Based on the results of the SmartPLS analysis, the Content Creation variable shows a very strong influence on Purchasing Decisions with a value of 0.873, so it can be concluded that the better the quality of content creation, the higher the consumer's tendency to make a purchase. The Content Marketing variable has an influence value of 16.102 on Content Creation and 0.800 on Purchasing Decisions, which indicates that the content marketing strategy is very dominant in increasing content creativity while driving purchasing decisions. Meanwhile, Influencer Marketing has an influence of 0.491 on Content Creation and 0.586 on Purchasing Decisions, which means that influencers still play an important role even though it is not as strong as content marketing. Overall, all relationships between variables show a positive direction and support the research model.

**Hypothesis Testing
T-Test (Partial)**

Table 7. T-Test Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Content Creation -> Purchase Decision	0.599	0.629	0.124	4,832	0,000
Content Marketing -> Content Creation	0.863	0.862	0.026	33,093	0,000
Content Marketing -> Purchase Decision	0.510	0.488	0.098	5,230	0,000
Influencer Marketing -> Content Creation	0.151	0.152	0.029	5,241	0,000
Influencer Marketing -> Purchase Decisions	-0.129	-0.138	0.038	3,413	0.001

Source: Data Processing Results, 2025

Based on the results of the Total Effects analysis on the attachment page, the following values were obtained:

1. Content Marketing → Content Creation shows an original sample value of 0.863, a T-statistic of 33.093 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Content Marketing has a positive and highly significant effect on Content Creation. Thus, content marketing strategy is proven to be a major factor in improving the quality of content creation. Therefore, H1 is accepted.
2. Influencer Marketing → Purchase Decision has an original sample value of -0.129 with a T-statistic of 3.413 (>1.96) and a p-value of 0.001 (<0.05). This indicates that Influencer Marketing has a negative and significant effect on Purchase Decision. In other words, the use of influencers in the context of this study does not increase purchase decisions, but rather tends to decrease them. Therefore, H2 is accepted.
3. Content Marketing → Content Creation shows an original sample value of 0.863, a T-statistic of 33.093 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Content Marketing has a positive and highly significant effect on Content Creation. Thus, content marketing strategy is proven to be a major factor in improving the quality of content creation. Therefore, H3 is accepted.

4. Influencer Marketing → Content Creation shows an original sample value of 0.151, a T-statistic of 5.241 (>1.96), and a p-value of 0.000 (<0.05). These results indicate that Influencer Marketing has a positive and significant effect on Content Creation. This means that the presence of influencers can improve ideas, creativity, and the quality of the content created. Therefore, H4 is accepted.
5. Content Creation → Purchase Decision has an original sample value of 0.599 with a T-statistic of 4.832 (>1.96) and a p-value of 0.000 (<0.05). This indicates that Content Creation has a positive and significant effect on Purchase Decision. This means that the better the quality of content creation, the higher the consumer's tendency to make a purchase. Therefore, H5 is accepted.

F Test (Simultaneous)

Table 8. F-Test Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Content Marketing -> Content Creation -> Purchase Decision	0.517	0.542	0.105	4,915	0,000
Influencer Marketing -> Content Creation -> Purchase Decision	0.090	0.096	0.029	3,070	0.002

Source: Data Processing Results, 2025

Based on the results of the indirect effects analysis on the attachment page, the following values were obtained:

1. Content Marketing → Content Creation → Purchase Decision

The mediation path of Content Marketing through Content Creation shows an original sample value of 0.517, a T-statistic of 4.915 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Content Creation significantly mediates the influence of Content Marketing on Purchasing Decisions. In other words, the better the Content Marketing strategy, the higher the quality of Content Creation, which ultimately drives an increase in Purchasing Decisions. H6 is accepted.

2. Influencer Marketing → Content Creation → Purchase Decision

The mediation pathway from Influencer Marketing through Content Creation has an original sample value of 0.090, a T-statistic of 3.070 (>1.96), and a p-value of 0.002 (<0.05). This indicates that Content Creation also significantly mediates the influence of Influencer Marketing on Purchasing Decisions. This means that Influencer Marketing can improve Purchasing Decisions if supported by an effective Content Creation process. H7 is accepted.

Discussion of Research Results

Content Marketing on Purchasing Decisions

The results of the study indicate that content marketing has a positive and significant effect on purchasing decisions. This is evident from the original sample value of 0.510, the t-statistic of 5.230, and the p-value of 0.000. These findings indicate that the more effective the content marketing strategy implemented—through relevant, informative, and reliable content—the higher the consumer's tendency to make a purchasing decision.

Influencer Marketing on Purchasing Decisions

The results of the study indicate that Influencer Marketing has a negative and significant effect on Purchasing Decisions, with an original sample value of -0.129, a T-statistic of 3.413, and a p-value of 0.001. Although significant, the negative direction of the influence indicates that influencer content used by consumers does not fully have a positive impact on purchasing decisions.

Content Marketing towards Content Creation

The results of the hypothesis test show that Content Marketing has a positive and highly significant influence on Content Creation, with an original sample of 0.863, a T-statistic of 33.093, and a p-value of 0.000. This very large value indicates that a good content marketing strategy directly increases the creativity and quality of content creation.

Influencer Marketing on Content Creation

The results of the study indicate that Influencer Marketing has a positive and significant impact on Content Creation, with an original sample value of 0.151, a T-statistic of 5.241, and a p-value of 0.000. This indicates that influencers play a role in encouraging the creation of more creative, engaging, and relevant content. Influencers involved in Kopi Kenangan's promotion contributed in the form of delivery style, visual creativity, and interaction that made the content more engaging.

Content Creation on Purchasing Decisions

Content Creation has been proven to have a positive and significant influence on Purchasing Decisions, with an original sample value of 0.599, a T-statistic of 4.832, and a p-value of 0.000. This indicates that the more creative, engaging, and informative the content produced, the greater the chance of consumers making a purchase.

Content Creation Mediates Content Marketing Toward Purchasing Decisions

The results of the mediation test show that Content Creation significantly mediates the influence of Content Marketing on Purchasing Decisions, with an original sample value of 0.517, T-statistics of 4.915, and a p-value of 0.000. This means that the Content Marketing strategy not only has a direct influence, but also has an indirect influence through Content Creation.

Content Creation Mediates Influencer Marketing on Purchasing Decisions

The analysis results show that content creation mediates the influence of influencer marketing on purchasing decisions, with an original sample value of 0.090, a t-statistic of 3.070, and a p-value of 0.002. Although the direct influence of influencers on purchasing decisions is negative, through content creation, the influence becomes positive. This indicates that influencers can have a better impact if the content they produce is creative, authentic, and engaging.

CLOSING

Based on the results of research on the influence of Content Marketing and Influencer Marketing on Purchase Decisions of Kopi Kenangan in Medan City with Content Creation as an intervening variable, it can be concluded that Content Marketing has a positive and significant effect on Purchase Decisions, which indicates that the quality of marketing content plays an important role in increasing consumer purchasing interest. Conversely, Influencer Marketing has a negative and significant effect on Purchase Decisions, indicating that the use of influencers has not fully provided a direct positive impact on purchasing decisions. Furthermore, content marketing and influencer marketing have a positive and significant impact on content creation, with content marketing having a more dominant influence. Content creation has been shown to have a positive and significant impact on purchasing decisions and significantly mediates the influence of content marketing and influencer marketing on purchasing decisions. This demonstrates that the effectiveness of a digital marketing strategy depends heavily on the ability to create creative, relevant, and valuable content for consumers.

Based on the research results, several suggestions can be given as follows. For Kopi Kenangan, the company is advised to strengthen its Content Marketing strategy by presenting informative, relevant, and creative content, as it has been proven to have the greatest influence on purchasing decisions. Furthermore, improving the quality of Content Creation, particularly in the visual aspects, storytelling, and content consistency, is necessary to attract attention and increase consumer purchasing interest. Kopi Kenangan also needs to evaluate its Influencer Marketing strategy by selecting influencers who have aligned values with the brand, are authentic, and have a high level of engagement. Strategic integration between Content Marketing and Influencer Marketing is also important to ensure the brand's message and narrative are conveyed consistently. For further research, it is recommended to add other variables such as brand trust, brand image, or customer engagement to obtain a more comprehensive research model. Future research could also expand the sample size and region to increase the generalizability of the results, and combine quantitative methods with qualitative approaches to gain a deeper understanding of consumer perceptions of content and influencers.

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