

Customer Loyalty Analysis of Hisana Fried Chicken, Medan Johor, Medan City Based on Price and Service Quality

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Abstract

This study intends to examine how customer loyalty is impacted by price and service quality at Hisana Fried Chicken in Medan Johor, Medan City. This study used a quantitative methodology. From April to September 2022, six months of this study were dedicated to its execution. Utilized data collection methods included questionnaires, documentation study, and observation. 524 consumers in April 2022 made up the study's population. In this investigation, samples were drawn using the probability sampling technique and the Slovin formula. 84 customers in total participated in this survey as responders. Multiple linear regression using the statistical product software solution (SPSS) program is the analytical approach used in this study. The study's findings demonstrate that, price has a positive and significant impact on consumer loyalty at Hisana Fried Chicken in Medan Johor, Medan City. Customer loyalty at Hisana Fried Chicken in Medan Johor, Medan City, is positively and significantly impacted by service quality. The results also demonstrated a positive and significant relationship between price and service quality and customer loyalty at Hisana Fried Chicken in Medan Johor, Medan City. According to this study's coefficient of determination (R²), which is 0.594, pricing and service quality factors can account for 59.4% of consumer loyalty.

Keywords: *Price, Service Quality, Customer Loyalty.*

1. Introduction

Due to today's quickly changing economic conditions and the assistance of ever-improving technology, business competition is growing more fierce. The ability to deliver the finest service to clients is the key to a company's success in the current world, thus businesses do not hesitate to invest in rather expensive and advanced technology. Businesses will prosper even in the face of fierce competition. Entrepreneurs will be motivated to innovate and produce new products in order to attract clients and maintain their business. A developing company needs a strong planning system as well as the ability to cultivate consumer loyalty.

Customer loyalty is the ultimate goal of every business in marketing. To achieve customer loyalty to the offered services, businesses must improve the quality of outstanding service to the market (consumers). These initiatives are inextricably linked to changes in the corporate climate, fiercer competition, technology advancements, and shifts in consumer wants and preferences, which put pressure on marketers. This is done to shift the company's strategy and tactics from being product-focused to being market-focused. Customer loyalty is the attachment a customer has to a company, retailer, service provider, or other organization as a result of their positive attitude and positive buying experience.

The most crucial factor in boosting consumer loyalty and business profits is price. Customers will be happy with the price set by the business if it is reasonable for them and includes high-quality services. No one should suffer as a result of the price agreed upon between the seller and the buyer. When a product costs a lot, it must also have good quality and satisfy the customer.

The pricing strategy is utilized to draw customers to the business's products. The only element of the marketing mix that will result in profits for the company or seller, according to Ardianti et al., (2022), is price. A company must take into account price because it significantly affects a customer's decision to purchase a product. Marketing's primary goal is to increase consumer demand for a given good or service. Whether a thing will sell well in the market or not depends on its pricing. The results of the pre-survey questionnaire, which was given to 20 customers of Hisana Fried Chicken in Medan Johor, Medan City, are listed in Table 1 and are as follows:

Table 1. Results of Price Presurvey Questionnaire

No	Statement Items	Disagree	Percentage	Agree	Percentage	Amount
Price						
1.	I bought the product at Hisana Fried Chicken, Medan Johor, Medan City because the price is very affordable	5	25%	15	75%	20
2.	I obtained a product that matched the price established by Hisana Fried Chicken, Medan Johor, Medan City	12	60%	8	40%	20
3.	As a consumer, I have benefited according to the price given	10	50%	10	50%	20
4.	The price of the product given by Hisana Fried Chicken, Medan Johor, Medan City is according to my ability as a consumer compared to other competitors	6	30%	14	70%	20

Source: Hisana Fried Chicken customer, Medan Johor, Medan City, 2022

According to the results of the pre-survey study, 60% of respondents disagreed with the statement, "I obtained a product that matched the price established by Hisana Fried Chicken, Medan Johor, Medan City." Of course, this is a reference to the fact that there are issues faced by consumers who are focused on the fact that the quality of the products they receive is not totally satisfactory. Because KFC and McDonald's, two rival businesses, are better able to handle their products, this situation occurs at Hisana Fried Chicken, Medan Johor, Medan City. Additionally, according to researches' findings, Hisana Fried Chicken's price in Medan Johor, Medan City, is still too low, making it difficult to control a product's good quality and quality. Similar to this, Hisana Fried Chicken in Medan Johor, Medan City, is currently making only modest profits. As a result, the quality of the products consumers obtain is still subpar and they are unable to compete with businesses of a similar nature.

The primary element influencing consumer loyalty to a product or service and the price charged is service quality. Companies need to increase customer loyalty since doing so is essential if they want to win customers' trust and maintain them as customers. A client expects the business to be able to deliver high-quality service. A service quality approach can be used to assess how well the business delivers high-quality services. Customers use service quality as a tool to evaluate the services or services offered by the business. Customer demands are where service quality

begins, and customer perception is where it concludes. Customer impression of service quality is a thorough evaluation of a service's superiority. Table 2 lists the findings from a pre-survey on service quality that was conducted among 20 customers:

Table 2. Results of the Service Quality Pre-survey Questionnaire

No	Statement Items	Disagree	Percentage	Agree	Percentage	Amount
Service Quality						
1.	As a consumer, I am always given products that have good quality for consumption	9	45%	11	55%	20
2.	I am always given convenience when buying products at Hisana Fried Chicken, Medan Johor, Medan City	8	40%	12	60%	20
3.	I am always given a guarantee that the products sold by Hisana Fried Chicken, Medan Johor, Medan City are in good condition	4	20%	16	80%	20
4.	I have always been given good service through information and offers on products sold by Hisana Fried Chicken, Medan Johor, Medan City	14	70%	6	30%	20

Source: Hisana Fried Chicken customer, Medan Johor, Medan City, 2022

According to the results of the preliminary survey on service quality, 70% of respondents at Hisana Fried Chicken, Medan Johor, Medan City, disagreed with the statement, "I have always been given good service through information and offers on products sold by Hisana Fried Chicken, Medan Johor, Medan City". Researchers have found that this issue arises as a result of staff at Hisana Fried Chicken, Medan Johor, Medan City, who are solely focused on selling products. Employees at Hisana Fried Chicken, Medan Johor, Medan City continue to fall short in their efforts to fully enlighten customers about the products offered there. The price of each sold item is already stated on the menu board, therefore personnel are still passive in providing the price information. Employees must be able to win customers' hearts by doing things like giving information, listening to customer concerns, and explaining the price of each item sold even though it is posted on the menu in order to increase customer loyalty to Hisana Fried Chicken, Medan Johor, Medan City. Customers' comfort must be maintained and provided for by Hisana Fried Chicken, Medan Johor, Medan City in order for customers to feel completely taken care of, which would enhance their purchasing behavior and foster greater customer loyalty.

According to Oliver (2017), a loyal client is one who makes a firm promise to continuously buy a good or service in the future. Companies want a suitable plan to win over their clients' loyalty. Offering consumers high-quality services at reasonable pricing is one of the best methods to win their loyalty. Customers will feel satisfied and make repeat purchases over an extended length of time if the service quality is acceptable and the price is reasonable according to expectations, wants, and needs. Loyalty is vital for the business since it will have a positive reputation if customers show good loyalty to it. Table 3 contains the findings from the researcher's questionnaire-based survey on customer loyalty:

Table 3. Results of Customer Loyalty Presurvey Questionnaire

No	Statement Items	Disagree	Percentage	Agree	Percentage	Amount
Customer loyalty						
1.	As a consumer, I have subscribed to Hisana Fried Chicken, Medan Johor, Medan City	10	50%	10	50%	20
2.	I often provide information and recommend products sold to others as a consumer of Hisana Fried Chicken, Medan Johor, Medan City	13	65%	7	35%	20
3.	I often take persuasive actions to other people to buy Hisana Fried Chicken products	15	75%	5	25%	20
4.	I have high confidence to buy Hisana Fried Chicken products, Medan Johor, Medan City because it is able to meet a good level of satisfaction	9	45%	11	55%	20

Source: Hisana Fried Chicken customer, Medan Johor, Medan City, 2022

Table 3 demonstrates that there are still respondents who responded "disagree" to the statements "I often provide information and recommend products sold to others as a consumer of Hisana Fried Chicken, Medan Johor, Medan City," with 65% of respondents, and "I often take persuasive actions to other people to buy Hisana Fried Chicken products," with 75% of respondents. These findings help to explain why consumer loyalty to Hisana Fried Chicken, Medan Johor, Medan City, is currently in the poor category since customers still struggle to encourage others to purchase Hisana Fried Chicken goods. Additionally, this occurs because both the quality of the items and services that consumers obtain are still subpar.

2. Literature Review

2.1. Price

Malau (2018) claims that a product's price is its exchange value; in other words, it is intended for things that can be traded in the market. Price is the value that is expressed in monetary terms, such as the rupiah, dinar, or dollar, or in another form of money as an exchange rate. Price, according to Irfan (2018), is the sum of money required to purchase a variety of goods and services. To successfully promote their products or services, businesses must determine the appropriate price. The study cites Kotler and Armstrong's (2016) assessment of pricing indicators, which include: 1) Price affordability; 2) Price compatibility with service quality; and 3) Price compatibility with benefits, 4) Price competitiveness (ability-based pricing)

2.2. Service Quality

According to Dimiyati (2018), quality must begin with consumer requirements and conclude with views of the consumer. A consumer's overall evaluation of how well a service performs is based on their opinion of the service's quality. Service quality, according to Shafwan (2018), is a way for customers to compare the degree of service they received to the amount of service they anticipated. Tjiptono (2017) lists the following indicators of service quality: 1) Reliability; 2) Responsiveness; 3) Assurance; and 4) Empathy.

2.3. Customer loyalty

Hasan (2016) asserts that consumer loyalty is centered on purchases, particularly frequent and recurring buyers. A customer is someone who frequently and consistently visits the same location to fulfill his or her desires by obtaining a good or service and paying for it. Customer loyalty, according to Oliver (2017), is the steadfast intention to repeatedly repurchase or subscribe to a preferred good or service in the future, resulting in repeated purchases of the same brand or group of brands, despite external factors and marketing initiatives having the potential to lead to brand switching. Similar to this, according to Morais (2017), customer loyalty is defined as a consumer's dedication to a retail brand or supplier that is founded on a very favorable attitude and is manifested in regular repeat purchases. Kotler and Keller (2016) list some of the signs used to gauge customer loyalty as 1) making repeat purchases, 2) sharing positive suggestion information with others, 3) perform persuasive actions to others, and 4) possess resistance to offers for competing products

3. Methodology

This study intends to examine how customer loyalty is impacted by price and service quality at Hisana Fried Chicken in Medan Johor, Medan City. This study used a quantitative methodology. From April to September 2022, six months of this study were dedicated to its execution. Utilized data collection methods included questionnaires, study record, and observation. 524 clients who purchased chickens daily from April 2022 were used as the study's population. In this investigation, samples were drawn using the probability sampling technique and the Slovin formula. 84 customers in total participated in this survey as responders. Multiple linear regression using the statistical product software solution (SPSS) program is the analytical approach used in this study.

4. Result and Discussion

The purpose of a validity test is to determine whether research data was collected using legitimate methods, such as questionnaires. Using a significant criteria of 0.5, the validity test for this study was carried out by distributing questionnaires to 30 respondents who were not included in the sample. Table 4 contains the findings of the validity test that was conducted at SS Fried Chicken Johor Summerville, which is situated at Karya Wisata Street No. 22, Johor Building, Medan Johor District, Medan City, North Sumatra Province.

Tabel 4. Validity Test Results

Variable	Indicator	Correlation Pearson	Value Measurement	Information
Price (X ₁)	Price affordability	0,838	0,5	Valid
	Price compatibility with service quality	0,925	0,5	Valid
	Price compatibility with benefits	0,800	0,5	Valid
	Price competitiveness (ability-based pricing)	0,917	0,5	Valid
Service Quality (X ₂)	Reliability	0,786	0,5	Valid
	Responsiveness	0,768	0,5	Valid
	Assurance	0,750	0,5	Valid
	Empathy	0,767		
Customer loyalty (Y)	Making repeat purchases,	0,796	0,5	Valid
	Sharing positive suggestion information with others,	0,691	0,5	Valid
	Perform persuasive actions to others	0,884	0,5	Valid
	Possess resistance to offers for competing products	0,817	0,5	Valid

Source: Research Results, 2022

According to Table 4, every assertion has a value higher than 0.5. As a result, any inquiries on price, service quality, and customer loyalty are legitimate and appropriate for use as research instruments.

A reliability test was run to evaluate the answers' consistency. Analyzing the value of Cronbach Alpha (CA) > 0.70 can be used to test reliability with internal consistency. Table 5 contains the findings from this study's reliability test:

Table 5. Reliability Test Results

Variable	Cronbach Alpha	Value Measurement	Information
Price (X ₁)	0,834	0,7	Reliable
Service Quality (X ₂)	0,805	0,7	Reliable
Customer loyalty (Y)	0,814	0,7	Reliable

Source: Research Results, 2022

Table 5's reliability test findings demonstrate that all study variables are trustworthy due to Cronbach's Alpha values over 0.70. As a result, the measurement tool utilized in this study passed the reliability test, making it suitable for use as a measuring instrument.

The purpose of a normality test is to determine if the residual, confounding variable, or both have a normal distribution. The P-Plot Normal Graph and the One-Sample Kolmogrov Smirnov Test can be used to determine whether the data are normally distributed. Figure 1 can be loaded with the results of the P-Plot Normal Graph's normality test.

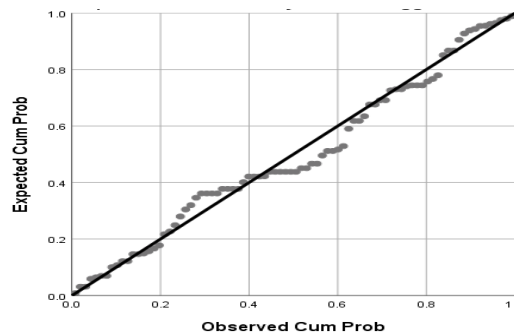


Figure 1. P-Plot Normal Graph

Source: Research Results, 2022

Figure 1 demonstrates that the distribution pattern tends to be normal; the data displays points that are dispersed about the diagonal line and move in that direction; the regression model then meets the requirement for normality. Table 6 contains the results of the one-sample Kolmogrov-Smirnov test for normality:

Table 6. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		84
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.21717241
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.074
Test Statistic		.093
Asymp. Sig. (2-tailed)		.068 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Results, 2022

The significant value of Asymp. Sig. (2-tailed) for all variables is 0.068, as shown in Table 6. All variables have a normally distributed distribution if the significance level is larger than 0.05 and the residual value is normal.

Testing for multicollinearity was done using tolerance and the VIF (Variance Inflation Factor). The tolerance value > 0.10 or equal to the VIF value 10 is typically used as the cutoff value to identify the presence of multicollinearity. Table 7 lists the outcomes of the multicollinearity assumption test:

Table 7. Multicollinearity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	3.177	1.208			
	Price	.526	.113	.512	.416	2.402
	Service Quality	.281	.101	.305	.416	2.402
a. Dependent Variable: Customer loyalty						

Source: Research Results, 2022

Table 7 demonstrates that there is no evidence of multicollinearity between the independent variables in the regression model, as shown by the Tolerance and VIF values of pricing ($0.416 > 0.10$), ($2.402 < 10$) and service quality ($0.416 > 0.10$), ($2.402 < 10$).

Glejser test can be used to examine heteroscedasticity tests. The Glejser test's goal is to foretell the exact value of the residual on the independent variable. If the significance probability is greater than 0.05, the regression model is said to be homoscedastic, and vice versa. In addition to the Glejser test, scatterplot graphs can be used to test for heteroscedasticity by analyzing the distribution of points on the graph that do not create a distinct pattern (no heteroscedasticity).

Figure 2 displays the outcomes of the heteroscedasticity test using the scatter plot graph:

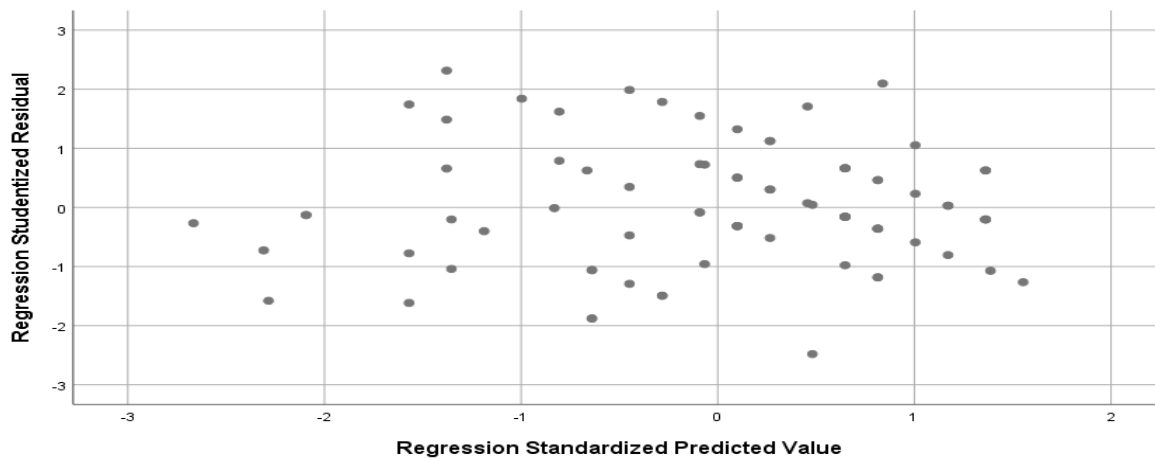


Figure 2. Scatterplot Graph
 Source: Research Results, 2022

The Scatter Plot Graph demonstrates that the data disperses randomly and lacks any discernible pattern, demonstrating that this regression model is free of heteroscedasticity symptoms. Table 8 contains the results of the glejser method for testing heteroscedasticity:

Table 8. Glejser Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.552	.728		3.504	.001
	Price	-.102	.068	-.251	-1.502	.137
	Service Quality	.003	.061	.007	.045	.964

a. Dependent Variable: abs_res

Source: Research Results, 2022

According to the heteroscedasticity test conducted using the glejser technique, the significant values of pricing and service quality are $0.137 > 0.05$ and $0.964 > 0.05$, respectively. This explains why the research model does not exhibit heteroscedasticity. Multiple linear regression analysis was carried out to ascertain the direction and impact of price and service quality on patronage. Table 9 contains the findings of the study's multiple linear regression test:

Table 9. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.177	1.208		2.630	.010
	Price	.526	.113	.512	4.671	.000
	Service Quality	.281	.101	.305	2.785	.007

a. Dependent Variable: Customer loyalty

Source: Research Results, 2022

According to Table 9, the constant (a) has a value of 3.177, b1 has a value of 0.526, and b2 has a value of 0.281, making the equation for multiple linear regression $Y = 3.177 + 0.526 X_1 + 0.281 X_2 + e$. Constant value (a) = 3.177 denotes that customer loyalty is 3.177 if both price and service quality are 0. Customer loyalty will increase by 0.526 if the price goes up by one unit, according to the price regression coefficient of 0.526. Customer loyalty will rise by 0.281 if service quality increases by 1 unit, according to the service quality regression coefficient of 0.281.

The t-test can be used with any independent variable that has a marginal impact on the dependent variable. The t table value is 1.6632 from the number of samples (n = 84) with a significant level of 5% (0.05). The price has a positive and significant impact on customer loyalty, according to Table 9's value of the price coefficient, which is 0.512 with t-count > t-table (4.671 > 1.6632) and significant at 0.000, smaller than 0.05. The service quality coefficient value is 0.305, with t-count > t-table (2.785 > 1.6632) and a significant value of 0.007, less than 0.05, indicating that service quality significantly and positive influences customer loyalty.

The influence of the independent variables combined on the dependent variable was examined using the F test (simultaneous). Table 10 contains the findings from this study's F test:

Table 10. F test results (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.273	2	90.136	59.375	.000 ^b
	Residual	122.965	81	1.518		
	Total	303.238	83			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Service Quality, Price

Source: Research Results, 2022

The value of the Fcount is 59.375 with = 5%, dk numerator: 2, dk denominator: 84-2-1 (5%; 2; 81; Ftable 3.11). Table 10 shows that Fcount (59.375) > Ftable (3.11), with a significance value of 0.000 < 0.05, indicating that both price and service quality have an impact on a customer's loyalty.

The independent variable's contribution to the regression model's capacity to account for variation in the dependent variable can be seen based on the coefficient of determination test. The coefficient of determination can be calculated using the R2 value from the Summary Model. Table 11 contains the findings from this study's investigation of the coefficient of determination:

Table 11. R2 . Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.594	.584	1.232
a. Predictors: (Constant), Service Quality, Price				
b. Dependent Variable: Customer loyalty				

Source: Research Results, 2022

According to Table 11, the R Square coefficient of determination is 0.594. This suggests that although pricing and service quality may only account for 59.4% of customer loyalty, the remaining 40% (100% - 59.4%) must be explained by factors not included in the research.

According to Azizah's research findings (2020), pricing influences consumer loyalty in a positive and significant way, with purchasing behavior acting as an intermediary factor. This demonstrates that customer loyalty will rise if the price charged is reasonably low and the product offered is in line with the advantages obtained by the consumer. In contrast to the findings of Yesenia's (2014) study, this study indicates that based on total visits, student and non-student characteristics, service quality has a positive influence on customer loyalty rather than having any effect on customer satisfaction. According to the study's findings, providing clients with good, efficient service can improve their loyalty, whilst the quality of the products that are offered determines how satisfied customers are. According to Harahap (2022), customer loyalty is positively and significantly impacted by service quality and price. Customer loyalty will therefore rise if the quality of the service is high and efficient, and the costs are more reasonable relative to the goods that consumers want.

5. Conclusion

The study's findings are: Customer loyalty is positively and significantly impacted by pricing. Customer loyalty is positively and significantly impacted by service quality. Customer loyalty is positively and significantly impacted by both pricing and service quality simultaneously at Hisana Fried Chicken, Medan Johor, Medan City, North Sumatra.

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