

## **THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST**

**Oktavia Sri Wahyuni\*<sup>1</sup>, Danang Trijayanto<sup>2</sup>**

University 17 August 1945 Jakarta, Indonesia

University 17 August 1945 Jakarta, Indonesia

E-mail: [oktaviasri37@gmail.com](mailto:oktaviasri37@gmail.com) , [danang.trijayanto@uta45jakarta.ac.id](mailto:danang.trijayanto@uta45jakarta.ac.id)

Received : 29 June 2025

Revised : 11 July 2025

Accepted : 31 July 2025

Published : 09 August 2025

DOI : <https://doi.org/10.54443/morfai.v5i2.3743>

Link Publish : <https://radjapublika.com/index.php/MORFAI/article/view/3743>

### **Abstract**

The purpose of this study is to analyze how consumers' interest in buying Glad2Glow skincare products is influenced by brand ambassadors and persuasive communication strategies used in TikTok live shopping. This study uses a quantitative methodology by surveying 100 active TikTok users in Papanggo Village, North Jakarta, aged 17 to 34 years. Each item in the research instrument is valid and reliable, according to the results of the validity and reliability test. Persuasive communication strategies, brand ambassadors and buying interest are strongly and significantly correlated, according to Pearson's correlation research. Both independent factors significantly influence buying interest, according to multiple linear regression analysis, with persuasive communication strategies having the greatest influence.

**Keywords:** *Brand Ambassador, Persuasive Communication, TikTok Shop, Buying Interest, Live Shopping.*

### **INTRODUCTION**

With the advent of digital media, marketing strategies have shifted and TikTok Shop has emerged as an effective promotional tool, especially thanks to its live shopping feature. TikTok Shop has evolved from an entertainment platform to a marketing and sales platform, which is done directly through the live shopping feature (Anggoroningtyas & Adha, 2024). With the help of these tools, brands can communicate directly and create a more engaging shopping experience. Persuasive communication techniques are essential to influence customer purchasing decisions during in-person shopping. Using brand ambassadors to reflect brand values and image is an important component (Arzetti Nerissa, 2024). While the partial impact may be considered small, the presence of a brand ambassador still helps create a positive product opinion. This phenomenon is evident in the marketing strategy of Glad2Glow, which has been actively using an interactive content approach since 2022 through its TikTok account @glad2glow.indo. Certified by the Food and Drug Supervisory Agency (BPOM) and halal, Glad2Glow is a local skincare company that blends natural and active ingredients such as pomegranate and berries (Putri, 2025). Glad2Glow offers two main products, namely Brightening Serum and Brightening Moisturizer through the "Two Step Glowing Ala Syifa Hadju" promotion. These products are packaged effectively and in harmony with the lifestyle of the younger generation (Irach, 2024).

With more than 125 million active users in Indonesia, TikTok is a very promising medium for direct-based marketing techniques, according to Data Reportal research (Hootsuite, 2024). In addition, Jakpat (Jakmin, 2023) reported that 65% of digital consumers completed purchases during the program, and 86% of them had seen live shopping. TikTok Shop is the platform of choice for 75% of Gen Z, which shows the dominance of the younger generation. Glad2Glow's 2.4 million followers, most of whom are from younger, more densely populated areas such as Jakarta, West Java, and Banten, show how well the company is capitalizing on this trend. High sales figures, such as Blueberry Ceramide Moisturizer, which sold more than 150,000 units through TikTok Shop, demonstrate the effectiveness of this technique (Espradina, 2023). In this case, the Brand Ambassador is an important communicator who conveys the message effectively in addition to acting as a brand image. According to Marcella et al. (2023), brand ambassadors and online word-of-mouth promotion have a major impact on consumer interest and decision in purchasing skincare products. In addition, in live sessions, a convincing and interactive communication style can increase customer engagement and create urgency (Hendri, 2019). Glad2Glow has successfully combined product

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

innovation, innovative content initiatives, and effective digital communication through their TikTok account @glad2glow.indo. With the help of the right brand ambassadors and strategies that target newcomers to the skincare market, the company has built a solid reputation among young customers. However, there is currently little scientific research on how brand ambassadors use TikTok live shopping to persuade consumers to buy local skincare products. This study is therefore important to know how much influence this strategy influences consumer behavior, especially in today's digital marketing context.

## LITERATURE REVIEW

### Previous Research

A review of the previous three studies shows that there are still few studies that discuss the influence of digital media, especially TikTok Shop and brand ambassadors, on consumer behavior. Brand ambassador Lee Min Ho's impact on consumer intent to buy Azarine products was emphasized in the study Nuruljanah (2025), although the study did not attribute it to digital platforms such as TikTok Shop or persuasive communication techniques. A 2016 study by Septya Ningrum and Nurvita highlighted the impact of a positive brand ambassador image on purchase intent, even though it was still done in a conventional context without considering direct shopping interactions or the internet. Asluchah (2023) discusses how TikTok live broadcasts, brand awareness, and brand ambassadors influence consumer purchasing decisions, but he does not go into detail about how persuasive communication works during live broadcasts. By focusing on the influence of persuasive communication used by brand ambassadors during live shopping on TikTok Shop, this study seeks to close this gap. In a contemporary, interactive, and technology-based marketing framework, with the title "The Influence of Persuasive Communication of Brand Ambassadors, TikTok Shop Glad2Glow tries to integrate aspects of communication, digitalization, and consumer behavior.

### Persuasive Communication

Persuasive communication, according to Effendy (1998), aims to persuade the audience to change their attitudes, beliefs, and behavior. Persuasive communication in digital marketing is achieved through various strategies, including the use of social media to convey interesting and relevant messages (Simorangkir & Rahimah, 2014). Brand ambassadors are the main source of messages that can influence consumers' decision to buy on TikTok during live shopping. Four key elements in the persuasion process determine how well the communication goes. First, brand ambassadors who are a source of messages, credible, attractive, and realize ideals that are considered attractive by the audience. This credibility includes skill, integrity, and physical and mental attractiveness. Second, the message includes a logical component, such as product excellence, and an emotional component, such as testimonials or live stories that evoke emotions. Third, TikTok's communication channels allow users and brand ambassadors to communicate directly using the like button, comment feature, and direct purchase link. Fourth, message recipients, i.e. TikTok users who actively reply to messages by leaving comments, asking questions, or making direct purchases. This level of audience participation is a crucial indicator to determine the effectiveness of the persuasive communication techniques used.

### Source Credibility

The three main components of source credibility, or ethos, are expertise, appeal, and trustworthiness, according to Hovland and Weiss, as stated by Rakhmat (2004). This theory explains that the audience's perception of the communicator's trust has a significant impact on the effectiveness of the message (Kartika, 2011). When it comes to live shopping, brand ambassadors who are considered knowledgeable, engaging, and trustworthy tend to have a greater impact on consumers' purchasing decisions. For example, brand ambassadors who are able to convey the advantages of their products in a way that is easy to understand, look attractive, and provide sincere testimonials will find it easier to gain the trust of the audience.

### Application of Theory

The main conceptual foundations of this study are Persuasive Communication Theory and Source Credibility Theory. In the context of TikTok live shopping, these ideas explain why persuasive communication works so well. Through a number of important components, including message sources, message content, communication channels, and recipients, the platform enables a direct connection between brand ambassadors and audiences. Brand ambassadors are trustworthy speakers who use TikTok's live media to reach an engaged and responsive audience with messages that combine emotional and logical components. The credibility of the source i.e., their skill, beauty, and honesty in conveying the message determine their capacity to convince. Persuasiveness is also enhanced with emotion-based strategies including personal narratives, facial expressions, and a sense of urgency in advertising.

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

Therefore, the combination of these two ideas explains how brand ambassadors can use persuasive communication on TikTok to successfully convert the audience's attention into a purchase action. This study is based on the idea that the two main factors of brand ambassador and persuasive communication strategy have an impact on consumers' intention to buy Glad2Glow skincare products. As the main communicator, brand ambassadors persuade and convey promotional messages emotionally. During engaging, dynamic, and real-time live shopping events on TikTok Shop, Persuasive Communication Strategies employ a variety of messaging tactics. The tendency of consumers to buy a product after exposure to digital promotions is known as purchase intent. Based on the indicators that have been established, each variable is measured on a Likert scale with a range of 1 to 5, as shown in the table below:

**Table 1.** Variable Operational Definition

Variable	Operational Definition	Indicator
Brand Ambassador (X1)	Public individuals who promote products through TikTok Shop and build an emotional connection with the audience.	Credibility, Appeal, Product suitability, Communication ability
Persuasive Communication Strategies (X2)	Communication techniques during live shopping to influence consumer attitudes and purchasing decisions.	Interesting message content, Delivery style, Two-way interaction, Call-to-action
Buying Interest (Y)	Consumers' tendency to purchase products after receiving promotional information.	Interest, Desire to try, Intention to buy, Belief in the benefits of the product

Based on this study, there are two hypotheses in this study.

H<sub>0</sub>: Brand Ambassadors and Persuasive Communication Strategies have no significant effect on buying interest. H<sub>a</sub>: Brand Ambassador and Persuasive Communication Strategy have a significant effect on buying interest.

## RESEARCH METHODS

This study examines the influence of Brand Ambassador and Persuasive Communication Strategy on Purchase Intention using quantitative methods and causal associative methodology. This approach was chosen because of its ability to use numerical data to measure causal relationships objectively and systematically (Sugiyono, 2013; Divine, 2018). Due to the high level of community activity in the location, the dense productive age population, and internet access, this study focuses on active TikTok users in Papanggo Village, North Jakarta. Respondents, who are active TikTok users aged 17 to 34, have seen live broadcasts of TikTok Shop products Glad2Glow products and know brand ambassadors. Google Form was used to distribute the research questionnaire, which was conducted online from May to July 2025. The population of this study is 50,344 active TikTok users in Papanggo Village, North Jakarta (BPS, 2023). Using the purposive sampling strategy, the number of respondents was calculated using the Slovin formula ( $e = 0.1$ ), resulting in a total of 100 respondents. Secondary data comes from internet media and scientific books, while primary data comes from questionnaires with a Likert scale. To ensure that each statement item actually measures the target variable, a validity test is performed using the Pearson Product Moment correlation method in the first stage of data analysis. The consistency of the instrument was then assessed using Cronbach's Alpha  $\geq 0.60$  and multiple linear regression analysis to determine the simultaneous influence (F test), partial influence (t-test), and determination coefficient ( $R^2$ ) and the analysis process was carried out with SPSS 26.

## RESULTS AND DISCUSSION

### Validity Test

The Pearson Product Moment correlation between each statement item and the overall variable score is calculated to perform the validity test. If the estimated  $r$  value is greater than the table  $r$  (0.197) and the significance is less than 0.05, the measure is considered valid.

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

**Table 2.** Uji Validitas

Variable	Item Statement	r hitung	Sig (2tailed)	r tabel	Information
X1	I believe that Glad2Glow's Brand Ambassador has a good understanding of the product.	0,625	0,00	0.197	Valid
	I believe that Brand Ambassadors convey truthful and reliable information.	0,607	0,00	0,197	Valid
	The Brand Ambassadors appointed by Glad2Glow look attractive and full of confidence.	0,609	0,00	0,197	Valid
	Brand ambassadors make product marketing more interesting.	0,631	0,00	0,197	Valid
	I believe that becoming a Brand Ambassador is in accordance with the identity of Glad2Glow skincare products.	0,650	0,00	0,197	Valid
	Brand Ambassadors represent Glad2Glow's target market effectively.	0,698	0,00	0,197	Valid
	The testimonials from the Brand Ambassador increased my confidence in the quality of the product.	0,722	0,00	0,197	Valid
	I find it easy to understand Brand Ambassador's explanation.	0,731	0,00	0,197	Valid
X2	The info conveyed during the live was very much in line with what I needed.	0,605	0,00	0.197	Valid
	The content of the message during the live made me even more interested in Glad2Glow products.	0,755	0,00	0.197	Valid
	Brand Ambassador makes me feel cared for as a skincare product user	0,766	0,00	0.197	Valid
	The message conveyed by the Brand Ambassador made me feel more confident to the quality of Glad2Glow products.	0,630	0,00	0.197	Valid

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

Y	The delivery style used during the live is very interesting and does not make the audience feel bored.	0,715	0,00	0.197	Valid
	The two-way interaction during the live made me more interested in Glad2Glow products.	0,755	0,00	0.197	Valid
	During the live session, questions or responses are answered well.	0,684	0,00	0.197	Valid
	The limited-time offer made me feel compelled to make an immediate decision to buy the product.	0,639	0,00	0.197	Valid
	The invitation to make a purchase was very convincing.	0,761	0,00	0.197	Valid
	Glad2Glow products look attractive and match what I need.	0,664	0,00	0.197	Valid
	I would like to know more about Glad2Glow products.	0,747	0,00	0.197	Valid
	I believe that Glad2Glow products are worth trying after listening to the explanation delivered during the live.	0,695	0,00	0.197	Valid
	After the promotion session I considered buying and trying out Glad2Glow products.	0,704	0,00	0.197	Valid
	I feel motivated to make a purchase after watching the live session.	0,599	0,00	0.197	Valid
	I have the intention of buying Glad2Glow products repeatedly	0,660	0,00	0.197	Valid
	I believe that Glad2Glow products have advantages compared to other products	0,652	0,00	0.197	Valid
	I believe Glad2Glow's products provide benefits as promised.	0,741	0,00	0.197	Valid

All items in the variables Brand Ambassador, Persuasive Communication Strategy , and Buying Interest (Y) have a calculated r value of  $> r$  table and are significant, based on the results of a study of 25 statement items. Therefore, all items are considered valid.

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

## Reliability Test

Reliability testing used Cronbach's Alpha, with a minimum requirement of  $\geq 0.60$  to assess the consistency of the research tool (Ghozali, 2016).

**Table 3. Reliability Test Results**

Variable	Number of Statements	Cronbach's Alpha	Information
Brand Ambassador (X1)	8	0,815	Reliabel
Persuasive Communication Strategies (X2)	9	0,869	Reliabel
Buying Interest (Y)	8	0,834	Reliabel

The test results showed that all variables had values above 0.80, so they were declared reliable.

## Pearson Correlation Test

The strength of the relationship between variables is ascertained using the Pearson correlation test.

**Table 4. Pearson Correlation Test Results**

Variable	Correlation Values (r)	Sig (2 tailed)	Information
Brand Ambassador (X1) ↔ Persuasive Communication Strategy (X2)	0,780	0,000	Strong and Significant
Brand Ambassador (X1) ↔ Buying Interest (Y)	0,748	0,000	Strong and Significant
Persuasive Communication Strategy (x2) ↔ Buying Interest (Y)	0,833	0,000	Extremely Powerful and Significant

The results showed the direction of positive relationships and strong relationships to very strong and significant ( $p < 0.05$ ) between all variables.

## Multiple Linear Regression Test

### F Test (Simultaneous)

The F test is used to determine the influence of the variables X1 and X2 together on Y.

**Table 5. F Test Results**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	768,72	2	384,36	123,404	0
Residual	302,12	97	3,115		
Total	1070,84	99			

results showed that both had a significant effect simultaneously.

### T test (Partial)

With a significance value of 0.004, which is smaller than 0.05, the analysis findings show that Brand Ambassadors (X1) have a significant influence on buying interest (Y). With a significance value of 0.000, which is smaller than 0.05, the Persuasive Communication Strategy (X2) also has a significant influence. The influence of Persuasive Communication Strategy (X2) was higher than that of Brand Ambassadors (X1), with  $\beta = 0.251$ , of both variables. Therefore, it can be said that the most important element in increasing consumer interest in making a purchase is a persuasive communication strategy.



**Table 6.** Test Results t

Variabel	B	Std. Error	T	Sig.	Beta
(Constant)	4,903	1,983	2,472	0,015	-
Brand Ambassador (X1)	0,247	0,085	2,916	0,004	0,251
Persuasive Communication Strategies (X2)	0,546	0,074	7,391	0	0,637

**Table 7. Determination Test Results**

The use of brand ambassadors and persuasive communication strategies can account for 71.8% of changes in purchase intent, based on the R Square value of 0.718. Other factors not covered by this model, such as price, product quality, other promotions, market trends, or friend recommendations, account for the remaining 28.2% of changes in buying interest. Data analysis shows that each instrument used in this study has good validity and reliability. Cronbach's Alpha rating of more than 0.80 in the reliability test shows bahwa instrumen tersebut sangat konsisten. Each statement item and the total variable score have a substantial relationship, according to the validity test. Pearson's correlation test showed that buying interest was significantly influenced by persuasive communication strategies and brand ambassadors. This shows that consumers who have a higher positive perception of brand ambassadors and their persuasive communication strategies are more likely to buy Glad2Glow skincare products. Buying interest is strongly influenced by both independent components simultaneously, according to multiple linear regression analysis. The most important factor is the persuasive communication strategy, although each of the other two factors also has a significant influence. These two factors explain most of the variation in buying interest, with a determination coefficient of 71.8%. Overall, this study emphasizes the value of persuasive communication strategies and brand ambassadors in increasing consumers' tendency to make purchases on the TikTok Shop platform.

Determination Test Model	R	R Square	Adjusted R Square
1	0,847	0,718	0,712

## CONCLUSION

Several significant conclusions were drawn from a study involving 100 active TikTok users who knew Glad2Glow's brand ambassadors and had witnessed live shopping for the product. With correlation values and Cronbach's Alpha that meet the requirements, this study instrument is considered valid and reliable. Brand ambassadors, persuasive communication strategies and buying interest were found to be strongly and significantly correlated. Both simultaneously and independently, these two independent variables have a considerable impact on buying interest. Between these two factors, a persuasive communication strategy is more influential than a brand ambassador. According to the regression model, these two variables accounted for 71.8% of the variation in Purchase Intent, while other factors such as price, product quality, and user reviews influenced the rest. Taking all factors into account, live shopping has proven to be a successful marketing strategy, especially when supported by reliable brand ambassadors and the right persuasive communication techniques.

## REFERENCES

- Anggoroningtyas, S. H., & Adha, R. N. (2024). Strategi Social Selling Live Streamer dalam Penjualan Produk melalui TikTok Live. *Lectura: Jurnal Kajian Komunikasi*, 15(1), 87–100. <https://ojs.uph.edu/index.php/lectura/article/view/9471/4893>
- Anugrahdwi. (2023). *Faktor, Strategi dan Contoh Komunikasi Persuasif*. Fisip.Umsu. <https://fisip.umsu.ac.id/faktor-strategi-dan-contoh-komunikasi-persuasif/>
- ARTAMEVIAH, R. (2022). Bab ii kajian pustaka bab ii kajian pustaka 2.1. *Bab Ii Kajian Pustaka 2.1*, 12(2004), 6–25.
- Arzetti Nerissa, H. (2024). *Pengaruh Promosi, Sosial media dan brand ambassador terhadap minat beli produk*

# THE INFLUENCE OF PERSUASIVE COMMUNICATION OF TIKTOK SHOP LIVE SHOPPING BRAND AMBASSADOR GLAD2GLOW ON BUYING INTEREST

Oktavia Sri Wahyuni and Danang Trijayanto

- skincare Azarine di toko abelstore Lamongan*. UNIVERSITAS DARUL 'ULUM LAMONGAN.
- Badan Pusat Statistik. (2023). *Kecamatan Tanjung Priok Dalam Angka 2023*. <https://web-api.bps.go.id/download.php?f=BuY0hVMUrqJbs/GFThGPCGRVakc0RTdXNVBNOHlvNEhsNGFNcElzWlVJU012WXpRMmJ3eUICQVc4dEhmMzBTYUFFUU9NdVloeXZhUWFOaE5vcVAraHc5K1NmdjE2cGlwSnYzNTE3QkNwTDVzQWxnK2J3RzhQZmdNUTE5aEtrcEpOOVh0djC2Ukt1Z2RVdmRDUIJtNzloOEhnWTNoQzhjN2>
- Condrobimo, A. R. (2024). Perbedaan Influencer dan Brand Ambassador dalam Periklanan Digital. *Binus*. <https://sis.binus.ac.id/2024/07/05/perbedaan-influencer-dan-brand-ambassador-dalam-periklanan-digital/>
- Fifing Espradina. (2023). *Viral di Tiktok cuma Rp30 Ribuan, Glad2Glow Blueberry 5% Ceramide Moisturizer*. INews Jember. <https://jember.inews.id/read/316954/viral-di-tiktok-cuma-rp30-ribuan-glad2glow-blueberry-5-ceramide-moisturizer>
- Handayani. (2020). Bab Iii Metode Penelitian. *Suparyanto Dan Rosad (2015, 5(3), 248–253*.
- Hendri, E. (2019). Komukasi Persuasif: Pendekatan dan Strategi. In *Bandung: PT Remaja Rosdakarya*. pt remaja rosdakarya 2. <https://books.google.co.id/books?id=EkDuzwEACAAJ>
- Hootsuite, W. A. S. &. (2024). *Digital 2024: Indonesia*. DataReportal. <https://datareportal.com/reports/digital-2024-indonesia?rq=Indonesia>
- Ilahi, A. (2018). *Penelitian Asosiatif: Pengertian, Contoh Judul, Macam Hubungan Antar Variabelnya*. <https://www.materipendidikan.my.id/2018/03/penelitian-asosiatif-pengertian-contoh.html>
- Irach, H. (2024). *Syifa Hadju Didapuk Jadi Brand Ambassador Glad2Glow, Ajak Masyarakat Glowing Bareng*. Fimela.Beauty. <https://www.fimela.com/beauty/read/5513901/syifa-hadju-didapuk-jadi-brand-ambassador-glad2glow-ajak-masyarakat-glowing-bareng>
- Jakmin. (2023). *Preferensi Platform Live Shopping Tiap Generasi*. <https://jakpat.net/info/preferensi-platform-live-shopping-tiap-generasi/>
- Kartika, R. (2011). TEORI-TEORI KOMUNIKATOR. In *Journal of Physics A: Mathematical and Theoretical* (Vol. 44, Issue 8). Desanta Muliavisitama. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Madaniah, A. (2023). Berkilau di Dunia Digital “Strategi Komunikasi Persuasif Iklan Scarlett Whitening di Instagram.” *Connected: Jurnal Ilmu Komunikasi*, 5(1), 35–58. <https://jpii.upri.ac.id/index.php/connected/article/view/149>
- Marcella, I., Nursal, M. F., & Wulandari, D. S. (2023). *Pengaruh Electronic Word of Mouth Dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Minat Beli Skincare Somethinc Di Kota Bekasi*. *Jurnal Economina*. <https://doi.org/10.55681/economina.v2i10.903>
- NURULJANAH, C. (2025). *PENGARUH BRAND AMBASSADOR LEE MIN HO TERHADAP MINAT BELI PRODUK AZARINE HYDRAMAX C SUNSCREEN SERUM TAHUN 2024*. <http://repository.mercubuana.ac.id/id/eprint/94457>
- Putri, C. I. (2025). *Siapa Owner Brand Glad2Glow? Simak Profil hingga Kontroversinya*. Inilah.Com. <https://www.inilah.com/sosok-owner-glad2glow-dan-kontroversinya>
- Putri, S. I. N., Selvy, Roles, G. H., & Ellen, A. (2019). Pengaruh Rekrutmen Dan Komitmen Organisasi Terhadap Kinerja Karyawan Pada Pt. Budi Raya Perkasa. *Jurnal Maznajemen*, 5(1), 71–80.
- Salmaa. (2020). *Definisi Operasional: Ciri, Contoh, Cara Menyusunnya*. Deepublish.Com. <https://penerbitdeepublish.com/definisi-operasional/>
- Salmaa. (2023). *Hipotesis Penelitian: Pengertian, Jenis, Contoh Lengkap*. Deepublish.Com. <https://penerbitdeepublish.com/hipotesis-penelitian/>
- Shell, A. (2019). *Metode penelitian*. 1–23. [https://repository.poltekkes-denpasar.ac.id/2885/5/BAB\\_IV%28METODE PENELITIAN%29.pdf](https://repository.poltekkes-denpasar.ac.id/2885/5/BAB_IV%28METODE PENELITIAN%29.pdf)
- Simorangkir, & Rahimah, N. (2014). Kontribusi Komunikasi Persuasif Guru Terhadap Kepercayaan Diri dan Motivasi Belajar Siswa Kelas VIII di SMP Islam Al-Ulum Terpadu Medan. *Universitas Medan Area, 1994*, 1–64. <http://hdl.handle.net/123456789/1833>