

The Influence of Product Quality, Content Marketing, and Discount Prices on Purchase Decisions for Roughneck on TikTok

Muhammad Viky Fajar Ardiansyah¹, Muhammad Rizal Yulianto² ✉

^{1,2} Program Studi Bisnis Digital, Universitas Muhammadiyah Sidoarjo

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Product Quality, content marketing, dan Discount Prices terhadap Purchase Decision produk fashion merek Roughneck pada aplikasi TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda. Data diperoleh melalui penyebaran kuesioner kepada 119 responden yang sesuai dengan kriteria penelitian. Hasil penelitian menunjukkan bahwa Product Quality berpengaruh positif dan signifikan terhadap Purchase Decision dengan nilai koefisien regresi sebesar 0,318, nilai t-value 3,721, dan signifikansi 0,000. Content marketing juga berpengaruh positif dan signifikan dengan koefisien regresi 0,305, t-value 4,177, dan signifikansi 0,000. Discount Prices berpengaruh positif dan signifikan dengan koefisien regresi 0,221, t-value 2,695, dan signifikansi 0,008. Secara simultan, ketiga variabel berpengaruh signifikan terhadap Purchase Decision dengan nilai F hitung 150,368 dan signifikansi 0,000. Nilai R Square sebesar 0,797 menunjukkan bahwa 79,7% variasi Purchase Decision dapat dijelaskan oleh ketiga variabel tersebut, sedangkan 20,3% dijelaskan oleh faktor lain di luar model penelitian.

Kata Kunci: *Product Quality; Konten Marketing; Discount Prices; Purchase Decision; TikTok Shop; Roughneck.*

Abstract

This study aims to analyze the influence of product quality, content marketing, and discount prices on purchasing decisions for Roughneck fashion products on the TikTok application. This study employed a quantitative approach using multiple linear regression analysis. Data were collected through questionnaires distributed to 119 respondents who met the research criteria. The results showed that product quality had a positive and significant effect on purchasing decisions, with a regression coefficient of 0.318, a t-value of 3.721, and a significance value of 0.000. Content marketing also had a positive and significant effect, with a regression coefficient of 0.305, a t-value of 4.177, and a significance value of 0.000. Discount prices had a positive and significant effect, with a regression coefficient of 0.221, a t-value of 2.695, and a significance value of 0.008. Simultaneously, the three independent variables had a significant effect on purchasing decisions, as indicated by an F-value of 150.368 and a significance value of 0.000. The R Square value of 0.797 indicates that 79.7% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 20.3% is explained by other factors outside the research model.

Keywords: *Product Quality; Content Marketing; Discount Price; Purchasing Decision; TikTok Shop; Roughneck.*

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✉ Corresponding author :

Email Address : rizaldo@umsida.ac.id

INTRODUCTION

The development of digital technology has transformed the way people engage in economic activities, including purchasing products through electronic commerce (e-commerce) platforms. Increased internet accessibility and the convenience of digital transactions have encouraged consumers to become increasingly accustomed to making purchases online. This condition has also contributed to the growth of the online fashion market in Indonesia. According to data from Bank Indonesia, the value of e-commerce transactions increased from IDR 205.5 trillion in 2019 to IDR 487.01 trillion in 2024, indicating the increasingly significant role of digital commerce in consumer activities (Data, 2025).



Figure 1. E-Commerce Transactions in Indonesia 2029-2024

Source: pusat data kontan. 2026(Data, 2025)

Amid the rapid development of digital platforms, TikTok has emerged as a short-form video-based social media platform that now serves a broader role beyond entertainment. The TikTok Shop feature provides users with the convenience of consuming content while simultaneously purchasing products within the same application (Irona & Triyani, 2022). Its streamlined transaction process, appealing visual presentation, and recommendation algorithms make TikTok Shop a strategic alternative for fashion businesses to market their products. TikTok Shop integrates creative video content with direct transaction features, creating a new ecosystem in which businesses and consumers can interact dynamically and in real time. This phenomenon reflects a shift in consumer behavior, with consumers becoming increasingly responsive to visual content, influencer recommendations, and interactive shopping experiences (Sanny et al., 2025).

The growth of the domestic fashion industry has continued alongside campaigns promoting local products and lifestyle changes among younger generations, who increasingly use fashion as a means of expressing their identity. Fashion has become an inseparable part of personal appearance and everyday

lifestyle. Clothing and accessories are not merely functional items or ornaments; they also serve as a means of communicating personal identity. Local brands today not only emphasize product quality but also innovate in their digital marketing strategies (Retno Hendariningrum & M. Edy Susilo, 2008).

One of the local fashion brands developing within this market is Roughneck 1991. Founded by Rusli Ikhwan in Jakarta in 2015, the brand adopts a streetwear concept and primarily targets young consumers, particularly students and university students. Roughneck 1991 offers various products, including T-shirts, hoodies, shirts, jackets, trousers, shoes, and sandals, with prices ranging from approximately IDR 15,000 to IDR 275,000. The combination of trend-oriented designs and relatively affordable prices represents one of Roughneck 1991's strategies for reaching young consumers. Despite having established a position in the local fashion market, Roughneck 1991 continues to face considerable competition. Based on a survey conducted in June 2024, clothing was the most frequently purchased product category through e-commerce, accounting for 69% of purchases. Among local fashion brands, Roughneck recorded a consumer preference rate of 10.3%, below Erigo at 27.6% and 3Second at 23.8% (Glorya & Pratminingsih, 2025). This difference indicates that Roughneck 1991 has substantial market opportunities while simultaneously facing challenges in maintaining its product appeal amid intense competition among local fashion brands.

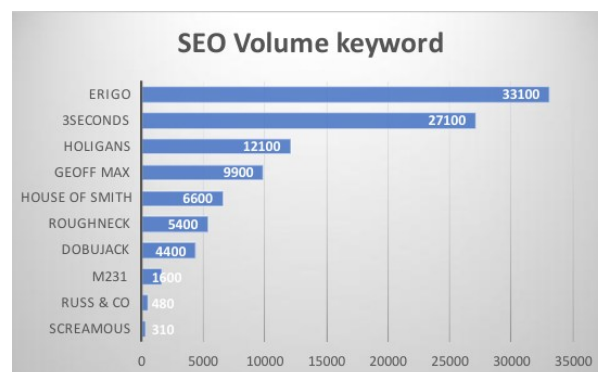


Figure 2. SEO Keyword Volume

Source: Erian (2024), processed from Semrush.com(Saputra, R., & Lestari, 2024).

Although Roughneck 1991 is recognized as one of the local fashion brands among Indonesian consumers, the brand's search volume on search engines remains lower than that of several other local brands. Based on SEO Keyword Volume data, Erigo recorded the highest search volume at 33,100, followed by 3Second at 27,100 and Holligans at 12,100. Meanwhile, Roughneck 1991 recorded a search volume of only 5,400. This difference indicates that consumer attention toward and searches for Roughneck 1991 remain relatively lower than those for several competing local fashion brands.

Product quality is one of the factors that influences consumer purchase decisions. Product quality can be defined as the ability of a product to fulfill consumer needs and expectations through its characteristics, functions, durability, and benefits

compared with competing products. Consumers' perceptions of product quality may vary due to economic, technological, social, and cultural factors (Syabani et al., 2024).

In addition to product quality, price is an important factor considered by consumers during the purchasing process. Price refers to the amount of value that consumers must pay to obtain ownership of a product or service. From a marketing perspective, price often serves as an indicator of the value received by consumers and therefore can significantly influence purchase decisions. Pricing that is consistent with product quality and consumers' purchasing power can increase purchase decisions and encourage repeat purchases. Conversely, prices perceived as too high relative to the benefits obtained may reduce consumers' purchase intentions. Therefore, discount offers on TikTok Shop can stimulate purchase interest because they are perceived as providing greater economic benefits to users (Putri & Amelindha Vania, 2024). This finding is consistent with previous research indicating that price and promotion are two important elements that significantly influence purchase intentions (Fathan et al., 2025).

Previous studies have also supported the importance of price discounts and promotions. Price discounts and promotional activities are commonly used marketing strategies to attract consumer attention, encourage purchase decisions, and ultimately increase product sales (Latifah & Nurmalasari, 2023). However, a study focusing on Skintific beauty products found that discount prices on TikTok did not significantly influence purchase decisions. Although price reductions are often considered an effective marketing strategy, the study demonstrated that discounts did not influence purchase decisions for Skintific skincare products, possibly because the discounts were insufficient to motivate purchases or were not perceived as providing significant additional value compared with other factors, such as product quality and service (Sin & Susanto, 2025).

Another relevant factor is content marketing, which refers to a marketing strategy that utilizes content to provide information, attract attention, and establish relationships with consumers. On TikTok Shop, content marketing plays an important role because of the platform's reliance on video content and user interaction. Informative and engaging content can help consumers recognize products and form considerations before making a purchase. However, the effectiveness of content marketing does not always produce consistent results. Previous research has found that content marketing is relevant to purchase decisions, whereas other research indicates that its influence is not significant compared with influencer marketing strategies (Hazizah, 2024).

Based on these phenomena and the differences in findings reported by previous studies, a gap exists between the digital marketing potential of Roughneck 1991 and its level of consumer exposure and preference, which remains below that of several competitors. Furthermore, previous studies examining the effects of product quality, content marketing, and discount prices on purchase decisions have produced inconsistent findings. These conditions provide a basis for re-examining the three factors within the context of Roughneck 1991 fashion products on TikTok Shop.

Therefore, this study aims to analyze the influence of product quality, content marketing, and discount prices on purchase decisions for Roughneck 1991 fashion products on TikTok Shop. This study is expected to provide insights into the factors

that play the most important role in encouraging consumer purchase decisions and to provide practical input for Roughneck 1991 in developing more effective digital marketing strategies.

METHODOLOGY

This study employed a quantitative approach because it is systematic, structured, and objective in examining relationships among research variables. The quantitative approach was selected because it enables the measurement of the effects of product quality, content marketing, and discount prices on the purchase decisions of Roughneck fashion products on TikTok Shop through statistical analysis. Data were collected using a research instrument in the form of a questionnaire developed based on the indicators of each variable. The collected data were subsequently analyzed statistically to test the formulated hypotheses and provide an objective description of the relationships between the independent and dependent variables. This study consisted of three independent variables, namely product quality (X_1), content marketing (X_2), and discount prices (X_3), while the dependent variable was purchase decisions (Y).

Population and Sample

The population refers to the entire group of individuals or other elements that constitute the focus or object of a study. A sample, on the other hand, represents a subset of the population selected for analysis. The population in this study comprised all consumers who had purchased Roughneck fashion products through the TikTok Shop platform. Since the exact size of the population was unknown (infinite population), the sample size was determined using the Lemeshow formula. The sampling technique employed was purposive sampling, which involves selecting respondents based on predetermined criteria to ensure that the selected participants meet the requirements of the study. The characteristics of the respondents included in this study were as follows:

1. Respondents were at least 17 years old.
2. Respondents had a TikTok account and had accessed TikTok Shop.
3. Respondents had purchased Roughneck fashion products through TikTok Shop at least once.
4. Respondents were willing to complete the research questionnaire in its entirety.

The sample size was determined using the Lemeshow formula because the population size could not be determined with certainty.

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2}$$

Keterangan :

- n = minimum sample size
- Z = Z-value at a given confidence level, $Z = 1.96$
- P = population proportion, $p = 0.5$
- d = margin of error, $d = 0.1$ (10%)

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot (1 - 0,5)}{(0,1)^2}$$

$$3,8416 \times 0,25 = 0,9604$$

$$n = \frac{0,9604}{0,01} = 96,04$$

$$n = 96,04 \approx 96$$

Research Variables

The research variables consisted of three independent variables and one dependent variable. The independent variables were product quality (X_1), content marketing (X_2), and discount prices (X_3), while the dependent variable was purchase decisions (Y). Product quality was measured based on consumers' perceptions of material quality, design, comfort, durability, and product conformity with consumer expectations. Content marketing was measured based on content creativity, the quality of product information, visual appeal, and the ability of content to attract consumers' attention on the TikTok platform. Discount prices were measured based on consumers' perceptions of price reductions, vouchers, cashback, flash sales, and other forms of price promotions offered through TikTok Shop. Meanwhile, purchase decisions were measured using indicators including purchase confidence, the decision to select the product, willingness to repurchase, and the tendency to recommend the product to other consumers.

Research Instrument

Data collection was conducted using a questionnaire developed based on the indicators of each variable and measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire items were derived from marketing theories and previous studies to provide a strong scientific foundation. This scale enables researchers to obtain numerical data that can be analyzed statistically. The validity of the questionnaire items and the consistency of the instrument were tested before its use to ensure that the questionnaire accurately measured the concepts under investigation (Subhaktiyasa, 2024).

Data Collection Techniques

The primary data collection technique used in this study was an online questionnaire survey distributed to respondents who met the predetermined criteria. The questionnaire was selected because it enables researchers to reach respondents quickly and efficiently, particularly TikTok Shop users who are digitally active. In addition, a literature review was conducted to strengthen the theoretical foundation, while documentation was used as supplementary material to obtain information regarding the brand profile, TikTok Shop trends, and other supporting references.

Data Analysis Techniques

Data analysis was conducted using IBM SPSS software because it enables systematic processing of quantitative data and provides various statistical methods appropriate to the objectives of the study. The analysis began with validity and reliability tests to ensure that the research instrument was appropriate for use. Classical assumption tests were subsequently conducted, including normality, multicollinearity, and heteroscedasticity tests, as prerequisites for multiple linear regression analysis (Eligia et al., 2025). The primary analysis employed multiple linear regression to examine the effects of product quality, content marketing, and discount prices on the purchase decisions of Roughneck fashion products on TikTok Shop. Hypothesis testing consisted of several statistical tests, including the t-test (partial test), F-test (simultaneous test), and coefficient of determination (R^2).

The t-test was used to determine the partial effect of each independent variable on the dependent variable (Yunia et al., 2023). In this study, the t-test was conducted to determine whether product quality (X_1), content marketing (X_2), and discount prices (X_3) individually influenced the purchase decisions of Roughneck fashion products on TikTok Shop. The test was conducted using multiple linear regression analysis with the assistance of IBM SPSS software. The decision-making criteria for the t-test were based on a comparison between the significance value (Sig.) and the significance level (α) of 0.05 or between the calculated t-value and the critical t-value. The criteria were as follows (Yohana Horet, 2023).

- If the significance value is < 0.05 or the calculated t-value is greater than the critical t-value, the hypothesis is accepted, indicating that the independent variable has a partial effect on the dependent variable.
- If the significance value is > 0.05 or the calculated t-value is lower than the critical t-value, the hypothesis is rejected, indicating that the independent variable does not have a partial effect on the dependent variable.

The t-test results indicate which independent variables have a significant effect on purchase decisions. In addition, the direction of the relationship between variables can be determined from the regression coefficient. A positive regression coefficient indicates that an increase in the independent variable is associated with an increase in purchase decisions. Conversely, a negative regression coefficient indicates that an increase in the independent variable is associated with a decrease in purchase decisions.

The F-test was used to determine whether all independent variables jointly have an effect on the dependent variable. In this study, the F-test was conducted to determine the simultaneous effect of product quality, content marketing, and discount prices on the purchase decisions of Roughneck fashion products on TikTok Shop. The test was performed using multiple linear regression analysis with the assistance of IBM SPSS software. The decision-making criteria were based on a comparison between the significance value (Sig.) and the significance level (α) of 0.05 or between the calculated F-value and the critical F-value. The decision criteria were as follows:

- If the significance value is < 0.05 or the calculated F-value is greater than the critical F-value, the hypothesis is accepted, indicating that all independent variables simultaneously affect the dependent variable.

- If the significance value is > 0.05 or the calculated F-value is lower than the critical F-value, the hypothesis is rejected, indicating that all independent variables simultaneously do not affect the dependent variable (Dinda et al., 2024).

The F-test determines whether the regression model is appropriate for explaining the relationship between product quality, content marketing, discount prices, and purchase decisions. This test also provides a basis for evaluating the hypothesis concerning the simultaneous effect of the three independent variables on purchase decisions.

The coefficient of determination (R^2) is used to determine the extent to which the independent variables are able to explain variations in the dependent variable (Hotimah et al., 2025). In this study, the coefficient of determination was used to measure the extent to which product quality, content marketing, and discount prices contribute to explaining purchase decisions for Roughneck fashion products on TikTok Shop. The coefficient of determination ranges from 0 to 1. A higher R^2 value indicates a greater ability of the independent variables to explain changes in the dependent variable. Conversely, a lower R^2 value indicates that other factors outside the research model may contribute to influencing consumer purchase decisions (Lingga et al., 2022).

Multiple linear regression analysis was subsequently conducted to determine the effect of two or more independent variables on one dependent variable (Yuliana et al., 2021). In this study, multiple linear regression analysis was used to examine the effects of product quality (X_1), content marketing (X_2), and discount prices (X_3) on purchase decisions for Roughneck fashion products on TikTok Shop (Y). This method was selected because the study involved more than one independent variable that was assumed to influence purchase decisions both simultaneously and partially. The multiple linear regression equation used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = purchase decision

a = constant

b_1, b_2, b_3 = regression coefficients of each independent variable

X_1 = product quality

X_2 = content marketing

X_3 = discount prices

e = Error

RESULTS AND DISCUSSION

Based on the respondent characteristics, all participants in this study met the predetermined sampling criteria. A total of 119 respondents were at least 17 years old, had a TikTok account and had accessed TikTok Shop, and had purchased Roughneck fashion products through TikTok Shop at least once. In addition, all respondents completed the research questionnaire in full; therefore, the collected data were considered suitable for further analysis.

Tabel 1. Respondent Characteristics

Characteristics	Frequency	Percentage (%)
At least 17 years old	119	100%
Have a TikTok account and have accessed TikTok Shop	119	100%
Have purchased Roughneck fashion products through TikTok Shop at least once	119	100%
Willing to complete the questionnaire in full	119	100%

Source: Data processed by the researchers, 2026.

Table 1 shows that all 119 respondents met the criteria established in this study. All respondents were at least 17 years old, had a TikTok account and had accessed TikTok Shop, and had purchased Roughneck fashion products through TikTok Shop at least once. Furthermore, all respondents were willing to complete the questionnaire in full. Each criterion was fulfilled by all 119 respondents, representing 100% of the sample. Therefore, it can be concluded that all respondents satisfied the sampling requirements and that the collected data were appropriate for further analysis.

The selection of respondents based on these criteria was intended to ensure that the data were obtained from consumers who had actual experience with both the products and the platform examined in this study. The respondents had also been exposed to digital marketing activities on TikTok Shop, enabling them to provide relevant assessments of product quality, content marketing, and discount prices in relation to purchase decisions. The requirement to complete the questionnaire in full was also applied to ensure that all collected data could be comprehensively processed and analyzed. Thus, the respondent characteristics were consistent with the predetermined sampling criteria.

Validity and Reliability Tests

Prior to conducting further analysis, the research instrument was tested to determine the validity and reliability of each questionnaire item. The validity test was conducted to ensure that each statement item accurately measured the intended research variable, while the reliability test was performed to determine the consistency of the instrument in measuring the research variables. The results of the validity and reliability tests are presented below..

Tabel 2. Validity Test Results

Variabel	Item	r-calculated	r-table	Result
X1 (Product Quality)	X1.1	0.808	0.159	Valid
	X1.2	0.826	0.159	Valid
	X1.3	0.842	0.159	Valid
	X1.4	0.793	0.159	Valid
	X1.5	0.901	0.159	Valid
	X1.6	0.901	0.159	Valid

	X1.7	0.286	0.159	Valid
	X2.1	0.821	0.159	Valid
	X2.2	0.788	0.159	Valid
	X2.3	0.783	0.159	Valid
X2 (Content Marketing)	X2.4	0.815	0.159	Valid
	X2.5	0.866	0.159	Valid
	X2.6	0.866	0.159	Valid
	X2.7	0.226	0.159	Valid
	X3.1	0.834	0.159	Valid
	X3.2	0.815	0.159	Valid
	X3.3	0.807	0.159	Valid
X3 (Discount Prices)	X3.4	0.834	0.159	Valid
	X3.5	0.901	0.159	Valid
	X3.6	0.901	0.159	Valid
	X3.7	0.216	0.159	Valid
	Y.1	0.839	0.159	Valid
	Y.2	0.855	0.159	Valid
	Y.3	0.822	0.159	Valid
Y (Purchase Decision)	Y.4	0.836	0.159	Valid
	Y.5	0.871	0.159	Valid
	Y.6	0.215	0.159	Valid

Source: Data processed using Spss, 2026

The validity test results indicate that all 27 statement items, consisting of seven items for Product Quality, seven items for Content Marketing, seven items for Discount Prices, and six items for Purchase Decision, had calculated r-values greater than the r-table value of 0.159. Therefore, all questionnaire items were declared valid and suitable for use as research instruments.

Tabel 3. Reliability Test Results

No	Variable	Cronbach's Alpha	N of Items	Standar Kritis	Result
1	X1 (Product Quality)	0.847	7	0.6	Reliable

2	X2 (Content marketing)	0.825	7	0.6	Reliable
3	X3 (Discount Prices)	0.839	7	0.6	Reliable
4	Y (Purchase Decision)	0.953	6	0.6	Reliable

Source: Data processed using SPSS, 2026

Based on the reliability test results presented in Table 3, all research variables were found to be reliable. Reliability was assessed by comparing the Cronbach's Alpha value of each variable with the critical value of 0.60. A variable is considered reliable when its Cronbach's Alpha value exceeds 0.60, indicating that the items used to measure the variable demonstrate an acceptable level of internal consistency.

Classical Assumption Tests

a. Normality Test (Kolmogorov-Smirnov)

Tabel 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	119
Normal Parameters	
Mean	0,0000000
Std. Deviation	1.60478239
Most Extreme Differences	
Absolute	0,056
Positive	0,056
Negative	-0,0556
Test Statistic	0,056
Asymp. Sig. (2-tailed)	0,200

Source: Data processed using SPSS, 2026

Based on the Kolmogorov-Smirnov normality test presented in Table 4, the Asymp. Sig. (2-tailed) value was 0.200. This value was greater than the significance level of 0.05 ($0.200 > 0.05$), indicating that the regression residuals were normally distributed. Therefore, the normality assumption was satisfied, and the regression model was considered appropriate for subsequent analysis.

b. Multicollinearity Test

Tabel 5. Multicollinearity Test result

Model/ Variabel	Koefisien (B)	Std. Error	Beta	t-value	Sig. t	Tolerance	VIF
(Constant)	0.192	1.017	-	0.189	0.850	-	-
X1 (Product Quality)	0.318	0.085	0.338	3.721	0.000	0.214	4.671
X2 (Content marketing)	0.305	0.073	0.357	4.177	0.000	0.242	4.137
X3 (Discount Prices)	0.221	0.082	0.247	2.695	0.008	0.211	4.744

Source: Data processed using SPSS, 2026

The multicollinearity test results indicate that all independent variables had Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10. Product Quality (X1) had a Tolerance value of 0.214 and a VIF of 4.671. Content Marketing (X2) had a Tolerance value of 0.242 and a VIF of 4.137, while Discount Prices (X3) had a Tolerance value of 0.211 and a VIF of 4.744. These findings indicate that the three independent variables did not exhibit multicollinearity problems. Although the VIF values of the three variables were relatively high, they remained below the threshold of 10 applied in this study. Therefore, Product Quality, Content Marketing, and Discount Prices could be simultaneously included in the regression model without evidence of excessively strong correlations among the independent variables that could distort the regression estimates. The absence of multicollinearity also indicates that each independent variable provides distinct information in explaining variations in Purchase Decision.

c. Heteroscedasticity Test (Uji Glejser)

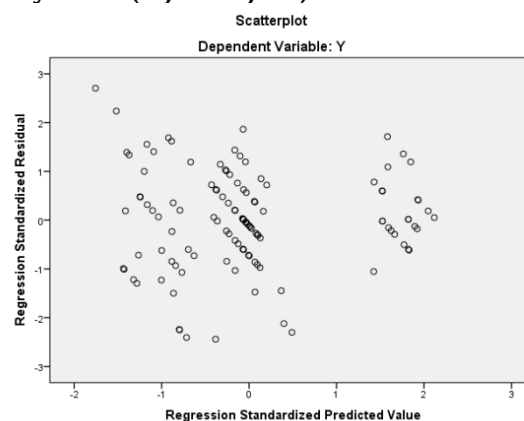


Figure 3. Scatterplot of Heteroscedasticity Test Results

Source: Data processed using SPSS, 2026

Based on the scatterplot, with the Regression Standardized Predicted Value on the X-axis and the Regression Studentized Residual on the Y-axis, the residual points

were distributed both above and below zero on the Y-axis. The points did not form any distinct systematic pattern, such as a funnel-shaped, widening, narrowing, or wave-like pattern. Although the observations were distributed across several predicted values, the residuals generally remained scattered around the zero line without exhibiting a systematic pattern. This distribution indicates that changes in predicted values were not accompanied by systematic changes in residual variance. Therefore, based on the visual examination of the scatterplot, the regression model did not indicate the presence of heteroscedasticity.

Multiple Linear Regression Analysis

Tabel 6. Multiple Linear Regression Analysis result

Model / Variable	Koefisien (B)	Std. Error	t-value	Sig. t	Result
(Constant)	0.192	1.017	0.189	0.850	-
X1 (Product Quality)	0.318	0.085	3.721	0.000	Significant
X2 (Content marketing)	0.305	0.073	4.177	0.000	Significant
X3 (Discount Prices)	0.221	0.082	2.695	0.008	Significant

Source: Data processed using SPSS, 2026

The multiple linear regression results indicate that Product Quality, Content Marketing, and Discount Prices have positive and statistically significant effects on the purchase decisions of Roughneck fashion products on TikTok. This is demonstrated by the positive regression coefficients and significance values below 0.05 for all three independent variables. These findings suggest that improvements in Product Quality, Content Marketing, and Discount Prices are associated with an increase in consumers' Purchase Decisions. Based on the regression coefficients, the multiple linear regression equation can be expressed as follows:

$$Y = 0.192 + 0,318X1 + 0,305X2 + 0,221X3 + e$$

Product Quality (X1) had a regression coefficient of 0.318, a t-value of 3.721, and a significance value of 0.000. Since the significance value was below 0.05, Product Quality had a positive and statistically significant effect on Purchase Decision. The positive coefficient indicates that better perceived product quality is associated with a greater tendency among consumers to purchase the product. In the context of Roughneck fashion products, product quality may be reflected in material comfort, product durability, stitching quality, design, and conformity with consumer expectations. Consumers who perceive a product as being of high quality are more likely to develop confidence in purchasing it. Therefore, Product Quality constitutes an important factor in encouraging consumer Purchase Decisions on TikTok.

Content Marketing (X2) had a regression coefficient of 0.305, a t-value of 4.177, and a significance value of 0.000. These results demonstrate that Content Marketing had a positive and statistically significant effect on Purchase Decision because its significance value was below 0.05. The positive coefficient indicates that improvements in the quality of Content Marketing are associated with an increased likelihood of consumer purchases. In the context of TikTok as a marketing platform,

attractive, informative, relevant, and easily understandable content can assist consumers in obtaining information about Roughneck products. Content that clearly presents the product, communicates its benefits and characteristics, and is tailored to the characteristics of TikTok users can increase consumer attention and interest. Consequently, Content Marketing can serve as an effective means of guiding consumers from the product-awareness stage toward an actual Purchase Decision.

Discount Prices (X3) had a regression coefficient of 0.221, a t-value of 2.695, and a significance value of 0.008. Since the significance value was below 0.05, Discount Prices had a positive and statistically significant effect on Purchase Decision. The positive regression coefficient indicates that more attractive discount offers are associated with a greater tendency among consumers to make purchases.

Within the TikTok Shop context, discounted prices may attract consumers because they provide an opportunity to purchase products at prices perceived as more affordable than their regular prices. Promotional offers such as price reductions, special prices, and limited-period promotions may create a perception of economic benefit and encourage consumers to make purchases more promptly.

Based on the unstandardized regression coefficients, Product Quality had the largest coefficient (0.318), followed by Content Marketing (0.305) and Discount Prices (0.221). This indicates that, in terms of the unstandardized regression coefficients in this model, Product Quality showed the largest coefficient among the three independent variables. Nevertheless, all three variables individually demonstrated positive and statistically significant relationships with Purchase Decision. These findings suggest that consumers' Purchase Decisions regarding Roughneck fashion products are not associated with a single factor but are influenced by the perceived quality of the products, information obtained through Content Marketing, and the attractiveness of discounted prices.

4.4. t-Test (Parsial)

The t-test was conducted to determine the partial effect of each independent variable on Purchase Decision. The decision criterion was based on the significance level of 0.05. If the significance value was below 0.05, the independent variable was considered to have a statistically significant effect on the dependent variable. Conversely, if the significance value exceeded 0.05, the effect of the independent variable was considered statistically insignificant.

Tabel 7. Partial t-Test Results

Model/ Variable	Koefisien (B)	Std. Error	Beta	t- value	Sig. t	Tolerance	VIF	Result
(Constant)	0.192	1.017	-	0.189	0.850	-	-	-
X1 (Product Quality)	0.318	0.085	0.338	3.721	0.000	0.214	4.671	Significant

X2 (Content marketing)	0.305	0.073	0.357	4.177	0.000	0.242	4.137	Significant
X3 (Discount Prices)	0.221	0.082	0.247	2.695	0.008	0.211	4.744	Significant

Source: Data processed using SPSS, 2026

The results demonstrate that Product Quality had a positive and statistically significant effect on Purchase Decision. This finding is supported by a regression coefficient of 0.318, a t-value of 3.721, and a significance value of 0.000. Since the significance value was below 0.05, Product Quality was confirmed to have a significant partial effect on Purchase Decision.

Similarly, the t-test results indicate that Content Marketing had a positive and statistically significant effect on Purchase Decision. The regression coefficient of 0.305, t-value of 4.177, and significance value of 0.000 demonstrate that Content Marketing had a statistically significant partial effect because the significance value was below 0.05. Discount Prices also had a positive and statistically significant effect on Purchase Decision. This result was demonstrated by a regression coefficient of 0.221, a t-value of 2.695, and a significance value of 0.008. Since the significance value was below 0.05, Discount Prices were confirmed to have a statistically significant partial effect on Purchase Decision.

4.5. Coefficient of Determination (R^2)

Tabel 8. Coefficient of Determination (R^2) Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.883	0.797	0.792	1.626

Source: Data processed using SPSS, 2026

The coefficient of determination test produced an R value of 0.883, indicating a strong relationship between Product Quality, Content Marketing, and Discount Prices and Purchase Decision. An R value closer to 1 indicates a stronger relationship between the independent variables and the dependent variable within the research model.

The R Square value of 0.797 indicates that Product Quality, Content Marketing, and Discount Prices jointly explained 79.7% of the variation in Purchase Decision. In other words, a substantial proportion of the variation in Purchase Decisions for Roughneck fashion products on TikTok could be explained by the three independent variables included in the model. The remaining 20.3% was attributable to other factors not included in this study.

Furthermore, the Adjusted R Square value of 0.792 indicates that, after adjustment for the number of independent variables and the sample size, the model retained a high explanatory power, accounting for 79.2% of the variation in Purchase

Decision. The relatively small difference between R Square and Adjusted R Square indicates that the explanatory ability of the model remained relatively consistent after adjustment..

4.6. Simultan test (Uji ANOVA / F)

Tabel 9. Simultan test (Uji ANOVA / F) result

Model	Sum of Squares	df	Mean Square	F Hitung	Sig. F	result
Regression	1192.044	3	397.348	150.368	0.000	Model Fit / Simultaneously Significant
Residual	303.889	115	2.643			
Total	1495.933	118				

Source: Data processed using SPSS, 2026

The F-test results produced an F-value of 150.368 with a significance value of 0.000. Since the significance value was below the 0.05 significance level, Product Quality, Content Marketing, and Discount Prices were found to have a statistically significant simultaneous effect on Purchase Decision. Therefore, the regression model used in this study was statistically significant and appropriate for explaining the relationship between the independent variables and the dependent variable. These findings indicate that the three independent variables collectively play an important role in influencing consumers' Purchase Decisions regarding Roughneck fashion products on TikTok. This implies that consumers' decisions to purchase are not determined by a single factor but rather by a combination of the quality of the products offered, Content Marketing used to communicate product information and attract consumer attention, and discounted prices that provide consumers with perceived economic benefits..

The Effect of Product Quality on Purchase Decision

The results demonstrate that Product Quality has a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This finding indicates that the better the product quality perceived by consumers, the greater their tendency to make a Purchase Decision. In the context of Roughneck fashion products, Product Quality is reflected in aspects such as comfort during use, conformity of product size and materials with the information provided, product durability, and the appearance and design of the product in accordance with consumer expectations. When the products received by consumers correspond to the information provided and their expectations, consumers are likely to develop greater confidence in the products, thereby encouraging Purchase Decisions.

This effect can also be explained by the characteristics of online fashion purchasing. Consumers are unable to directly examine or try on Roughneck products prior to making a purchase; therefore, information related to Product Quality becomes an important consideration in reducing consumer uncertainty. Information concerning materials, sizes, designs, product appearance, and durability

communicated through TikTok contributes to the formation of consumer perceptions of Product Quality. When these perceptions are consistent with consumers' needs and expectations, consumers are more likely to believe that the product offers satisfactory quality and is worth purchasing. Therefore, Product Quality is not limited to the physical attributes of a product but also serves as an important consideration in consumers' Purchase Decisions.

The findings are consistent in direction with previous research on Eiger products on Shopee, which reported that Product Quality had a positive effect on Purchase Decision, although the effect was not statistically significant (Setiawan et al., 2026). The similarity in the direction of the relationship indicates that Product Quality continues to play a role in shaping consumers' purchasing decisions. However, differences in statistical significance suggest that the strength of the effect of Product Quality may vary according to consumer characteristics, product characteristics, and the e-commerce platform used. In the present study of Roughneck products on TikTok, Product Quality was found to have a statistically significant effect on consumers' Purchase Decisions, in contrast to the findings concerning Eiger products on Shopee.

The importance of Product Quality is also supported by research involving Fore Coffee, in which Product Quality was identified as one of the factors considered by consumers when evaluating products before making a purchase (miftaudin et al., 2026). In the case of Roughneck fashion products, consumers assess quality through material comfort, size suitability, durability, design, and conformity between the actual product and the information displayed on TikTok. Although fashion products and coffee have different characteristics, the findings suggest that consumers' perceptions of Product Quality remain an important component of the Purchase Decision process.

The Effect of Content Marketing on Purchase Decision

The results indicate that Content Marketing has a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This finding suggests that the marketing content delivered by Roughneck is effective in encouraging consumers to make purchases. Attractive, informative, and relevant content not only introduces products to consumers but also develops consumer interest and confidence, which may ultimately encourage Purchase Decisions.

In the context of Roughneck fashion products on TikTok, consumers are exposed to various forms of marketing content, ranging from product promotional videos and information about designs and materials to content demonstrating product usage by content creators. Such exposure assists consumers in developing a more comprehensive understanding of product characteristics before deciding to purchase. The more relevant and informative the content consumers receive, the greater the potential for the content to convert initial consumer interest into an actual Purchase Decision. This is particularly relevant because TikTok's short-form video format allows consumers to evaluate products in a more contextual manner than static visual content.

The findings of the present study differ from previous research on Eiger products among Generation Z TikTok users. That study found that Content Marketing

did not have a statistically significant effect on purchase intention, whereas Brand Awareness had a positive and significant effect (Nafi' et al., 2025). These findings indicate that the presence of marketing content does not necessarily directly increase consumers' purchase intentions when it is not accompanied by strong Brand Awareness. The differences between the present and previous findings suggest that the effectiveness of Content Marketing may depend on how the content is designed and communicated to consumers. Content that focuses exclusively on promotion may not necessarily encourage Purchase Decisions when it fails to provide relevant information or generate consumer engagement. Conversely, content that integrates informative value, visual attractiveness, relevance, and communication tailored to the characteristics of the target audience has greater potential to influence Purchase Decisions (Salshabilla & Yulianto, 2025).

The Effect of Discount Prices on Purchase Decision

The results indicate that Discount Prices have a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This finding demonstrates that price-related promotional incentives remain an important consideration for consumers before making a purchase. The more attractive and appropriate the discounted price is perceived to be relative to consumers' expectations and purchasing ability, the greater their tendency to purchase Roughneck products. Consumers do not merely consider the nominal price but also evaluate whether the price is commensurate with the benefits and Product Quality they expect to receive.

The ease with which consumers can compare prices across brands on TikTok further strengthens the role of price as an important purchasing consideration. Consumers can quickly evaluate whether the price of Roughneck products is comparable to the designs, materials, comfort, and overall value offered by competing brands on the same platform. When consumers perceive the discounted price as appropriate for the value offered, their confidence in making a Purchase Decision may increase. Moreover, price information on TikTok Shop is transparently displayed, making it easier for consumers to compare alternatives before completing a transaction.

This finding is consistent with the research conducted by Ong and Pratminingsih, which examined a similar research object, namely Roughneck products on TikTok Shop, and found that price had a positive and statistically significant effect on Purchase Decision (Dwi & Desi, 2025). Similar findings have also been reported for other fashion products marketed through the same platform. The consistency of findings across comparable products and platforms reinforces the role of price as an important determinant of online fashion Purchase Decisions. Competitive pricing strategies, particularly those targeted at active TikTok consumers, may strengthen consumers' perceptions that a product provides value commensurate with the amount paid. Nevertheless, an attractive pricing strategy should be accompanied by satisfactory Product Quality to ensure that consumers perceive the price paid as consistent with the benefits and quality received.

CONCLUSION

Based on the findings of this study, Product Quality has a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This indicates that better Product Quality as perceived by consumers is associated with a greater tendency to make Purchase Decisions. Content Marketing also has a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This finding indicates that marketing content that is attractive, relevant, informative, and appropriate for the characteristics of TikTok users can contribute to encouraging consumers to make Purchase Decisions.

Discount Prices have a positive and statistically significant effect on the Purchase Decision of Roughneck fashion products on TikTok. This demonstrates that more attractive discount offers that are consistent with consumers' considerations can increase their tendency to purchase Roughneck fashion products. Simultaneously, Product Quality, Content Marketing, and Discount Prices have a statistically significant effect on Purchase Decision. Therefore, these three variables collectively contribute to influencing consumers' decisions to purchase Roughneck fashion products through TikTok.

Based on these findings, Roughneck 1991 is advised to continuously maintain and improve Product Quality as part of its efforts to strengthen consumers' Purchase Decisions. Product improvements can be implemented through the use of high-quality materials, attractive designs, enhanced comfort and durability, and greater conformity between the products offered and consumer expectations.

Roughneck 1991 is also recommended to maintain and further develop attractive discount strategies because Discount Prices have been demonstrated to positively and significantly influence Purchase Decisions. In addition, the company should continue improving the quality of its Content Marketing by presenting product information that is relevant, engaging, easy to understand, visually appealing, and interactive. Future researchers are encouraged to extend this study by incorporating additional variables that may influence Purchase Decisions and by expanding the size and characteristics of the sample. Such developments may provide more diverse findings and a broader understanding of the factors influencing consumers' Purchase Decisions for fashion products on TikTok.

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