



The Effect of Self Service Technology and Perceived Enjoyment on Interest in Reusing Self-Ordering Kiosk on Gen-Z in Medan City

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ABSTRACT

Technological developments in the food and beverage industry sector triggered by the Covid-19 pandemic have been presented by McDonalds to maintain distance by utilizing the role of self-service technology that prevents direct contact with employees and utilizes the performance of the self-ordering kiosk. Perceived enjoyment is also needed to increase Gen-Z's desire to have an interest in reusing the self-ordering kiosk at McDonald's. This study aims to determine the effect of self-service technology and perceived enjoyment on interest in reusing the self-ordering kiosk at Gen-Z McDonald's in Medan City. The method used is quantitative by involving 100 Gen-Z people as samples. The results of this study indicate that self-service technology and perceived enjoyment have a significant effect on the interest in reusing the self-ordering kiosk at Gen-Z McDonald's in Medan City by 81.9%. This means that the role of self-service technology and perceived enjoyment felt by Gen-Z is very well realized, although it is still necessary to improve the performance of the self-ordering kiosk in order to have an interest in reusing the self-ordering kiosk

Keywords: Self Service Technology, Perceived Enjoyment, Repeat Use Interest

ABSTRAK

Perkembangan teknologi di sektor industri makanan dan minuman yang dipicu oleh pandemi Covid-19 telah dihadirkan oleh McDonalds dapat menjaga jarak dengan memanfaatkan peran dari self service technology yang mencegah bersentuhan langsung dengan pegawai dan memanfaatkan kinerja dari self-ordering kiosk tersebut. Perceived enjoyment disamping itu juga dibutuhkan untuk meningkatkan keinginan Gen-Z dalam memiliki minat menggunakan kembali self-ordering kiosk di McDonald's. Penelitian ini bertujuan untuk mengetahui pengaruh self-service technology dan perceived enjoyment terhadap minat menggunakan ulang self-ordering kiosk pada Gen-Z McDonald's di Kota Medan. Metode yang digunakan kuantitatif dengan melibatkan 100 orang Gen-Z sebagai sampel. Hasil penelitian ini menunjukkan bahwa self service technology dan perceived enjoyment berpengaruh signifikan terhadap minat menggunakan ulang self-ordering kiosk pada Gen-Z McDonald's di Kota Medan sebesar 81,9% Artinya peran dari self service technology dan perceived enjoyment yang dirasakan oleh Gen-Z terealisasi dengan sangat baik meskipun masih perlu peningkatan kinerja self-ordering kiosk agar memiliki minat menggunakan kembali self-ordering kiosk.

Kata Kunci: Self Service Technology, Perceived Enjoyment, Minat Menggunakan Ulang



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1. Introduction

The COVID-19 pandemic has spread to all countries including Indonesia. This causes a massive impact on humans, especially various organizations, so they must adapt to change. Information technology has made changes to people's living habits or routines in fulfilling their daily needs. Changes in people's living habits cause companies to take a role in increasing market share due to the utilization of the presence of information technology today. In the face of these changes, all organizations are required to make breakthroughs or innovations in moving the wheels of their organisation to remain sustainable. Business-oriented organizations have made the use of innovation a major highlight in providing a major positive influence as a supporting medium in spurring the pace of company performance.

Reporting from Kominfo (2021), the Information and Communication Technology (ICT) sector is a support for economic growth to survive. The potential of ICT must also be fully utilised as an adaptation to the conditions of the Covid-19 Pandemic which encourages digital consumption to continue to increase, especially its impact on the expansion of the digital economy. The double-digit increase of 10.58% in the Information and Communication Technology (ICT) sector in 2020 is due to the speed of change from conventional to digital usage. In addition, the high demand for telecommunication services and gadgets triggered the increase. According to Mira Tayyiba as Secretary General of the Ministry of Communication and Information Technology (Kominfo, 2021), it is necessary to take policy steps to support the digital ecosystem in other sectors, not just the ICT sector.

The food and beverage industry is one of the sectors that is the main concern in the development of technology implementation. According to Kominfo (2021), the digital transformation carried out causes a positive influence on increasing investment and productivity, and is able to create a competent workforce. Based on the data attached from Kominfo, the food and beverage industry had an average growth of 8.16% before the Covid-19 pandemic in 2015-2019. However, during the Covid-19 pandemic, the increase in growth in the food and beverage industry decreased by 1.52% in 2020. Economic growth also gradually improved after the Covid-19 pandemic, until in the 3rd Quarter of 2022 it was able to increase by 3.57% (Data Indonesia, 2022). According to Doddy Rahadi as the Head of the Industrial Services Standardization and Policy Agency (BSKJI) of the Ministry of Industry, changes in the world after the Covid-19 pandemic triggered a push towards economic transformation where the role of information technology is very important.

In the food and beverage industry sector, fast food restaurants are one of the choices of the Indonesian people. Competition for technology has also been carried out by many companies in this sector. Research conducted by Top Brand For Gen-Z in the FastFood Restaurant Retail Category in 2021 and 2022, the data shows that McDonald's restaurants topped the Fast-food Restaurant retail category for Gen-Z by 30.5% and 30.7% compared to other fast food restaurants in Indonesia. The measurement system or parameters in the form of the first trademark remembered by or Top of Mind, the last trademark used by or Last Usage to the desire to buy products in the trademark or Future Intention used in this study.

McDonald's has been utilizing self-ordering kiosk technology, which is a form of self-service technology, since 2003 in North America (Grubrrr, 2021). The technology continues to be developed, until it was utilised in Indonesia in 2018 at the Sarinah outlet, Jakarta. The implementation of Self-Service Technology is also used by various fast food restaurants, but the use of Kiosk is still minimal due to the high cost of its use and McDonald's in Indonesia has the largest number of outlets that use technology in the form of kiosks as many as 85 outlets out of 279 branches known as Self-Ordering Kiosk, and McDonald's provides information about the restaurant through www.mcdonalds.co.id (accessed 7 February 2022).

Generation-Z is a digitally active population (digital natives) who have mastered and recognized technology from an early age so that it becomes a differentiator from the generation before or after (Nasution, 2019). The Generation Z population has mushroomed in various cities from Sabang to Merauke with the largest age composition of 75.5 million people out of 270.2 million people who have a birth year of 1997-2012 (BPS, 2021). In addition, North Sumatra is the 4th (fourth) largest contributor to the number of Generation Z in Indonesia with 4,316,515 Gen-Z people (Data Indonesia, 2022). However, North Sumatra has the highest composition in the ratio between the number of gen-z to the total population of 31.7% compared to other provinces (Bps, 2021). Medan City, which is the provincial capital of North Sumatra, has the highest population of 2,494,512 people compared to other cities/districts in this province (Bps, 2021). Comparable to that, the number of Z-Generation in Medan City is 675.02 thousand people (Bps Medan City, 2021).

Based on observations, there are 6 McDonald's outlets in Medan City which are located in Medan City, namely: 1) McDonald's Plaza Millenium Medan; 2) McDonald's Medan Tasbi; 3) McDonald's Sisingamaraja; 4) McDonald's Pancing; 5) McDonald's Mongonsidi; and 6) McDonald's Marelان. However, McDonald's Plaza Millenium does not have a Self-Ordering Kiosk and must use the cashier as a place to order dine in, so only 5 McDonald's in Medan City are valid in conducting this research. In addition, the Self-Ordering Kiosk found at McDonald's must be used by all because it can be considered to reduce queues and provide a pleasant experience for customers. However, if the outlet is too crowded, employees give permission to those who use cash to make payments through the cash register.

So that in supporting the parameters of determining the Top Brand For Gen-Z Fast-Food Restaurant Category in Future Intention, to find out the trigger of interest in reusing the Self-Ordering Kiosk as a form of Self-Service Technology. In addition to Self-Service Technology, Perceived Enjoyment is also needed in having an interest in reusing a technology. Based on this description, the purpose of this study is to determine the effect of self-service technology and perceived enjoyment on interest in reusing self-ordering kiosk on Gen-Z in Medan City?

2. Method

This research method is multiple linear analysis with an associative quantitative approach. This research uses non probability sampling in sampling with Purposive Sampling technique. The population of this study came from Generation-Z Medan City, so researchers used quota sampling of 100 correspondents. The distribution of questionnaires was carried out in Medan City with the criteria of having used a self-ordering kiosk and having a birth year of 1997-2012.

3. Result and Discussion

3.1 Hypothesis Modeling

In this study, the normality test used the Kolmogorov-Smirnov test. The normality test is used to determine whether the population data is normally distributed. A data distribution is said to be normal if the significance value is greater than the level ($p > 0.05$), otherwise if the significance value is lower than the level ($p < 0.05$), then the data distribution is not normally distributed. The results of the normality test in this study can be explained as follows:

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1.85606074
Most. Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.053
Test Statistic		,076
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Results of Primary Data Processing (2023)

Based on table 1, the results of the Kolmogorov-Smirnov normality test in this study have a significance value of 0.200, this means that the distribution of data in this study on each variable is normally distributed with a significant value greater than the significance level, which is 0.200 ($0.200 > 0.05$). As for what was used in testing the hypothesis in this study, which is:

a. Partial Significance Test (T Test)

The partial test in this study was used with the aim of seeing the influence individually (partially) between the independent variables of self service technology (X1), and perceived enjoyment (X2), on interest in reuse (Y). The significant level used is 5% or 0.05 (two tailed test) with a degree of freedom $df = n - k = 100 - 3 = 97$, then a table value of 1.984 can be obtained. The partial test results (T test) in this study can be described as follows:

Table 2 Partial Significance Test (T Test)

Model		Coefficients			T	Sig
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.246	1.215		-1.026	.308
	Self Service Technology	.214	.042	.428	5.105	.000
	Perceived Enjoyment	.542	.089	.512	6.116	.000

a. Dependent Variable: Minat Menggunakan Ulang

Source: Results of Primary Data Processing (2023)

Based on the results of the partial significance analysis (T test) in the table above, the following conclusions can be reached:

1. Partial test between the self-service technology variable (X1) on the interest in reuse (Y) of Gen-Z customers obtained a tcount value greater than the t-table value of 5.105 ($5.105 > 1.984$), while the significant value obtained is 0.000 smaller than the alpha level of 0.05. This shows that Ha1 is accepted and H01 is rejected, meaning that there is a significant influence between self-service technologies (X1) on the interest in reusing McDonald's Gen-Z customers in Medan City (Y).
2. Partial test between the variable perceived enjoyment (X2) and interest in reusing (Y) Gen-Z customers obtained a tcount value greater than the ttable value of 6.116 ($6.116 > 1.984$), while the significant value obtained is 0.000 smaller than the alpha level of 0.05. This shows that Ha2 is accepted and H02 is rejected, meaning that there is a significant influence between perceived enjoyment (X1) on the interest in reusing McDonald's Gen-Z customers in Medan City (Y). This shows that Ha2 is accepted and H02 is rejected, meaning that there is a significant influence between perceived enjoyment (X1) on the interest in reusing McDonald's Gen-Z customers in Medan City (Y).

b. Simultance Significance Test (F Test)

In this study, the simultaneous test was used to test the significant level of the influence of self-service technology variables (X1), and perceived enjoyment (X2) together on interest in reuse (Y). If fcount > ftable and value < 0.05 ($\alpha = 5\%$), then the independent variable simultaneously has a significant effect on the dependent variable.

Table 3 Simultance Significance Test (F Test)

Model		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1580.709	2	790.354	224.788	.000 ^b
	Residual	341.051	97	3.516		
	Total	1921.760	99			

a. Dependent Variable: Minat Menggunakan Ulang

b. Predictors: (Constant), Perceived Enjoyment, Self Service Technology

Source: Results of Primary Data Processing (2023)

Based on this table, it shows that in this study the fhitting value is greater than the ftable value, which is 224.788 ($224.788 > 3.09$), while the significant value of 0.000 is smaller than the alpha level of 0.05. This shows that Ha3 is accepted and H03 is rejected, meaning that there is a significant influence between self-service technology (X1), and perceived enjoyment (X2) simultaneously on reuse interest (Y) among Gen-Z McDonald's customers in Medan City.

c. Determination Coefficient Test (R2)

In this study, the coefficient of determination test was used to explain how much the ability of the independent variables to explain the variation in the dependent variable. The results of the coefficient of determination test from this study are explained as follows:

Table 4 Determination Coefficient Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.823	.819	1.87510

a. Predictors: (Constant), *Perceived Enjoyment*, *Self Service Technology*

Source: Results of Primary Data Processing (2023)

Based on the results of data processing displayed in table 3.4, it is known that:

1. The correlation coefficient (R) value of 0.907 is obtained, which means that there is a relationship between the self-service technology (X1) and perceived enjoyment (X2) variables on interest in reuse (Y) of 90.7% so that the relationship between these variables can be categorized as very close.
2. The Adjusted R Square value of 0.819 or the coefficient of determination shows that the self-service technology (X1) and perceived technology (X2) variables on interest in reuse (Y) are 81.9%, while the remaining 18.1% is influenced by other factors outside this research models

4. Discussion

A. The Effect of Self Service Technology on Interest in Reusing Self-Ordering Kiosk Among Gen-Z McDonald's Customers in Medan City

Self-service technology is a form of technological capability that allows customers to carry out transactions or services independently as well as services carried out by employees directly, SST is a form of assessment from McDonald's Gen-Z customers of the performance generated by self-ordering kiosks in Medan City. So that a high SST in the assessment by Gen-Z McDonald's customers in Medan City can support McDonald's in developing this technology. In this study, self-service technology in Gen-Z customers as measured by easy to use, user interface, product and price information, order accuracy, order efficiency, application responsiveness, and risk.

B. The Effect of Perceived Enjoyment on Interest in Reusing Self-Ordering Kiosk among Gen-Z McDonald's Customers in Medan City

Perceived Enjoyment is defined as a form of level where a person feels comfortable and likes using a system and involvement in using the technology is considered a fun activity. Thus, a high level of comfort can motivate users to spend more time when using technology.

In addition, this enjoyment can also be interpreted as an important determinant of the reuse of the technology provided by the provider to the user. The tendency for someone to have high perceived enjoyment will lead to dedication behaviour to reuse the technology.

In this study, perceived enjoyment is measured using three indicators, namely pleasure, enjoyable and fun. Based on the results of the study, it shows that perceived enjoyment (X2) has an effect on the interest in reusing (Y) Gen-Z customers as evidenced by showing the t-count value is greater than the t-table value of 5.105 ($5.105 > 1.984$), while the significant value obtained is 0.000 smaller than the alpha level of 0.05. This shows that Ha1 is accepted and H01 is rejected, meaning that there is a significant influence between perceived enjoyment (X2) on interest in reusing Gen-Z customers. This shows that Ha1 is accepted and H01 is rejected, meaning that there is a significant influence between perceived enjoyment (X2) on the interest in reusing McDonald's Gen-Z customers in Medan City (Y).

C. The Influence of Self-Service Technology and Perceived Enjoyment on Interest in Reusing Self-Ordering Kiosk Among Gen-Z Mcdonald's Customers in Medan City

Based on the results of the study, it shows that self-service technology (X1) and perceived enjoyment (X2) together affect the interest in reusing Gen-Z customers (Y) by showing the f-count value is greater than the f-tabel value of 224.788 ($224.788 > 3.09$), while the significant value of 0.000 is smaller than the alpha level of 0.05. Based on the results of the determination test in this study using Adjusted R Square, which is 0.819, which indicates that the influence exerted by all X variables is 81.9% while the remaining 18.1% is influenced by other factors outside this research models.

This study also found that in the self-service technology variable, the lowest indicator is the application responsiveness indicator, which shows the average value of respondents' answers is 3.835. This shows that

most respondents think that the response from the application of the self-ordering kiosk is relatively low. Application responsiveness is the level at which a technology can run smoothly when operated, so that application responsiveness can influence customers to reuse or not in the future.

Perceived enjoyment is also considered to influence a person's interest in using the technology again in the future. Someone who has high perceived enjoyment will show high dedication and contribution and have a high desire from customers by using self-ordering kiosks in the future in order to reduce queues. In addition, low perceived enjoyment can be shown from low Gen-Z customer loyalty as well. This will trigger the customer's intention not to have customer interest in using the self-ordering kiosk and rather tell relatives or friends to place orders when visiting simultaneously at McDonald's that provides the self-ordering kiosk.

The lowest indicator on the variable of interest in reuse is the desire to use by showing the average value obtained of 3.755. However, this shows that most respondents think that the use of the self-ordering kiosk is still high for the next visit. This is because the use of the self-ordering kiosk is mandatory for customers, so it does not go through the cashier. However, in some conditions, in a crowded situation, the cashier can place an order but must use cash payment so that the queue at the self-ordering kiosk does not accumulate further. Overall, this study found that respondents will continue to use the self-ordering kiosk if there is a good role of self-service technology with various supporting indicators, as well as the convenience provided by the self-ordering kiosk for customers in placing orders to selecting payments from the various types of payments available.

5. Conclusion

Based on the results of research and discussion of the effect of self-service technology and perceived enjoyment on interest in reusing self-ordering kiosks for Gen-Z McDonald's customers in Medan City, it can be concluded that the following is true:

1. The results of the data test of the self-service technology variable (X1) on the interest in reusing (Y) self-ordering kiosk for Gen-Z McDonald's customers in Medan City show that the self-service technology variable (X1) has a significant effect on the variable interest in reusing (Y) self-ordering kiosk for Gen-Z McDonald's customers in Medan City. So it can be concluded that Ha1 is accepted, and Ho1 is accepted.
2. The results of the data test for the variable perceived enjoyment (X2) on the interest in reusing (Y) self-ordering kiosk for Gen-Z McDonald's customers in Medan City show that the variable perceived enjoyment (X2) has a significant effect on the variable interest in reusing (Y) self-ordering kiosk for Gen-Z McDonald's customers in Medan City. So it can be concluded that Ha2 is accepted, and Ho2 is accepted.
3. The results of data testing of self-service technology (X1) and perceived enjoyment (X2) variables on interest in reusing (Y) self-ordering kiosk for Gen-Z McDonald's customers in Medan City prove that the two Independent variables, namely self-service technology and perceived enjoyment, have a simultaneous or concurrent effect on the dependent variable, namely interest in reuse. The R value provided by the self-service technology variable and perceived enjoyment on interest in reuse is 0.907 so that the relationship between these variables can be categorized as close. and the rest. The Adjusted R Square value or the coefficient of determination shows that the self-service technology and perceived enjoyment variables are able to explain the interest in reuse variable by 81.9%, while the remaining 18.1% is influenced by other factors outside this research model. These results can prove that Ha3 is accepted and Ho3 is rejected.

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