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The Influence of E-Service Quality, E-Trust, and Product Quality on Purchasing Decisions Through the Allofresh Transmart Application

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Abstract

This study aims to analyze the effect of E-Service Quality, E-Trust, and Product Quality on Purchasing Decisions Through the Allofresh Transmart Application in the City of Semarang. This study used a quantitative approach using observational data from 100 Allofresh users who were analyzed using a multiple regression approach through SPSS25 software. This study found that E-Service Quality, E-Trust, and Product Quality have a positive and significant impact on purchasing decisions for the Allofresh Transmart application. Simultaneously, all variables in the study also have a significant influence on purchasing decisions, and are able to explain 61.6% percent of the variations in the influence of purchasing decisions. This research proves the need for more effort from companies to pay attention to aspects of E-Service Quality, E-Trust, and Product Quality in influencing consumer purchasing decisions to increase the number of product sales.

Keywords: E-Service Quality, E-Trust, and Product Quality, Purchase Decision

INTRODUCTION

In facing the Industrial Revolution in the economic field at this time, the Indonesian government already has a big vision, namely that the government hopes that Indonesia will be able to give birth to new businesses as well as businesses that are already digital technology-based. This is supported by the development of digital technology that can change consumer behavior by choosing to shop online or using online service companies, because the existence of this digital technology will make it easier for businesses to offer their products or services. Online shopping is all business activities in which the implementation or every transaction activity uses information and communication technology application facilities.

Retail companies in Indonesia in 2019 began to experience a drastic decline in turnover due to the Covid-19 outbreak. Learning from the Covid outbreak that caused consumers to stay at home and not come to shop at supermarkets, the large company PT. Trans Retail Indonesia / CT Corpora or widely known as Transmart strengthens the company and increases the company's turnover by sparking the idea of making a digital application for consumers who will shop for daily needs online, in practice this application will make it easier for Transmart consumers to shop online with the system delivery of Delivery Service and Takeaway directly at the store. This application is called AlloFresh, AlloFresh Application, made easier to understand how to use it and better in service.

Consumers in carrying out online transaction activities certainly have a lot of considerations before making a purchase decision. Consumer behavior in online shopping certainly varies, some are very concerned about Service Quality or service quality with achievements in an effort to answer consumer needs, and from Product Quality or the quality of the products offered, giving rise to Customer E-Trust or consumer confidence in products. which is offered.

Given that consumer purchasing decisions are important for companies, research has been carried out including by Sari & Dwiya (2018) stating that service quality has a positive and significant effect on purchasing decisions, in contrast to research conducted by Febriano, et al (2018) that service quality has a negative and not significant to the purchase decision. Irawan, (2018) conducted

a study with the results of trust having a positive effect on consumer purchasing decisions online, these results are different from the research of Gunawan & Ayuningtias (2018) that from the results of the t test the variable trust (e-trust) has no significant effect on purchasing decisions.

In explaining the relationship and influence of purchasing decisions, the theory of planned behavior is used as the grand theory of research. In Theory of Planned Behavior (TPB) there are beliefs that influence attitudes towards certain behaviors, on subjective norms and internalized behavioral controls. The three interact and become a determinant of intention or intention, this is what then determines whether the behavior is carried out or not by the individual. The theory of planned behavior assumes that previous theories regarding behavior cannot be controlled beforehand by individuals but are also influenced by factors regarding non-motivational factors which are considered as opportunities or resources needed so that behavior can be carried out. So that in theory, Ajzen adds one more determinant, namely the control of behavioral perceptions regarding the ease or difficulty of the behavior performed. Therefore, according to TPB, intention is influenced by three things, namely: attitudes, subjective norms, behavioral control (Asadifard, Rahman, Aziz, & Hashim, 2015).

Research that has been conducted by Angraeni, (2020) that service quality and product quality have a positive and significant effect on purchasing decisions. Based on the description above and from the results of the research that has been carried out showing inconsistent and fluctuating results, I am interested in conducting research with the title : The Influence of E-Service Quality, E-Trust, and Product Quality on Purchasing Decisions Through the Allofresh Transmart Application in the City of Semarang. (Case Study on Customer Transmart).

METHOD

This research uses a quantitative approach using primary data from 100 users of the AlloFresh application. For sampling in this study using the Non-probability sampling method. Non-probability sampling is a technique that does not take samples randomly, in the sense that it provides unequal opportunities or opportunities for each element or member of the population which will later be selected as samples by purposive sampling. Purposive Sampling is a certain consideration or special selection used in the technique of determining the number of samples (Siyoto & Sodik, 2015). To determine the number of samples in this study using special criteria, namely customers who have the AlloFresh application on their mobile phones or customers who have used or shopped using the AlloFresh application. The data collection method used in this study was through the distribution of research questionnaires and documentation. This study uses Purchase Decision as the dependent variable and 3 independent variables which include: E-Service Quality, E-Trust, and Product Quality. Table 1 shows the operational definition of research variables.

Table 1. Operational Definition of Variables

| No | Variable | Definition |
|----|------------------------|--|
| 1 | E-Service Quality (X1) | Consumer perceptions about how companies provide quality service, in the midst of increasingly fierce competition so that consumers feel satisfied in buying these products (Anna Fitria & Hidayat, 2017). |
| 2 | E-Trust (X2) | Consumer perceptions about online buying and selling transactions where they trust each other in buying a product (Kotler & Keller 2016). |
| 3 | Product Quality (X3) | A consumer's perception of the overall quality or superiority of a product or service with the intention expected or desired by the consumer (Tjiptono 2012). |
| 4 | Purchase Decision (Y) | Purchase decisions are consumer perceptions in consumer perceptions in buying a product or service. Purchasing decision indicator (Kotler & Amstrong, 2012) |

Source: Data Processed, 2022

In analyzing data quality, this study used validity and reliability tests. Reliability test is an index that shows how far a measurement tool can be relied upon or trusted. The reliability test approach used in this study is the Cronbach's Alpha (α) approach. Meanwhile, the validity test is carried out by comparing the rcount value with r-table. smaller than the rtable then the question item is not valid. (Imam Ghozali, 2012). This study used the multiple regression estimation method using SPSS 25

software and used the classical assumption test as a data analysis method. The classic assumption tests used in this study are normality, heteroscedasticity, and multicollinearity. Econometrics model of multiple regression for this research model will be as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \dots\dots\dots (1)$$

Where α is constant, β_1 , β_2 , and β_3 is regression coefficient, Y is purchase decision, X_1 is E-Service Quality, X_2 is E-Trust, X_3 is Product Quality, and e is error term.

RESULT AND DISCUSSION

AlloFresh is an E-Commerce application that collaborates with PT Trans Retail Indonesia or TRANSMART to make it easier for consumers to shop online to meet their daily needs by way of Delivery Service (delivery to home) or by way of takeaway (how to pick up directly at the store). . AlloFresh will be the platform of choice for people to buy their daily needs online. AlloFresh is the result of a collaboration between PT Trans Retail Indonesia, the CT Corp business unit in collaboration with PT Bukalapak.com Tbk, and Growthem Capital Partners, which has already been launched. PT Trans Retail has 55% ownership of this platform, Bukalapak 35% and Growthem 10%.

Bukalapak Director, Teddy Nuryanto Oetomo, said that this application was made possible because of collaboration between all parties. Where Bukalapak offers advantages in terms of online E-Commerce, technology, while PT Trans Retail Indonesia has supermarkets, warehouses and goods, and Growthem has access to funding. So that the infrastructure that is owned is owned by each partner, and can launch this platform in a short time. The development of this platform does not start from point o. Because Bukalapak provides contributions from technology and management of E-Commerce, while Trans Retail already has an extensive network for offline stores to suppliers of various types of goods.

Table 2. Descriptive Statistic of Respondents

| Respondents Gender | | |
|---------------------------|-----------|-----------------|
| | Frequency | Percentages (%) |
| Man | 37 | 37 |
| Woman | 63 | 63 |
| Total | 100 | 100 |
| Respondents Age | | |
| | Frequency | Percentages (%) |
| 17-25 Years | 15 | 15 |
| 26-35 Years | 37 | 37 |
| 36 – 45 Years | 39 | 39 |
| 46 – 55 Years | 8 | 8 |
| >56 Years | 1 | 1 |

Source: Data Processed, 2022

Based on table 2 above, it is known that with 100 respondents it can be seen that the percentage of women doing more online transactions on AlloFresh compared to men. 63 respondents were women while 37 respondents were men. In this study the number of AlloFresh users increased and was dominated by women, comparable to the data for E-Commerce users in 2022 where women dominate online shopping. This shows that the customers at the research site have a level of maturity and maturity in thinking. Furthermore, based on Figure 4.2.1.2 and table 4.2.1.2 above, we can see that there are 15 respondents aged 17-25 years, or 15%, aged 26-35 years, 37 respondents, or 37%, aged 36-45 years. 39 respondents or 39, 46-55 years old 8 respondents or 8%, and 1 respondent or 1% aged over 56 years.

In conducting an analysis using econometric models with primary data, it is necessary to test the quality of the data which can be done through testing the validity and reliability of research instruments. Table 3 shows the results of the research instrument validity test.

Table 3. Validity Test of Instrument Variables

| Variables | Instrument | Pearson Correlation | R-table | Result |
|-------------------|-------------------|----------------------------|----------------|---------------|
| E-Service Quality | ESQ 1 | 0.6154 | 0.3610 | Valid |
| | ESQ 2 | 0.6705 | 0.3610 | Valid |
| | ESQ 3 | 0.5380 | 0.3610 | Valid |
| | ESQ 4 | 0.6422 | 0.3610 | Valid |
| | ESQ 5 | 0.6510 | 0.3610 | Valid |
| | ESQ 6 | 0.6443 | 0.3610 | Valid |
| | ESQ 7 | 0.4229 | 0.3610 | Valid |
| | ESQ 8 | 0.4745 | 0.3610 | Valid |
| | ESQ 9 | 0.6154 | 0.3610 | Valid |
| E-Trust | ET 1 | 0.7352 | 0.3610 | Valid |
| | ET 2 | 0.7675 | 0.3610 | Valid |
| | ET 3 | 0.7949 | 0.3610 | Valid |
| | ET 4 | 0.7815 | 0.3610 | Valid |
| | ET 5 | 0.7656 | 0.3610 | Valid |
| | ET 6 | 0.7352 | 0.3610 | Valid |
| | ET 7 | 0.7675 | 0.3610 | Valid |
| | ET 8 | 0.7949 | 0.3610 | Valid |
| | ET 9 | 0.7815 | 0.3610 | Valid |
| Product Quality | PQ 1 | 0.6853 | 0.3610 | Valid |
| | PQ 2 | 0.7699 | 0.3610 | Valid |
| | PQ 3 | 0.7185 | 0.3610 | Valid |
| | PQ 4 | 0.7717 | 0.3610 | Valid |
| | PQ 5 | 0.6968 | 0.3610 | Valid |
| Purchase Decision | KP 1 | 0.7799 | 0.3610 | Valid |
| | KP 2 | 0.5690 | 0.3610 | Valid |
| | KP 3 | 0.5296 | 0.3610 | Valid |
| | KP 4 | 0.3845 | 0.3610 | Valid |
| | KP 5 | 0.7799 | 0.3610 | Valid |
| | KP 6 | 0.5690 | 0.3610 | Valid |
| | KP 7 | 0.5296 | 0.3610 | Valid |
| | KP 8 | 0.7799 | 0.3610 | Valid |

Source: Data Processed, 2022

Based on Table 3, it can be concluded that all of the instrument variables used in this study, which include E-Service Quality, E-Trust, Product Quality, and purchase decision can be said to be valid, because the value of r-count > r-table. So that it can be concluded that all questions are feasible to use in research. The next data quality test stage is the reliability test which is shown in table 4 below:

Table 4. Reliability Test of Instrument Variables

| Variables | Reliability Value | Cronbach Alpha Value | Result |
|-------------------|--------------------------|-----------------------------|---------------|
| Purchase Decision | 0,8866 | 0,60 | Reliable |
| E-Service Quality | 0,9015 | 0,60 | Reliable |
| E-Trust | 0,9088 | 0,60 | Reliable |
| Product Quality | 0,8543 | 0,60 | Reliable |

Source: Data Processed, 2022

Based on table 4 above, it is known that the Cronbach Alpha value on the variable E-Service Quality, E-Trust, Product Quality, and purchase decision has a reliability value greater than the Cronbach Alpha value of 0.60, so E-Service Quality, E-Trust, Product Quality, and purchase decision in this study are reliable. Thus we can perform multiple regression analysis, the following are the results of the multiple regression analysis of the research model:

Table 5. Result of Multiple Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 5.944 | 3,875 | | 1,534 | 0,128 |
| E-Service Quality | .457 | 0,096 | 0,315 | 4,777 | 0,000 |
| E-Trust | .161 | 0,040 | 0,264 | 4,046 | 0,000 |
| Product Quality | .440 | 0,059 | 0,504 | 7,493 | 0,000 |
| R-Square | 0,616 | | | | |
| F-Statistics | 0,000 | | | | |

Source: Data Processed, 2022

Based on the results of multiple regression analysis in table 5, it shows a constant value of 5,944 meaning that if E-Service Quality (X₁), E-Trust (X₂) and Product Quality (X₃), the value is 0, then the purchase decision is 5,944. the regression coefficient for E-Service Quality is 0.457, E-Trust is 0.161 and Product Quality is 0.440 which means that if E-Service Quality, E-Trust and Product Quality increase or increase by 1 unit, then purchasing decisions will also increase.

A constant value of 5,944 means that if the E-Service Quality (X₁) E-Trust (X₂) and Product Quality (X₃) value is 0, then the purchase decision is 5,844. The regression coefficient of E-Service quality (X₁) is 0.457, meaning that if the other independent variables have a fixed value and the quality of digital services increases by 1%, then the purchase decision (Y) will decrease by 0.457. The coefficient is positive, meaning that there is a positive relationship between E-Service Quality and purchasing decisions, the higher the E-Service Quality, the higher the purchasing decision.

The regression coefficient of E-Trust (X₂) is 0.161, meaning that if the other independent variables have a fixed value and E-Trust increases by 1%, then the purchase decision (Y) will decrease by 0.161. The coefficient is positive, meaning that there is a positive relationship between E-Trust and purchasing decisions, the higher the E-Trust, the higher the purchasing decision.

The Product Quality regression coefficient (X₃) is 0.440, meaning that if the other independent variables have a fixed value and Product Quality increases by 1%, then the purchase decision (Y) will decrease by 0.440. The coefficient is positive, meaning that there is a positive relationship between product quality and purchasing decisions, the higher the product quality, the higher the purchasing decision.

The F-Statistic value shows a value of 0.000, this means that simultaneously the variables E-Service Quality, E-Trust, and Product Quality significantly influence purchasing decisions. Furthermore, with an R-square value of 0.616, it means that this research model succeeds in explaining 61.6% of the variation in the influence of purchasing decisions through the independent variables in the model, and the remaining 38.4% is explained by variables outside the research model.

Based on the results of this study, it is known that e-service quality (X₁) in AlloFresh users of Transmart consumers in Semarang City has a significant effect on purchasing decisions (Y). This is evidenced by $t_{count} > t_{table}$ ($4.777 > 1.98498$). Of all the dimensions of e-service quality, namely efficiency, fulfillment, system availability and privacy from the four dimensions based on the respondents' assessment, that the efficiency and fulfillment provided by AlloFresh to Transmart consumers in Semarang City is very influential on purchasing decisions. This is shown in the dimension that has the highest score is the dimension of efficiency and compliance with a value of 4.41 and 4.49 among other dimensions such as system availability and privacy with a value of 4.39 and 4.4. In the efficiency dimension there is an indicator with the highest score, namely "The AlloFresh application has fast loading times" in statement number 11 with a value of 442. In the fulfillment dimension there is an indicator with the highest value, namely "The AlloFresh application

provides notification (confirmation) orders quickly" in statement number 13 with a value of 449.

In the e-service quality variable, there is the lowest dimension, namely the dimension of system availability with a value of 436 with the indicator with the lowest value, namely "The AlloFresh application is easy to operate" in statement number 16 with a score of 436. This indicates that the application on AlloFresh is not yet fully easy to operate, because it is still many users have difficulty finding items that have been ordered due to the many menus in the AlloFresh application. However, in terms of the e-service quality provided by AlloFresh to Transmart consumers in Semarang City, of course it is already good through the dimensions of efficiency, fulfillment and system availability provided by AlloFresh to Transmart consumers in Semarang City.

This study proves that e-trust (X₂) in AlloFresh users of Transmart consumers in Semarang City has a significant effect on purchasing decisions (Y). This is evidenced by $t_{count} > t_{table}$ ($4.046 > 1.98498$). Of all the dimensions that e-trust has, namely Ability, Kindness and Integrity from AlloFresh to Transmart consumers in Semarang City, these three dimensions are based on respondents' assessments, that the abilities provided greatly influence purchasing decisions. This is shown in the dimension that has the highest score is the dimension of kindness with a value of 4.12. with the indicator with the highest score, namely "AlloFresh has a service that makes me confident to use it" stated number 24 with a value of 412.

In the e-trust variable, there is the lowest dimension, namely the dimension of integrity with a score of 400 with an indicator with a value with an indicator with the lowest score, namely "The AlloFresh application is honest in providing promos or cashback" in statement number 27. This indicates that AlloFresh's services have not been fully honest in providing promo or cashback, because there are still many customers who have not received promos or cashback from purchasing AlloFresh. However, in terms of the trust given by AlloFresh to Transmart consumers in Semarang City, of course, it is good through the dimensions of ability and kindness that AlloFresh has given to Transmart consumers in Semarang City.

This study also found that product quality (X₃) of AlloFresh users at Transmart consumers in Semarang City had a significant effect on purchasing decisions (Y). This is evidenced by $t_{count} > t_{table}$ ($7.493 > 1.98498$). From all dimensions of product quality, namely performance, durability and features of the three dimensions, based on respondents' assessments, the performance provided by AlloFresh to Transmart consumers in Semarang City greatly influences purchasing decisions.

In the product quality variable, there is the lowest dimension, namely the feature dimension with a score of 419 with the indicator with the lowest score, namely "The AlloFresh application is honest in providing information about the advantages and disadvantages of the product features offered" in statement number 33. This indicates that AlloFresh's services are not fully honest in providing information about the product features offered, because there are still many customers who have not received information about the deficiencies of the products offered. However, in terms of the quality of the products provided by AlloFresh, of course it is already good through other dimensions provided by AlloFresh to Transmart consumers in Semarang City.

CONCLUSION

Based on the results of the analysis, the results of data processing and discussion of the respondent's assessment data about how significant the influence of the 3 variables E-Service Quality, E-Trust and Product Quality is on purchasing decisions on the AlloFresh application for Transmart consumers in Semarang City, the following conclusions can be drawn, namely : E-Service Quality has a very significant effect on purchasing decisions on the AlloFresh application for Transmart consumers in Semarang City. Second, E-Trust has a significant effect on purchasing decisions on the AlloFresh application for Transmart consumers in Semarang City. Third, Product Quality has a significant effect on purchasing decisions on the AlloFresh application for Transmart consumers in Semarang City. Finally, the three variables E-Service Quality, E-Trust, and Product Quality affect purchasing decisions on the AlloFresh application for Transmart consumers in Semarang City.

This research provides several recommendations for companies to increase ease and simplification in operating the AlloFresh application, this is done so that customers are more effective and efficient when placing orders on the AlloFresh application which is currently considered too many application menu choices making it difficult for customers to operate the AlloFresh application. . Furthermore, AlloFresh must explain in more detail regarding the terms and conditions for promos or cashback given to customers so that what is the hope or expectation of customers so that customers feel satisfied because customer expectations match what customers get by using the

AlloFresh application. Finally, the AlloFresh company is required to explain in more detail regarding the advantages or disadvantages of the products offered, so that consumers can immediately make a decision whether to buy the products offered or not.

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