Lavish Opulent Education

International Journal of Social, Economic, and Business
Vol.2, No.1, 2025, pp. 38-45
Journal homepage: https://ejournal.lavishopulent.com/ojs/index.php/ijseb/index
E-ISSN: 3063-9832

Analysis of Community Satisfaction of Pacarkembang Village Reviewed from the Ease, Speed and Effectiveness of the KNG (Klampid New Generation) Application

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https://doi.org/10.1512/ijseb.v2n1

Received : 16 June 2025
Accepted : 2 July 2025
Published : 30 July 2025

Keywords:
Klampid New Generation, community satisfaction, population administration, e-government, service effectiveness.

ABSTRACT

This study aims to analyze the level of community satisfaction with the use of the Klampid New Generation (KNG) application as an innovation in digital population administration services in Pacarkembang Village, Surabaya. Using a descriptive quantitative approach with 244 respondents, this study examined the effect of service speed, ease of use, and effectiveness of document completion on public satisfaction. The results of the analysis showed that simultaneously the three variables had a significant effect on community satisfaction with an R^2 value of 76.3%. Partially, only the variables of service speed and effectiveness had a significant effect, while ease of use did not. However, all variables have high average values that indicate user satisfaction. These findings confirm the importance of improving speed and effectiveness in digital services. It is suggested that the development of the KNG application be focused on improving system performance and training for the community so that the benefits are more optimal.

INTRODUCTION

The Surabaya City Government continues to strive to improve public services through the digitization of population administration. One of the innovations implemented is the Klampid New Generation (KNG) application, a form of e-government implementation designed to facilitate the management of population documents such as ID cards, family cards, and birth certificates online. This application aims to reduce slow manual bureaucracy, increase transparency, time efficiency, and minimize potential corruption. Through KNG, people can access services from anywhere on the condition that they have an internet connection, so they no longer need to come directly to the village office.

While KNG applications offer many advantages such as ease of access, speed of service, and process transparency, there are still various challenges that affect the effectiveness of their implementation. These challenges include the digital divide, the limitation of technological literacy among the community, the stability of the application system, and the importance of the role of the village in providing assistance in use. The success of e-government such as KNG is greatly influenced by the level of public satisfaction as service users, which can be seen from the ease of use, speed of the process, and the availability of information provided.

In the context of Pacarkembang Village, Surabaya, this research is important because this area reflects the diversity of community characteristics, both in terms of age, education, and access to technology. Therefore, it is necessary to analyze the extent to which the community is satisfied with the services provided through KNG. The results of this study are expected to provide strategic input for the government in improving the effectiveness of digital population administration services, as well as strengthening the implementation of inclusive and sustainable e-government at the local level.

LITERATURE REVIEW

Service Speed

Speed is an important indicator in assessing the efficiency of digital public services. The speed of service refers to the time it takes to complete the process of submitting population documents through the Klampid New Generation (KNG) application. In this context, the speed includes the duration from the application being submitted until the document is completed. According to literature studies, people tend to be more satisfied if the services provided are fast and do not take long. Positive experiences related to service speed also strengthen public perception of e-government efficiency.

Ease of Use

Ease of use refers to how easy it is for people to access and use the KNG application for administrative purposes. An app that has a simple interface, clear navigation, and an uncomplicated submission process will increase the user's convenience. Literature review shows that usability is one of the main factors in determining public satisfaction in using digital services. If the application is designed intuitively and not confusing, then people will adapt faster and tend to be more satisfied with the service.

Document Completion Effectiveness

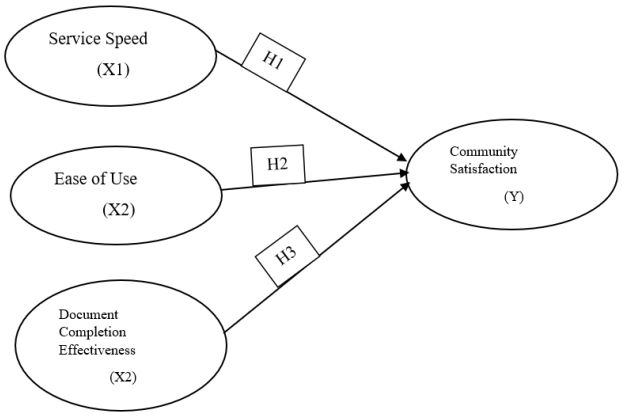
Effectiveness refers to how optimal the KNG system is in resolving administrative document requests without significant constraints. This includes data accuracy, availability of appropriate features, and minimal process repetition. Effectiveness shows that the process is not only fast, but also manages to produce the output as expected. Effective system performance minimizes errors and speeds up the completion of administrative services, thereby strengthening user trust in the platform.

Community Satisfaction

Community satisfaction is the result of users' evaluation of the services they receive, compared to initial expectations. According to Kotler and Keller, satisfaction occurs when service performance meets or exceeds expectations. In the context of KNG, people's satisfaction is influenced by their experience in accessing and using applications, as well as the success of the system in answering administrative needs. Factors such as speed, ease, and effectiveness contribute directly to this level of satisfaction.

Framework

Figure 1. *Research Framework*



Keterangan:

X = Independent Variables, Service Speed, Ese of Use, and Document Coplaetion Effectivenes

Y = Dependent Variable, Community Satisfaction

METHOD

Research Design

This study uses a descriptive quantitative approach that aims to describe the facts and characteristics of the variables that are studied systematically and objectively. This study is not intended to test the cause-and-effect relationship (causality), but rather focuses on the explanation of the level of implementation of each variable. The data in this study was collected through a closed questionnaire which was compiled using the Likert scale and distributed to respondents who had met certain criteria. After being collected, the data is analyzed using descriptive statistical techniques, such as frequency distribution, percentage, mean, and standard deviation. This approach allows researchers to obtain a real picture of public perception of system quality, work culture, and employee performance related to the use of the Klampid New Generation application in Pacarkembang Village

Population and Sample

The population in this study is an active user of the Klampid New Generation (KNG) application in Pacarkembang Village, Surabaya, who come from various backgrounds of age, education, and technological understanding. The sampling technique used was non-probability sampling with the purposive sampling method, involving 244 respondents who had or were using KNG. This number is considered representative to measure the level of community satisfaction.

Data Collection Method

The data collection method in this study uses a five-point Likert scale closed questionnaire to measure respondents' perception of service speed, convenience, effectiveness, and public satisfaction with the KNG application. The questionnaire was distributed in person and online. In addition, secondary data from literature, regulations, and supporting reports are used to strengthen the analysis in the context of digital public services.

Data Analyzed Method

The data from the questionnaire were analyzed quantitatively using SPSS version 26 through two stages: descriptive analysis and multiple linear regression. Descriptive analysis describes respondent profiles and data trends, while regression is used to test the influence of speed, ease, and effectiveness on community satisfaction through t-tests, F-tests, and determination coefficients (R^2) to determine the contribution of each variable.

RESULT

Validity Test

Validity test is a procedure used to assess the extent to which items in a questionnaire instrument are able to measure what should be measured. In this study, the validity test was carried out using the Pearson Product Moment correlation technique. An item is declared valid if the value of r-count is greater than the r-table at a significance level of 0.05 (Sugiyono, 2019:183). In this context, the r-table used is 0.294 (with degrees of freedom df = 43)

Table 1. *Validity Test Result*

Variabel	Indicator	R Calculated	r Table	Description
Service Speed	X1	0,845	0,294	Valid
Ease of Use	X2	0,839	0,294	Valid
Document Completion Effectiveness	X3	0,865	0,294	Valid
Community Satisfaction	Y	0,865	0,294	Valid

The results of the validity test showed that most of the items in the questionnaire had a Corrected Item-Total Correlation value above 0.294, so they were declared valid and suitable to be used to measure the variables in the study. However, there is one invalid item, SIM3, because it has a correlation value of 0.184 which is smaller than the minimum limit. The other items have a correlation between 0.336 to 0.729, which indicates a sufficient to very strong contribution to the construct. The highest correlation values were found in items KP2 (0.729), KP1 (0.714), and BK5 (0.708), which means that these items are very strong in measuring their respective variables

Reliability Test Results

Reliability testing is a statistical method used to measure the extent to which a research instrument can provide consistent results when used repeatedly under the same conditions. According to Hardani et al. (2020), reliability is closely related to the accuracy and consistency of the instrument. An instrument is said to be reliable if *the resulting Cronbach's Alpha* value $\geq$ 0.6, indicating that the instrument is reliable to measure the construct in question.

Table 2. *Reliability Test Result*

Reliability Statistics

Cronbach's Alpha	N of Items
.971	4

Based on the results of the analysis in this study, the overall *Cronbach's Alpha* value was 0.881, which is included in the category of very reliable. This shows that the instrument has excellent internal consistency in measuring the three research variables, namely System Quality, Work Culture, and Employee Performance. If you look at it in detail, the System Quality variable has *a Cronbach's Alpha* value ranging from 0.88–0.89, Work Culture between 0.86–0.87, and Employee Performance is also in the range of 0.86–0.87

Normality Test Result

Normality test is a statistical method used to test whether the data in a variable is distributed normally or not. Normal distribution is one of the important assumptions in linear regression analysis, as most parametric statistical methods require data to be normally distributed. One common way to test normality is through the Kolmogorov-Smirnov test, where if the significance value (Sig.) is greater than 0.05, then the data is said to be normally distributed.

Table 3. *Normality Test Result*

One-Sample Kolmogorov-Smirnov Test

			X1	X2	X3	Y
N			244	244	244	244
Normal Parameters[a,b]	Mean		22.87	22.85	228.402	23.06
	Std. Deviation		3.351	3.323	322.080	3.077
Most Extreme Differences	Absolute		.299	.286	.298	.318
	Positive		.263	.259	.251	.264
	Negative		-.299	-.286	-.298	-.318
Test Statistic			.299	.286	.298	.318
Asymp. Sig. (2-tailed)[c]			<,001	<,001	<,001	<,001
Monte Carlo Sig. (2-tailed)[d]	Sig.		<,001	<,001	<,001	<,001
	99% Confidence Interval	Lower Bound	.000	.000	.000	.000
		Upper Bound	.000	.000	.000	.000

Based on the results of the normality test, it was known that the significance value (Sig.) > 0.05 for all variables, namely speed (X1), convenience (X2), effectiveness of document completion (X3), and community satisfaction (Y). This shows that all variable data used in this study are normally distributed. Thus, the assumption of normality in regression analysis has been met, and further statistical analysis can be validly performed.

Multicolonierity Test Result

The multicollinearity test is one of the classic assumption tests in multiple linear regression that aims to find out if there is a high correlation between independent variables in the regression model. High multicollinearity can lead to errors in the interpretation of regression coefficients, as it is difficult to determine the influence of each independent variable separately. This test is usually carried out by looking at the value of Tolerance and Variance Inflation Factor (VIF). If the Tolerance value is > 0.10 and VIF is < 10, then the data is declared free of multicollinearity.

Table 4. *Multicolonierity Test Result*

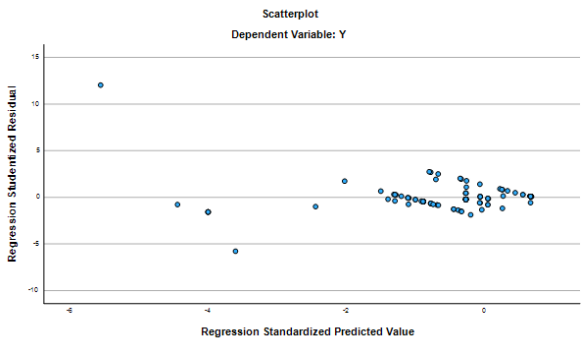
Variable	Tolerance	VIF	Description
Service Speed	0.118	8.447	Multicollinearity does not occur
Ease of Use	0.076	13.104	Multicollinearity does not occurs
Document Completion Effectiveness	0.088	11.386	Multicollinearity does not occurs

Based on the results of the multicollinearity test in this study, all independent variables, namely speed (X1), ease (X2), and effectiveness of document completion (X3) have a Tolerance value of > 0.10 and VIF < 10. This shows that there are no symptoms of multicollinearity in the regression model used. Thus, the variables in the model can be analyzed independently and the regression model qualifies the assumption of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is one of the classic assumption tests in linear regression that aims to find out whether the variance of the residual (prediction error) in the regression model is constant or not. If the residual variance is not constant, then heteroscedasticity occurs, which can interfere with the accuracy of estimates and the validity of statistical testing. One of the methods that is often used to detect heteroscedasticity is the Glejser test. In this test, if the significance value (Sig.) of each independent variable is greater than 0.05, then the model is declared free of heteroscedasticity.

Figure 2. *Heteroscedasticity Result*



Based on the results of the Glejser test in the file, it was obtained that all independent variables in the regression model (speed, ease, and effectiveness) had a significance value of > 0.05. This suggests that there are no symptoms of heteroscedasticity in the model, so the residual variance is constant. Thus, the homoscedasticity assumption is fulfilled and the regression model is feasible to use for further statistical analysis.

Autocorrelation Test

The autocorrelation test is part of the classical assumption test in linear regression analysis which aims to find out whether there is a correlation between the residual (error) of one observation and another. This test is important especially for time series data, but it can also be applied to cross-section data to ensure that the residual is independent. One of the methods used to detect autocorrelation is the Durbin-Watson (DW) test. DW values range from 0 to 4, with values close to 2 indicating the absence of autocorrelation; A value below 2 indicates a positive autocorrelation, and a value above 2 indicates a negative autocorrelation.

Table 5. *Autocorrelation Test Result*

Model Summary[b]

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.763[a]	257.697	3	240	<,001

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

The results of the autocorrelation test in this study showed a Durbin-Watson value of 1.944, which is very close to the number 2. This indicates that the regression model does not experience autocorrelation, or in other words, the residual in the model is independent. Thus, one of the important assumptions in multiple linear regression has been met, making the model feasible for further testing.

Analysis of Multiple Linear Regression

Multiple linear regression is a statistical analysis method used to determine the influence of more than one independent variable on one dependent variable. This technique is useful for modeling the linear relationships between variables, as well as for measuring how much each independent variable contributes in influencing the dependent variables. In the context of this study, multiple linear regression was used to analyze the influence of the variables of service speed (X1), ease of use (X2), and effectiveness of document completion (X3) on community satisfaction (Y) on the use of the Klampid New Generation (KNG) application.

Table 6. *Multiple Linear Regression Test Result*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874[a]	.763	.760	1.507

a. Predictors: (Constant), X3, X1, X2

Based on the regression equation, the constant value was found to be 3.791, meaning that if the variables Work Environment (X1), Compensation (X2), and Career Development (X3) are held constant, the predicted value of Employee Retention (Y) would be 3.791. The regression coefficient for Work Environment (X1) was 0.455, indicating that a one-unit increase in this variable would increase employee retention by 0.455. The Compensation variable (X2) had a coefficient of 0.172, implying that each unit increase in compensation would improve employee retention by 0.172. Meanwhile, Career Development (X3) had a coefficient of 0.204, meaning that an increase in this variable would lead to a 0.204 increase in employee retention.

Coefficient of Determination (R2)

The determination coefficient (R^2) test is a statistical analysis technique used to measure how much of the variation of dependent variables can be explained by independent variables in a regression model. The value of R^2 ranges from 0 to 1. The closer it is to 1, the more the regression model is able to explain the dependent variables based on independent variables. R^2 provides an idea of how well the model describes the data and how much the predictor variables contribute to the changes that occur in the outcome variables.

Table 7. *Coefficient of Determination Test Result*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874[a]	.763	.760	1.507

a. Predictors: (Constant), X3, X1, X2

Based on the results of the analysis in this study, the value of R^2 (R Square) is 0.763**,** which means that 76.3 % of the variation in the Community Satisfaction variable can be explained by three independent variables: Speed (X1), Ease (X2), and Document Completion Effectiveness (X3)**.** While the

rest, which is 23.7%, is influenced by other factors outside the model that were not studied in this study. The *Adjusted R Square* value of 0.760 also indicates the stability of the model even if there is more than one predictor. With these values, the regression model is considered quite good in explaining the relationship between the variables studied.

F-test

The F-test is a statistical method in multiple linear regression that is used to determine whether independent variables simultaneously (together) have a significant influence on dependent variables. This test is carried out through ANOVA (*Analysis of Variance*) analysis by comparing the variance between models containing predictors and models without predictors. If the significance value (Sig.) of the F test is less than 0.05, then it can be concluded that the regression model as a whole is significant and feasible to use to predict dependent variables.

Table 8. *F Test Result*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.756.046	3	585.349	257.697	<,001[b]
	Residual	545.151	240	2.271		
	Total	2.301.197	243			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

The F value is calculated as 257.697 and the significance value is < 0.001. This value shows that independent variables, namely service speed (X1), ease of use (X2), and effectiveness of document completion (X3), simultaneously have a significant effect on public satisfaction (Y). Thus, the regression model used in this study has excellent power to explain the variability in public satisfaction with the application of Klampid New Generation

T-test

The T-test is a statistical technique used to test the significance of the influence of each independent variable partially on the dependent variable in a regression model. This test helps researchers determine whether an individual independent variable has a significant contribution to the bound variable. The *t-value is calculated* compared to the t-value *of the table* or seen from the significance value (p-value). If the p-value < 0.05, then the influence of the variable is considered significant.

Table 9. *T Test Result*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.902	.696		5.604	<,001
	X1	.299	.084	.325	3.561	<,001
	X2	-.009	.105	-.010	-.086	.932
	X3	.549	.101	.574	5.417	<,001

a. Dependent Variable: Y

In a study conducted in Pacarkembang Village related to community satisfaction with the Klampid New Generation (KNG) application, the results of the t-test showed that two independent variables—speed of service (X1) and effectiveness of document completion (X3)—had a significant effect on community satisfaction (Y), with *a value of t* 3.561 and 5.417 respectively and a p-value < 0.001. In contrast, the ease of use variable (X2) had no partial significant influence, with *a* t-value of -0.086 and a p-value of 0.932. This indicates that although the KNG application is considered easy to use, it does not directly affect the level of community satisfaction in the context of this study

DISCUSSION

The Effect of Access Speed on Community Satisfaction (X1)

The regression analysis results indicate that access speed has a positive and significant effect on community satisfaction, with B = 0.299, t = 3.561, and Sig. < 0.001. The Pearson correlation value of r = 0.845 also shows a very strong relationship. This supports the first hypothesis (H1)**,** which states that access speed significantly influences community satisfaction. These findings align with Parasuraman et al. (1988) who identified speed and reliability as key dimensions of service quality affecting user satisfaction. In the context of digital public services, access speed is crucial as users expect fast and efficient administrative processes. This is reinforced by the findings of Adine Venita Rizki & Nabila Sahda Brahmasta (2024)**,** who highlight that one of the main advantages of the Klampid New Generation (KNG) application is its speed and accessibility in administrative processes.

The Effect of Ease of Use on Community Satisfaction (X2)

The results show that ease of use does not have a significant impact on community satisfaction, with B = -0.009, t = -0.086, and Sig. = 0.932. Although the correlation analysis revealed a positive relationship (r = 0.839), the effect is statistically insignificant. Therefore, the second hypothesis (H2) is not supported. This might be because most respondents are already accustomed to using digital applications, making ease of use less of a differentiating factor. These findings are consistent with Davis (1989) in the *Technology Acceptance Model (TAM)*, which suggests that perceived ease of use does not always directly affect satisfaction, but rather works in tandem with perceived usefulness. In this study, perceived usefulness is more closely represented by the effectiveness variable (X3).

The Effect of Document Completion Effectiveness on Community Satisfaction (X3)

The regression analysis demonstrates that the effectiveness of document completion has the strongest positive influence on community satisfaction, with B = 0.549, t = 5.417, and Sig. < 0.001. The correlation value of r = 0.865 confirms a very strong and significant relationship. Hence, the third hypothesis (H3) is accepted. These results support Kotler & Keller (2016), who argue that effectively meeting customer needs significantly contributes to satisfaction. Effectiveness in this context includes the accuracy and speed of digital service delivery. Observational data from the study also show that users feel more satisfied when documents are processed quickly and accurately without having to visit the office in person. The findings are in line with Fitria et al. (2024), who emphasize that the effectiveness of digital systems such as SIMPUS and KNG strongly influences user perceptions of service quality in healthcare and administrative sectors.

CONCLUSION

Based on the research conducted on the community of Pacarkembang Village, the Klampid New Generation (KNG) application is considered to have provided considerable benefits in simplifying the administration of population documents. Out of 347 respondents, 244 people had used the application. The analysis results showed a mode of 4.0 and an average of 4.3 on a Likert scale, indicating a high level of public satisfaction. Respondents stated that the KNG application accelerated service time, improved access, and increased convenience in managing documents—particularly in terms of service speed, ease of use, and document completion effectiveness.

However, the study also revealed that several users still face obstacles. Some people have not yet used the application, which indicates the need for increased outreach and public education. In addition, a small number of users reported technical issues such as system errors or difficulty understanding certain features. Therefore, although the KNG application has had a positive impact on public services, further development is needed to improve system stability, user-friendliness, and encourage broader adoption, so that the benefits can be more equally distributed across all layers of society.

Practical Implications

The findings of this research have practical implications for the Surabaya city government, particularly the Department of Population and Civil Registration (Dispendukcapil) and the Pacarkembang Village Office, in formulating digital public service strategies. First, increasing access speed has been proven to significantly affect public satisfaction, making it a priority for system developers to improve server performance and system responsiveness. Second, even though ease of use was not statistically significant in the regression analysis, it remains essential for the application's initial adoption and continued usage. Third, document completion effectiveness had the strongest influence, emphasizing the need to improve data accuracy and integrate systems for seamless validation. The government should also consider providing digital service facilities at the village level to support residents who lack internet access or personal devices. Guided by this research, future digital service development can be more targeted, focusing on key factors that directly impact user satisfaction.

Based on the research conducted, the following suggestions can be made:

1. Application development should focus on increasing access speed, simplifying the user interface, and improving system stability. Developers are advised to perform regular updates to fix bugs and address technical issues.
2. Broader and continuous community outreach is necessary, especially for groups less familiar with digital technology. Training can be delivered via village office workshops, social media, or accessible video tutorials.
3. To ensure equitable access, local governments should provide support services and public

digital access points at village offices for users without personal internet-enabled devices.

4. The KNG application should be integrated with official population databases to ensure more accurate and up-to-date data validation. This will increase public trust in the reliability of the system.
5. Regular evaluations based on user feedback are highly recommended. Online surveys or discussion forums can be used to collect user insights, guiding future development that aligns with the real needs of the community.

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