

THE INFLUENCE OF TIKTOK MARKETING CONTENT ON SKINTIFIC BRAND IMAGE

Kezia Angelique RIWONG¹, Hilda Yunita WONO²

^{1,2}Faculty of Communication Science and Media Business, Ciputra University Surabaya, Indonesia

Corresponding author: Kezia Angelique Riwong

E-mail: kangelique@student.ciputra.ac.id

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Abstract:

Social media has become essential to our daily lives in the digital era, transforming how we communicate and interact. In 2023, Indonesia will experience a significant surge in social media users, reaching 167 million. This growth has impacted various aspects of life, especially business marketing. TikTok, a popular platform known for its user-friendly algorithm, has been utilized by brands such as SKINTIFIC, a skincare company, for marketing purposes in Indonesia through its marketing content. Through the content presented by SKINTIFIC on its TikTok account, SKINTIFIC's products are selling well on the market and are starting to be known by many people. Besides that, SKINTIFIC also became a viral skincare product in 2021 on TikTok. From that, the researcher aims to determine the influence of TikTok content marketing created by SKINTIFIC on SKINTIFIC's brand image. This study uses a quantitative descriptive approach, focusing on the correlation between TikTok marketing content and SKINTIFIC brand image, based on content marketing and brand image theory. In the data collection process, researchers used Google Forms to collect the data needed for this research process. According to a study using simple linear regression analysis, TikTok marketing content has a 53% impact on brand image. Therefore, SKINTIFIC is advised to improve its TikTok marketing content to strengthen its brand image.

Keywords: Social-Media, TikTok, Content Marketing, Brand Image, SKINTIFIC

INTRODUCTION

With the world becoming increasingly digital, social media has become indispensable to people's everyday lives. From sharing personal moments to interacting with brands and preferred content, social media has profoundly transformed communication and engagement (Sampoerna University, 2022). In Indonesia, as in other countries, the use of social media has surged in recent years. Globally, social media users reached 4.76 billion in January 2023, meaning approximately 59.4% of the world's population currently uses social media (Annur, 2023). This growth is driven by more accessible access to technology and the internet and increased mobile phone users nationwide. This phenomenon reflects the increasing transformation of Indonesian society's digital culture and content consumption patterns (Sampoerna University, 2022).

Discussing social media is critical to business marketing strategies, as they leverage marketing communication through these platforms (Rabbani et al., 2022). Marketing communication plays a role in conveying information, influencing consumer interest, and facilitating the two-way exchange of information between sellers and buyers, which is crucial in marketing activities (Pranoto, 2023).

According to Bestari (2022) in CNBC Indonesia, data.ai noted that in Q1 of 2022, Indonesian society tended to use two leading social media platforms monthly, WhatsApp and TikTok. Based on data from Rizaty (2023) on data Indonesia.id, in 2023, Indonesia ranked second in the world in TikTok usage with 113 million users, while the United States holds the first rank with 116.5 million TikTok users. TikTok allows users to create, share, and discover short videos with a unique vertical



display and user-friendly interface. It appeals to various demographics, especially the younger generation. It has formed a creative ecosystem enabling expression through challenges, dance, comedy, lip sync, and various other content, including in the field of marketing (Himpunan Mahasiswa Sistem Informasi ITS, 2021). Businesses can leverage TikTok features such as challenges, content marketing, influencer marketing, and paid advertising to strengthen brand image, increase brand awareness, engage with customers, and promote their products or services (Sasanadigital, 2023).

One business leveraging TikTok features is SKINTIFIC. This brand has garnered strong support from skincare enthusiasts in Indonesia, receiving seven prestigious awards within a year (Kompas, 2023). SKINTIFIC promotes its products and provides valuable information on skincare through content marketing on TikTok. By offering tips on maintaining healthy skin, addressing common skin issues, and explaining the benefits of their product ingredients, SKINTIFIC has built a reputation as a brand caring for users' skin health and as an authority in the skincare industry (Mash Moshem Indonesia, 2023).

SKINTIFIC. This research focuses on SKINTIFIC. SKINTIFIC has developed an effective marketing strategy by utilizing content marketing on the TikTok platform to build a brand image. They promote their products and provide helpful information about skincare in general. It allows SKINTIFIC to receive more personalized recommendations and introduce its brand to a broader audience (Mash Moshem Indonesia, 2023). Looking at SKINTIFIC's TikTok account, the posting of SKINTIFIC's content is consistent every month and reaches millions of viewers for each content presented by SKINTIFIC. SKINTIFIC's content also invites many audiences to comment on each of SKINTIFIC's content. The comments made by the audience are also well responded to by SKINTIFIC. It indicates that SKINTIFIC has a good relationship with its followers. This phenomenon sparks interest and provides a reason for researchers to examine whether marketing content presented by SKINTIFIC influences their brand image.

Content Marketing. According to Mandloy Digital Agency, in a book by Duc Le (2013), content marketing is a crucial aspect of a marketing strategy that helps retain customers, get new customers, and supports companies in building a solid brand image. Creating appropriate, engaging, entertaining and valuable content must consistently be delivered to maintain or change consumer behavior. The Content Marketing Institute (2021) also defines content marketing as a marketing approach focused on generating and distributing valuable and relevant content to attract, engage, and retain audiences, ultimately driving profitable customer action.

Brand Image. Brand Image Refers to several associations formed and embedded in consumers' minds. Consumers who regularly use a brand tend to maintain consistency with the brand image. Brand image is consumers' perception and belief, as reflected in the associations stored in their memories (Nursaimatussaddiya & Cen, 2022). Aaker and McLoughlin (2010) assert that brand image development involves marketers' deliberate endeavors to imbue products that inherently lack life with distinctive characteristics and human attributes. This strategic approach aims to forge a distinct and recognizable consumer perception identity. Consumers' perceptions of brand image are shaped by information concerning the brand or different types of brand associations held in consumers' minds.

METHODS

This study utilizes quantitative descriptive research methods to identify and address specific issues or occurrences using a quantitative positivist approach. The "google form" survey tool was used to collect data, and it was verified for authenticity and correctness (Ramdhan, 2021). The choice





of a quantitative descriptive approach aligns with the study's objective: to gather numerical data concerning TikTok content marketing. Subsequently, this data will be subjected to statistical analysis to assess its impact on SKINTIFIC's brand image. In this study, the number of followers of the SKINTIFIC TikTok account is 2.7 million as of September 28, 2023, where the number of followers of the SKINTIFIC TikTok account will be used as the population in this study.

Furthermore, this research takes samples using a nonprobability sampling technique. More specifically, the researcher adopts one of the techniques within nonprobability sampling, namely purposive sampling, where this technique does not depend on region, status, or randomness but focuses on a specific purpose (Amirullah, 2015). To ascertain the necessary sample size, the researchers applied the Slovin formula, aiming for a precision level of 10% or 0.1 from the population. By using this formula, we managed to obtain 100 samples. An individual can be considered as a sample in this study if they meet five criteria or characteristics, including being an active user of the TikTok social media platform, having viewed SKINTIFIC content through the TikTok for You Page (FYP), following SKINTIFIC's account on TikTok, having commented on SKINTIFIC's content, and having purchased SKINTIFIC products. Researchers utilized Google Forms to collect data via a questionnaire distributed to SKINTIFIC TikTok account followers. They employed the Likert scale for data collection, assigning values to responses ranging from strongly agree to strongly disagree (Syahrums & Salim, 2014). The research employs a simple linear regression technique for data analysis. Simple linear regression involves examining the connection between a single dependent variable and a single independent variable, testing the cause-and-effect relationship between the independent variable (X) and the dependent variable (Y) (Ginting et al., 2019).

Table 1. Samples Criteria

No.	Samples Criteria	Total
1.	The Total of SKINTIFIC's TikTok Followers	2.700.000
2.	Active User of TikTok	(172)
3.	Having Viewed SKINTIFIC content through FYP	(165)
4.	Having Purchased SKINTIFIC's products	(158)
5.	Following SKINTIFIC's account TikTok	(141)
6.	Having Commented on SKINTIFIC's content	(126)
	Number of samples of SKINTIFIC's tiktok	116

RESULT AND DISCUSSION

This research refers to several sources and information derived from previous research. First, Bisri and Pitoyo (2022) conducted a study titled "Instagram Marketing Content's Impact on Brand Image and Interest in Financial Planning Services." It aimed to understand how marketing content and brand image affect users' interest in using financial planning services from Finansialku.com. This research, categorized as explanatory, analyzed multiple variables. Findings showed that marketing content significantly influenced brand image and interest in the services, as did brand image. Both studies shared similarities: they examined identical variables, focused on social media, and utilized comparable theories related to content marketing and brand image. Second, Pangestu and Tranggono (2022) conducted a study titled "Instagram Content Marketing's Influence on Disney+ Hotstar Brand Image During COVID-19." This research examined how Instagram content marketing affects Disney+ Hotstar's brand image amid the pandemic. Through the utilization of a





quantitative descriptive approach with sampling and survey methods, the study concluded that content marketing has a positive impact on brand image. Similarities with the current research include using comparable theories, research methods (quantitative descriptive with surveys), and social media as a research subject. Last, Prasetio and Salman (2023) conducted a study titled "Impact of Promotional Content on @ariefmuhammad Instagram's Brand Image" to assess the effect of promotional content featuring celebrity Arief Muhammad on the brand image of Baso Aci Akang products. According to the study, promotional content on Arief Muhammad's Instagram has a 36.8% positively impacts brand image when surveyed using quantitative research methods. Similarities with the current research include utilizing the same theory (brand image) and focusing on evaluating product brand image via social media as a marketing platform. Both studies also employed quantitative research with survey methods.

From the results of the questionnaire filled in by 172 people, 116 met the criteria and became the research sample for this research. Overall, the data from this research questionnaire indicates that 66.4% or 77 individuals out of the total respondents are female. Furthermore, 85.3% or 99 individuals of all respondents fall within the age range of 17 to 25 years old. In terms of occupation, 74.1% or 85 respondents are students. Additionally, 25.9% or 30 respondents are from East Java Province. From these four statements, it can be concluded that most respondents are females between 17 and 25 years old, most of whom are students from East Java Province.

In this research, a Likert scale is employed to generate two types of responses: positive and negative. Positive responses are denoted by a value of 5 ("strongly agree"), while negative responses are denoted by a value of 1 ("strongly disagree"). Descriptive analysis begins with understanding how respondents are grouped based on the Likert scale, aiding in organizing data in finer detail to understand better their perceptions and responses to statements in this study. All indicators for each variable have been proven valid from the validity test results because their significance values are less than 0.05. Similarly, the significance results for the variables also show values less than 0.05. Therefore, all statement indicators for variables X and Y in this study are considered valid. In a questionnaire, one's consistency in responding to the statements in the questionnaire over time can be measured. Reliability testing is conducted using Cronbach's alpha formula, where if the alpha value exceeds >0.7, then the statements in the questionnaire are considered reliable. In the reliability test results of this study, data shows that all alpha values are higher than 0.7. Thus, the questionnaire used in this study has a high level of reliability.

Table 2. The Result of Reliability Test

Variable	Cronbach's Alpha	Information
Marketing Content (Variable X)	0,949	Reliable
Brand Image SKINTIFIC (Variable Y)	0,916	Reliable

Source: Data Processed by Researcher, 2024

In this research, an analysis test was conducted using simple linear regression. The detailed results of the simple linear regression test can be demonstrated and explained in detail in Table 2.2, provided below.

Table 3. The Result of Simple Linear Regression



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Variable	Coefficient	Standard Error	t statistic	Probability
Constanta (C)	1.444	0.272	5.306	0.000
Content Marketing	0.678	0.060	11.342	0.000
<i>R squared</i>	0.530			
<i>Prob (F-statistic)</i>	128.635			0.000

Source: Data Processed by Researcher, 2024

The simple linear regression equation yields a constant value of 1.444, representing the value of Y when X = 0. Research findings indicate that the brand image remains strong despite no direct impact on skincare products from SKINTIFIC TikTok marketing content. It may be due to other unexamined factors in this study. Simple linear regression analysis in Table 4.9 shows a regression coefficient for the TikTok marketing variable, X, of 0.678, indicating a significant contribution to the change in Y. The F-test indicates that the simple linear regression model used is valid. From the table, it is concluded that changes in the publication of TikTok marketing content by SKINTIFIC can significantly impact its brand image. The consistent results of the F-test support hypothesis H1, stating that there is a relationship between TikTok marketing content and SKINTIFIC's brand image. The significant regression coefficient of 11.342 indicates that TikTok marketing content significantly impacts SKINTIFIC's brand image. It confirms that hypothesis H1, regarding the significant influence of TikTok marketing content on SKINTIFIC's brand image, is accepted. The coefficient of determination (R square) result reached 0.530, implying a 53% impact. Approximately 47% of the remainder, not covered by TikTok marketing content, may be due to other factors not investigated in this study. This analysis highlights the influence of TikTok marketing content on SKINTIFIC's brand image and indicates that almost half of its variation could be explained by other unexamined factors.

Research provides a deep understanding of the significant influence of SKINTIFIC's TikTok marketing content on its brand image. There are five criteria for assessing the success of marketing content, which also serve as guidelines for researchers in evaluating SKINTIFIC's TikTok marketing content: reader cognition, sharing motivation, persuasion, decision-making, and life factors. Regarding reader cognition, marketing content is successful if it is clear and easily understood by the audience. This study obtained a mean score of 4.56 for four statements regarding reader cognition criteria, indicating a high level of agreement. SKINTIFIC's marketing content on TikTok successfully presents information clearly and comprehensibly to the audience.

The second criterion in marketing content is sharing motivation, which assesses the relevance of values to the target audience to build strong relationships with them. There are three statements in this sharing motivation criterion, with a mean score of 4.46, falling into the category of strongly agree. It indicates that SKINTIFIC's TikTok marketing content successfully provides relevant values to its audience to foster strong relationships. The audience agrees that SKINTIFIC's marketing content on TikTok is trustworthy and effectively explains the benefits of SKINTIFIC products, providing the needed solutions for their skincare.

The third criterion in the study is persuasion in marketing content, which is aimed at capturing attention, generating interest, and instilling trust in consumers or audiences. The mean score of the three statements for the persuasion criterion reaches 4.5, indicating a high level of agreement. SKINTIFIC's TikTok marketing content effectively captures attention and persuades consumers to purchase while building trust in the marketed products.



Decision-making is the fourth criterion supporting effective marketing content. SKINTIFIC's TikTok marketing content encourages the audience to choose and purchase SKINTIFIC products and convince them to use them. The content must contain relevant facts for the decisions the audience will make. The average respondent score for this criterion is 4.44, indicating a high level of agreement. It indicates that SKINTIFIC's TikTok marketing content effectively influences audience purchasing decisions.

The last criterion for evaluating the success of content is life factors. This vital criterion considers individual characteristics, knowledge, economic factors, social developments, and influence from friends or family that can affect audience interest. With a mean score of 4.37, SKINTIFIC's TikTok content effectively addresses these factors, attracting interest and receiving high approval from the audience.

Several brand associations, such as strength, uniqueness, and favorability, are crucial for shaping brand image. The first indicator, strength, illustrates the brand's attractiveness in influencing how well consumers recognize and remember information about the brand. Strength is successful if the brand's attractiveness is solid and relevant to the audience. The questionnaire content in this study explores how well consumers recognize and pay attention to SKINTIFIC through marketing content on TikTok. Findings indicate that respondents perceive the SKINTIFIC brand positively based on the marketing content they see on TikTok. From two statements about the strength of the relationship between the brand and consumers, the average value is 4.49, indicating a high level of agreement among respondents that they recognize the SKINTIFIC brand through marketing content on TikTok and consider it to have a good reputation.

The second indicator of brand image is uniqueness. Uniqueness explains the need for a brand to have sustainable advantages or unique selling propositions. It is essential because it provides solid arguments for consumers on why they should choose products from that brand over competitors. From the average statements in the questionnaire distributed to respondents, a mean value of 4.45 was found. It indicates a "strongly agree" category that SKINTIFIC's marketing content has unique and successful advantages, thus attracting respondents' attention to evaluate the marketing content presented on SKINTIFIC's TikTok positively.

The last indicator of brand image is favorability. This indicator explains the advantage of brand association in forming emotional and cognitive relationships between consumers and the brand, which is crucial in the decision-making process of purchasing. In statements representing the favorability indicator in the questionnaire given to respondents, an average value of 4.55 was found, indicating the "strongly agree" category. It means that respondents strongly agree that if the marketing content presented by SKINTIFIC can capture their attention by providing the advantages and benefits of SKINTIFIC's products, it can influence consumers to be interested in trying or purchasing SKINTIFIC products.

The research indicates that changes in TikTok marketing content can influence SKINTIFIC's brand image. If SKINTIFIC's marketing content improves and strengthens relationships with consumers on TikTok, then SKINTIFIC's brand image can significantly increase. The results of simple linear regression show significance ($p < 0.05$) regarding changes in TikTok marketing content on SKINTIFIC's brand image, supporting hypothesis H1. The positive coefficient of 0.678 demonstrates the effectiveness of SKINTIFIC's efforts in developing marketing content on TikTok.

CONCLUSION

In conclusion, the analysis and discussions outlined in the preceding chapters of this study examine the research query, "Does TikTok content marketing have a significant effect on SKINTIFIC's



brand image?" The following conclusions can be drawn from the previous analysis and discussion and address the research question regarding the influence of TikTok marketing content on SKINTIFIC's brand image.

Statistical analysis results indicate that the significance value of the regression model, which is less than <0.05 , precisely 0.000, indicates that every change in TikTok content marketing significantly influences the brand image of SKINTIFIC. These findings support hypothesis H1. The positive coefficient of 0.678 demonstrates the effectiveness of SKINTIFIC's efforts in designing and publishing marketing content on TikTok.

SKINTIFIC's content marketing exerts a 53% influence, supported by five indicators in the marketing content variable. The remaining approximately 47% may stem from other unexamined factors. With a high determination coefficient of 53%, TikTok marketing content significantly impacts SKINTIFIC's brand image. SKINTIFIC should continue to enhance the creation of TikTok marketing content to support the improvement of its brand image.

The marketing content produced by SKINTIFIC on TikTok has proven to have a significant positive impact on its brand image. The essence of this success is SKINTIFIC's unwavering commitment to consistently providing audiences with precise, reliable and relevant information. These efforts were essential in elevating the SKINTIFIC brand image to a higher level. Conversely, any error in conveying accurate, relevant and consistent information has the potential to have a negative impact on SKINTIFIC's brand image. Hence, it becomes abundantly clear that the trifecta of consistency, quality and relevance in content creation is emerging as an essential pillar in the ongoing efforts to uphold and enhance the SKINTIFIC brand image. By adhering to these principles, SKINTIFIC can maintain and strengthen its position in the eyes of its audience, thereby strengthening its position as a trusted and respected brand in the field of skincare.

This study's findings recommend that SKINTIFIC pay attention to the lowest average values of each statement in each variable tested. The results of this study send a message to SKINTIFIC that the average value of the statement "SKINTIFIC's promotional content has affordable prices towards the end of the month" indicates the need for SKINTIFIC to enhance information about the offers presented through marketing content according to audience expectations so that audiences or consumers can trust that the promotions offered are priced appropriately towards the end of the month.

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