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THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON LENOVO LAPTOP CONSUMER PURCHASE DECISIONS IN WONOMULYO DISTRICT, POLEWALI MANDAR REGENCY

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Abstract

The Influence of Product Quality and Price on Consumer Purchase Decisions of Lenovo Laptops in Wonomulyo District, Polewali Mandar Regency. This study aims to determine the effect of product quality and price on consumer purchasing decisions for Lenovo laptops at Kartika Cell, Wonomulyo District, Polewali Mandar Regency. The background of this research is the decline in Lenovo's sales in Indonesia due to intense competition with other brands such as Asus, Acer, and HP. The method used was quantitative research by distributing questionnaires to 65 respondents who were consumers of Kartika Cell. The data were analyzed using multiple linear regression with the help of SPSS 24. The results showed that product quality had a positive and significant effect on purchasing decisions. In addition, the price variable also had a positive and significant effect on purchasing decisions. Consumers considered that the prices offered were in line with the quality and benefits obtained. Simultaneously, product quality and price had a significant influence with a contribution of 88.1% to purchasing decisions, while the remaining percentage was influenced by other factors not examined in this study.

Keywords: Product Quality, Price, Purchase Decision, Laptop Product

Abstrak

Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Laptop Lenovo Di Kecamatan Wonomulyo Kabupaten Polewali Mandar. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian laptop Lenovo di Kartika Cell, Kecamatan Wonomulyo, Kabupaten Polewali Mandar. Latar belakang penelitian ini adalah fenomena penurunan penjualan Lenovo di Indonesia akibat persaingan ketat dengan merek lain seperti Asus, Acer, dan HP. Metode yang digunakan adalah penelitian kuantitatif dengan penyebaran kuesioner kepada 65 responden konsumen Kartika Cell. Data dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS 24. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, variabel harga juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Konsumen menilai harga yang ditawarkan sepadan dengan kualitas dan manfaat yang diperoleh. Secara simultan, kualitas produk dan harga memberikan pengaruh signifikan dengan kontribusi sebesar 88,1% terhadap keputusan pembelian, sedangkan sisanya dipengaruhi oleh faktor lain yang tidak diteliti. Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian, Produk Laptop

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I. INTRODUCTION

Developments in the marketing world of information and communication technology have increased the public's demand for electronic products, particularly laptops. Laptops have become one of the most widely used products in everyday life, for work, education, and entertainment. In a competitive market, companies must understand the factors influencing consumer purchasing decisions to increase sales and maintain market share (Amri, 2020). Lenovo laptops are one of the most widely used laptop brands today. As a multinational technology company based in China, Lenovo has grown into a major player in the personal computer industry. The company was incorporated as a legal entity in Hong Kong and is headquartered in Beijing, China. Lenovo has a broad product portfolio, including personal computers, data storage devices, information technology management software, and smart TVs. With an extensive operational network, Lenovo operates in more than 60 countries and sells its products in approximately 180 countries, including Indonesia (Amri, 2020).

Based on an analysis of laptop sales data in Indonesia over the past three years, Lenovo laptops have experienced a significant decline in sales, ranking fourth behind HP, Asus, and Acer laptops. These results can be seen in the following table:

Table 1. Laptop Sales Matrix in Indonesia

| Merek | Tahun | | |
|---------|--------|--------|--------|
| | 2022 | 2023 | 2024 |
| HP | 19,80% | 22,90% | 26,42% |
| Asus | 25,40% | 27,21% | 26,21% |
| Acer | 23,47% | 26,10% | 25,78% |
| Lenovo | 10,10% | 8,90% | 7,65% |
| Apple | 7,70% | 6,30% | 6,76% |
| Toshiba | 7,40% | 4,40% | 4,53% |

Source: Novina (2024)

Based on the analysis in Table 1.1, it can be concluded that Lenovo laptop sales have declined in Indonesia. This decline may be due to the presence of several laptop brands that have dominated market share, requiring Lenovo to identify this as a competitive threat in the information and communications technology industry. Fierce competition among laptop companies forces Lenovo to strive to increase its competitiveness to attract consumers and increase purchasing decisions. This study aims to determine the influence of product quality and price on consumer purchasing decisions for Lenovo laptops at Kartika Cell, a leading

laptop retailer in Polewali Mandar Regency. Kartika Cell offers a variety of laptops from well-known brands, including Lenovo, at competitive prices and with satisfactory after-sales service. Laptop sales data at Kartika Cell over the past three years indicates that this store has become a popular laptop shopping destination in Polewali Mandar Regency. Therefore, this study can provide valuable insights into the factors influencing consumer purchasing decisions for Lenovo laptops at Kartika Cell and can assist in developing effective marketing strategies to increase Lenovo laptop sales.

Table 1.2 Laptop Sales Data at Kartika Cell Wonomulyo

| No. | Merek Laptop | 2022 | Rentang harga | 2023 | Rentang Harga | 2024 | Rentang harga |
|-----|--------------|----------|--------------------------------|----------|------------------------------|----------|--------------------------------|
| 1 | Lenovo | 66 unit | Rp.2.800.000- Rp.8.000.000 | 56 unit | Rp3.000.00- Rp8.000.000 | 23 unit | Rp3.999.000- Rp 8.999.000 |
| 2 | HP | 120 unit | Rp.4.999.00- Rp.12.000.000 | 80 unit | Rp 5.199.00- Rp12.000.000 | 117 unit | Rp5.699.000- Rp12.000.000 |
| 3 | Asus | 110 unit | Rp 4.500.000- Rp 11.000.000 | 95 unit | Rp4.999.000- Rp11.000.000 | 167 unit | Rp4.999.000- Rp11.000.000 |
| 4 | Zyrex | 45 unit | Rp 2.750.000 Rp 6.000.000 | 37 unit | Rp.3.999.000 Rp 8.000.000 | 65 unit | Rp.3.799.000- Rp 8.000.000 |
| 5 | Acer | 150 unit | Rp 4.500.00- Rp 12.000.00 | 187 unit | Rp 4.750.00- Rp14.000.00 | 98 unit | Rp.4.899.000- Rp.14.000.000 |

(Source: Kartika Cell, 2024)

Based on Table 1.2, it can be seen that Lenovo laptop sales experienced a significant decline in the past three years between 2022 and 2024. Interview observations at the Kartika Cell store revealed several factors contributing to this decline. These include annual price increases due to high-quality raw materials, such as processors and RAM; consumer dependence on other brands; the influence of social media or reviews that frequently recommend other laptop brands; and the fact that Lenovo laptop prices are upgraded annually, but the quality remains the same.

The following table compares laptop prices at the Kartika Cell store with those at another store in Polewali Mandar Regency, Erafone.

Table 1.3. Laptop Sales Data at Kartika Cell Wonomulyo

| No. | Merek Laptop | Rentang Harga di Toko Kartika Cell | Rentang Harga di Toko Erafone |
|-----|--------------|------------------------------------|-------------------------------|
| 1 | Lenovo | Rp. 3.999.000-8.999.000 | Rp. 3.788.000-7.999.000 |
| 2 | HP | Rp. 5.699.000-12.000.000 | Rp. 5.699.000-12.000.000 |
| 3 | Asus | Rp. 4.999.00-11.000.000 | Rp. 3.999.00-10.000.000 |

| | | | |
|---|-------|--------------------------|--------------------------|
| 4 | Zyrex | Rp. 3.799.000-8.000.000 | Rp. 3.499.000-7.000.000 |
| 5 | Acer | Rp. 4.899.000-14.000.000 | Rp. 4.899.000-14.000.000 |

(Source: Kartika Cell and Erafone, 2025)

Based on Table 1.3, it can be observed that there is a difference in price ranges between the Kartika Cell Store and the Erafone Store in Polewali Mandar Regency. For Lenovo laptops, prices at Kartika Cell start at Rp3,999,000, while at the Erafone Store they start at Rp3,778,000. This price difference is also evident for several other laptop brands, as listed in the table. The price ranges compared in this table are based on the most recent sales prices from 2024 to the present, providing an overview of each store's price position during that time period. Consumers often face various challenges when making purchasing decisions.

Therefore, product quality and price are effectively linked to a favorite brand purchased regularly. Product categories, in general, have relevant consequences for consumers before making a purchasing decision. Based on the above description, the researcher is interested in examining the influence of product quality and price on consumer purchasing decisions for Lenovo laptops in Wonomulyo District, Polewali Mandar Regency.

II. THEORETICAL STUDIES

Consumer product quality has its own meaning for the goods to be purchased. According to Ananto and Dikdoiseso (2024) product quality is a condition of an item based on an assessment of its conformity to the established measurement standards. According to Ratnasari and Hartika (2016) product quality is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. According to Afwan and Santosa (2020) stated that "Quality is the customer's perception". This means that customers assess the good or bad quality of a product based on their perception. A product is said to be of quality if it meets the needs and desires of buyers. Quality is determined by customers and their experiences with products and services. Based on this theory, it can be concluded that product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Indicators are measures or criteria used to assess or measure a phenomenon, event, or condition. Indicators can be numbers, percentages, or categories used to measure the level of achievement,

performance, or condition of an object or system. According to Firmansyah (2019), product quality indicators are as follows:

1. Performance, which relates to the basic operating characteristics of a product.
2. Durability, which refers to how long or how long the product lasts before it needs to be replaced. The more frequently a product is used by consumers, the greater its durability.
3. Conformance to Specifications, which refers to the extent to which a product's basic operating characteristics meet specific consumer specifications or the absence of defects.
4. Features, which refer to product characteristics designed to enhance product function or increase consumer engagement with the product.
5. Reliability, which refers to the probability that a product will perform satisfactorily within a specified time period. The lower the likelihood of damage, the more reliable the product is.
6. Aesthetics, which relates to the product's appearance, as seen from its appearance, feel, smell, and shape.

Definition of price according to Hurtagalurn and Waluryo (2020) price is a unit of loss or other measure that can be used as a means of trade for ownership or utilization of goods or services. Marketing mix costs are the components that have not been paid yet that can still generate income. Price is a direct marketing performance factor that can be utilized in features, channels, or more time-consuming product communication. Price labels are one indicator of the value that consumers place on the product or label they are looking for. High prices and large margins can help well-thought-out products sell quickly (Mazuranda, 2018). To achieve short-term and long-term success, businesses must implement smart pricing strategies. In today's increasingly fierce and competitive environment, companies must be able to set prices for products or services so that they can sell quickly. Price competition can influence whether or not a company can compete with other companies. Indicators are measures or criteria used to assess or measure a phenomenon, event, or condition. Indicators can be numbers, percentages, or categories used to measure the level of achievement, performance, or condition of an object or system. Santoso (2019) states that there are four characteristics that can assess price, namely:

- a. Price affordability. The price that a company sets can influence whether consumers can afford the price. Therefore, with a set price, consumers can easily purchase more products.

- b. Price compatibility with product quality. Price can be used by consumers as a factor in selecting products. Consumers may assume that a higher price means better product quality. The opposite is also true; if the price is too cheap, consumers will perceive poor quality. However, there are high-quality products available at affordable prices.
- c. Price-to-Benefit Equivalence: Consumers may feel that the value they receive exceeds or is out of proportion to the cost. Customers will perceive a product as overpriced if the value they receive is lower than the price they paid. This is because the value they receive from the product will not match their expectations, and they are less likely to repurchase the item.
- d. Price depends on the ability or price competitiveness of consumers often compare the costs of various options when making a purchase. In other words, the price tag will play a role in consumers' decision to purchase a product or not.

The definition of a Purchasing Decision is one of the stages in the purchasing decision process before and after the purchase. The purchasing decision is how consumers decide to buy or use a product or service, by recognizing and processing before making a purchase decision (Kuspriyono, 2020).

- e. According to Widhiarta and Wardana (2019), purchasing decisions are part of consumer behavior. Consumer behavior is about how individuals, groups, and organizations select, purchase, use, and utilize goods, services, ideas, or experiences to satisfy their needs and desires.

According to Wiryawan et al. (2021), purchasing decisions are also influenced by personality traits, including age, occupation, and economic circumstances. Consumer behavior will determine the decision-making process when making a purchase. Indicators are measures or criteria used to assess or quantify a phenomenon, event, or condition. Indicators can be numbers, percentages, or categories used to measure the level of achievement, performance, or condition of an object or system. According to Widhiarta and Wardana (2019), there are four indicators of purchasing decisions, namely:

- a. Determination to purchase after knowing product information is a consumer's decision to purchase a product after learning good information about it.
- b. Deciding to buy because of a preferred brand is a decision made because of a well-known brand.

- c. Purchasing because it aligns with their desires and needs. This refers to consumers buying based on their desires and needs.

Purchasing based on recommendations from others is a decision made based on recommendations from friends or family.

III. RESEARCH METHODS

The type of research used is quantitative descriptive, Quantitative research is a structured research and qualifies data to be generalized. Quantitative research is defined as a research method that studies a specific population or sample, collects information through research tools and conducts quantitative/statistical data analysis, the purpose of which is to test a predetermined hypothesis. According to Yulianto (2020) Population is a combination of all elements in the form of events, things or people who have similar characteristics viewed as a research universe. The population in this study is all consumers who purchased Lenovo laptops at Kartika Cell Wonomulyo. The population of this study is consumers who have purchased Lenovo laptops at Kartika Cell Wonomulyo based on sales data from 2022 to 2024. Sample determination using accidental sampling. According to Agung & Zarah (2023), accidental sampling or incidental sampling is a sampling technique based on chance, that is, anyone who is accidentally/incidentally related to the researcher can be used as a sample, if it is considered that the person who is accidentally found is suitable as a data source. To obtain data, the instrument used is a questionnaire distributed to consumers in Kartika Cell. Data collection techniques are techniques used by researchers to obtain data in research. This research uses a questionnaire, a number of written questions used to obtain information from respondents in the sense of reports about their personality, or things that are known. Observation is a research method where researchers directly observe the research object. Furthermore, documentation is the process of collecting and recording data through relevant documents, such as sales records, research reports, data recordings, photos and others. Data Analysis Techniques use multiple linear analysis tests, Validity Tests and Reliability Tests and Classical Assumption Tests accompanied by Data Normality Tests, Multicollinearity Tests and Heteroscedasticity Tests, Hypothesis Tests and Determination Coefficient Tests to obtain accurate research conclusions.

IV. RESEARCH RESULTS

The results of the study, which examined the influence of product quality on Lenovo laptop purchasing decisions at Kartika Cell in Polewali Mandar Regency, show that product quality is a key factor influencing consumer decisions to purchase a Lenovo laptop. Consumers consider Lenovo laptops to be durable, have stable performance, and meet their specifications for work, education, and entertainment. Interviews with several consumers at Kartika Cell revealed that most felt Lenovo laptops offered quality commensurate with their price. One consumer stated that Lenovo is renowned for its long-lasting battery life and robust build, making it more comfortable to use over the long term. Another consumer added that Lenovo laptops rarely experience damage compared to other brands they have previously used. This suggests that perceptions of product quality are a dominant factor driving purchasing decisions. These findings align with the marketing theory proposed by Kotler and Keller (2016), which defines product quality as the ability of a product to perform its function, encompassing durability, reliability, accuracy, ease of operation, and other inherent attributes.

The influence of product quality (X2) and price (Y) on Lenovo laptop purchasing decisions at Kartika Cell in Polewali Mandar Regency. The results of the study indicate that product quality and price simultaneously have a significant influence on consumer decisions to purchase Lenovo laptops. These two factors complement each other in shaping consumer perceptions, so purchasing decisions are not influenced by a single factor, but rather by a combination of good quality and a price that is perceived as commensurate with the benefits received.

Interviews with consumers at Kartika Cell revealed that they consider both aspects simultaneously. Some consumers stated that although Lenovo laptops are slightly more expensive than other brands, the quality offered, such as battery life, stable performance, and a sturdy body, makes them feel the price is reasonable. Other consumers added that the wide selection of laptop types at varying prices allows them to tailor their needs and budget, leading to more confident and rational purchasing decisions. This suggests that the perception of good product quality combined with a reasonable price encourages consumers to make purchases. This finding aligns with Kotler and Keller's (2016) marketing theory, which states that purchasing decisions are influenced by a combination of product attributes and price.

Research Results of Variables X1 and X2 Against Y, namely the Influence of product quality and price on purchasing decisions for Lenovo laptops at Kartika Cell, Polewali Mandar Regency. The results of the study indicate that product quality and price simultaneously have a significant influence on consumer decisions in purchasing Lenovo laptops. These two factors complement each other in shaping consumer perceptions, so that purchasing decisions are not only influenced by one factor, but rather a combination of good quality and price that are considered commensurate with the benefits obtained.

Interviews with consumers at Kartika Cell revealed that they consider both aspects simultaneously. Some consumers stated that although Lenovo laptops are slightly more expensive than other brands, the quality offered, such as battery life, stable performance, and a sturdy body, makes them feel the price is justified. Other consumers added that the wide selection of laptop types at varying prices allows them to tailor their needs and budget, resulting in more confident and rational purchasing decisions.

This research used a descriptive method with a quantitative approach. This descriptive method involves collecting data to test hypotheses or answer questions about people's opinions on an issue or topic. Quantitative research is based on the collection and analysis of numerical data to explain, predict, and control the phenomenon of interest. Quantitative research emphasizes its analysis on numerical data processed using statistical methods. This method allows for significant relationships between variables. A population is used, which is an object that will serve as the basis for the research. According to Handayani (2020:58), a population is the totality of each element to be studied that shares similar characteristics. This can be individuals from a group, an event, or an object being studied. The population in this study was all customers who had made transactions at the Bank Rakyat Indonesia (BRI) Tinambung branch in Polewali Mandar Regency. The sample provided a general overview of the population. The sample was determined using a questionnaire based on the number of research indicators (Aglis Andhita Hatmawan, 2020:12). The sampling technique used was purposive sampling. According to Fauzi (2019:78), purposive sampling is sampling conducted in accordance with the required sample requirements. This sampling is carried out intentionally by selecting only certain samples that possess certain characteristics, traits, criteria, or traits. Therefore, the sampling was not random.

The first data collection technique used in this study was observation. According to Farida (2018:135), observation is a technique for gathering information from several related sources in the form of recorded places, activities, objects, or images. Observation can be used to observe and verify the occurrence of an event or activity. Observation can be carried out directly or indirectly, with or without a role. Furthermore, interview techniques The next data collection technique is that researchers use interviews. According to Anggraeni and Pratiwi, (2017:212) an interview is a meeting between two people to exchange information through questions and answers with the aim of giving meaning to a particular topic. By conducting interviews, researchers will better understand in-depth things related to participants in expressing situations and phenomena that occur, where this cannot be found through observation. Furthermore, for the final data collection technique, researchers use questionnaires. Questionnaires are a data collection method carried out by asking various questions aimed at answering research problems (Anggy Giri Prawiyogi, et al., 2018:449). In creating questionnaires, the study refers to the Likert Scale theory. Data analysis is carried out by Data analysis is the stage of data processing. The collected data will be analyzed according to the data analysis techniques used in the study, (Bahri, 2018:155). Meanwhile, according to (Sujarweni, 2020:121), data analysis is defined as a collection of existing data that is then processed statistically and can be used to answer the problem formulation in the research. Data analysis is the stage of data processing. The collected data will be analyzed according to the data analysis techniques used in the research (Bahri, 2018:155). Meanwhile, data analysis according to (Sujarweni, 2020:121) is defined as a collection of existing data that is then processed statistically and can be used to answer the problem formulation in the research.

V. CONCLUSION

Based on the research results, both through data processing and in-depth analysis, several key points can be formulated as conclusions from this study, as follows:

- a. Product quality influences purchasing decisions because consumers tend to choose Lenovo laptops due to their good quality, including durability, stable performance, and specifications that meet their needs. Therefore, product quality is a dominant factor in purchasing decisions.

- b. Price influences purchasing decisions because the price of a Lenovo laptop, commensurate with the product's quality and benefits, makes consumers feel it's reasonable to buy. Therefore, the perception of a reasonable price can encourage consumers to make a purchase.
- c. Product quality and price simultaneously influence purchasing decisions because the combination of good quality and a perceived reasonable price increases consumer motivation to purchase a Lenovo laptop. This indicates that these two factors together are key determinants in purchasing decisions.

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