

The Dynamics of Students' Decisions In Palembang In Buying Local Clothes Amid The Dominance of Imported Clothes, Reviewed From The Lifestyle Expected Value Perspective Price Perception

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh Gaya Hidup, Nilai Harapan, dan Persepsi Harga terhadap Keputusan Pembelian. Data dikumpulkan dari 366 responden mahasiswa di Palembang dan dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa ketiga variabel independen (Gaya Hidup, Nilai Harapan, dan Persepsi Harga) memiliki pengaruh positif terhadap Keputusan Pembelian. Temuan ini menegaskan bahwa dalam konteks pembelian produk fesyen lokal, faktor harga dan nilai harus dikelola dengan memperkuat citra merek terlebih dahulu.

Kata Kunci: *Gaya Hidup, Nilai Harapan, dan Persepsi Harga terhadap Keputusan Pembelian*

Abstract

This study aims to examine the influence of Lifestyle, Expected Value, and Price Perception on Purchasing Decisions. Data were collected from 366 student respondents in Palembang and analyzed using Structural Equation Modeling (SEM). The results showed that all three independent variables (Lifestyle, Expected Value, and Price Perception) had a positive influence on Purchasing Decisions. This finding confirms that in the context of purchasing local fashion products, price and value factors must be managed by strengthening brand image first

Keywords: *Lifestyle, Expected Value, and Price Perception on Purchasing Decisions.*

Introduction

Clothing sales in several stores in Palembang indicate that local clothing is quite competitive compared to imported clothing. Based on data obtained from

resellers in Palembang City in 2024, the number of local clothing consumed (28,536) was slightly higher than imported clothing (25,800). However, there are still differences in preferences among students regarding the quality, design, and price of local clothing compared to imported clothing. Some sellers such as sellers "A", "C", and "D" have a higher number of local clothing sales than imported clothing, indicating that students still trust the quality of local products, especially if the price and design can compete with foreign products. However, there are also sellers who sell more imported clothing, indicating that local clothing manufacturers still face challenges in attracting students.

One of the main factors influencing students' decisions to purchase local clothing is their perception of product quality. Many students still believe that imported clothing is of inferior quality. better than local products. This could be due to the better-known image of global brands and more aggressive marketing strategies compared to local products. Besides quality, price also plays a significant role in students' purchasing decisions. Students on a budget tend to look for more affordable clothing, although they often also consider exclusivity and trends when purchasing clothing. Local clothing can offer a balance between price and style. And quality own opportunity more big For in demand by students (Galih Saputra & Iqbal Fasa, 2024).

Clothing design is also an important consideration for students when choosing local products. Evolving global fashion trends influence student tastes, so local products need to adapt their designs accordingly. the trend that currently ongoing so that still relevant in market. Student more likely to choose clothes that can reflect their identity and are in line with modern lifestyles (Sugestiani et al., 2024).

Competition between local and imported products in the fashion industry creates an interesting dynamic in student consumption behavior. If the trend of local clothing consumption continues to increase, the domestic fashion industry will grow and be able to compete with foreign products. Conversely, if students continue to prefer imported clothing, local producers will face challenges in maintaining their market share. To increase the competitiveness of local products, collaboration

between the government, producers, and the local fashion community is necessary. Support in the form of regulations, promotional campaigns, and innovation in design and production can help local products become more recognized and sought after by students (Sugestiani et al., 2024).

The research is strengthened by the results of initial observations to strengthen the argument of this study. Initial observations in this study were conducted to obtain a general overview of the characteristics of respondents and their behavior in online shopping. Data collection was conducted by distributing questionnaires to 113 students respondents from various universities in Palembang, consisting of Indo Global Mandiri University, PGRI University, Muhammadiyah University, Bina Darma University, and MDP University. The data obtained were then analyzed using a cross-tabulation method to examine the relationship between gender and variables such as major/study program, semester, origin of university, and online shopping habits. The results of this cross-tabulation provide important initial information regarding the demographics and tendencies of student consumer behavior.

The majority of respondents in the study indicated a fairly high online clothing shopping habit. Of the 113 respondents, 100 stated they frequently purchased through online marketplaces, while only 13 did not. Female respondents dominated online shopping activity, with 75 of the 79 actively shopping, while only 25 of the 34 male respondents frequently shopped online. This suggests that women are more interested in online clothing shopping, likely due to a preference for style choices, discounts, and ease of access.

Based on initial observations through informal interviews and direct observation, it was found that the lifestyle of students in Palembang City is strongly influenced by global fashion trends. Students, especially those active on social media, tend to follow international fashion trends popularized by celebrities or

influencers. Imported clothing is seen as a symbol of a modern lifestyle that can enhance self-image and provide confidence in social interactions. Furthermore, the fast and dynamic nature of global fashion trends makes imported clothing more suitable for the needs of students who live active and mobile lives. From the Expected Value aspect, students expressed high expectations for the quality, design, and durability of imported products. Imported clothing products are considered superior to local products due to their exclusive designs and better material quality. Students are willing to pay more if the product is perceived to provide long-term benefits, especially in terms of the latest trends and increased self-confidence. However, Price Perception is a variable factor among students. Students with high purchasing power perceive the price of imported clothing as commensurate with the quality and brand image offered. On the other hand, students with limited budgets consider the price of imported products to be a barrier and tend to wait for promotions or discounts before making a purchase.

This study will focus on analyzing the influence of each factor—Lifestyle, Expected Value, and Price Perception—on students' decisions to purchase imported clothing in Palembang City. Data analysis techniques include Structural Equation Modeling (SEM). This study will not address the influence of external factors such as macroeconomic conditions or broader global fashion trends. This study will involve students enrolled in universities in Palembang City.

Formulation of the problem

Based on the description of the phenomena in the background above, the formulation of the problem in this research is as follows:

1. Does Lifestyle influence students' decisions to buy local clothes in Palembang City?
2. Does expected value influence students' decisions to buy local clothing in Palembang City?
3. Does price perception influence students' decisions to buy local clothing in Palembang City?

Research Objectives

The aim of this research is to be able to answer the research formulation of the problems faced by the company, namely:

1. To find out whether Lifestyle influences students' decisions to buy local clothes in Palembang City.
2. To find out whether expected value influences students' decisions to buy local clothing in Palembang City.
3. To find out whether price perception influences students' decisions to buy local clothing in Palembang City.

Research Updates

The novelties revealed in this study are expected to contribute to general scientific knowledge and provide theoretical and practical benefits. Some of the novelties in this study include the perceptions of Palembang residents and students regarding their purchasing decisions. This study highlights how residents and students in Palembang make decisions between local and imported clothing. Previous similar studies have focused more on general consumers without considering the unique characteristics of students as a dynamic market segment that is easily influenced by trends.

Theoretical Basis

1. Grand Theory Using the Theory of Planned Behavior

One theory that explains human behavior is the Theory of Planned Behavior. The Theory of Planned Behavior is a development of the Theory of Reasoned Action. This theory was first introduced by Icek Ajzen and Martin Fishbein in the 1980s. They saw that to understand individual behavior more fully, a broader approach was needed. Therefore, the Theory of Planned Behavior emerged to provide a more

comprehensive explanation. This theory is widely used in various studies of social behavior and psychology.

Ajzen and Fishbein (1980) refined the previous theory by adding a new element to their framework. This element is known as perceived behavioral control. This component explains the extent to which a person feels they have control over their upcoming actions. In other words, an individual assesses whether they are capable of carrying out an action based on the situation and their abilities. The addition of this component is considered crucial for more accurately predicting a person's intentions and behavior. Within this theoretical framework, intentions to act are influenced by attitudes toward the behavior, subjective norms, and perceived control. This theory serves as an important foundation for designing effective behavioral interventions. Many studies have adapted this model to health, education, and social contexts. By understanding the factors that influence intentions and behavior, interventions can be more targeted. This theory has become a key reference in modern social psychology (Parawansa, 2025).

2. Purchase Decision

According to Keller & Kotler (2015), purchasing decisions are part of consumer behavior, about how consumers choose, buy, and use goods, services, or ideas that begin when consumers recognize a problem or need triggered by internal or external stimuli to satisfy needs and desires. Meanwhile, according to Arfah (2022), purchasing decisions are the process of making decisions about a product to buy after considering various brands and alternative information. Purchasing decisions are a series of processes that consumers will undergo when conducting transactions with companies. This is done by consumers to get the right choice of objects when making purchases, both physical products and services needed. Purchasing decisions are consumer decisions influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical efficiency, people, and processes, thus forming an attitude in consumers to manage all information and draw conclusions in the form of responses that arise about what products will be purchased (Irianda & Yamini, 2023).

3. Conceptual Lifestyle.

Simply put, lifestyle is defined as how one lives, including how one allocates one's time, and so on. Therefore, lifestyle differs from personality, which views consumers from an internal perspective. Personality reflects the deepest characteristics within a person. Although the two concepts are distinct, lifestyle and personality are closely related. Personality reflects a consumer's internal characteristics, while lifestyle describes the external manifestation of those characteristics, namely a person's behavior (Andani, 2024).

Suharto & Suryoko (2021) state that lifestyle is broadly defined as a way of life identified by how people spend their time, what they think about themselves, and the world around them. Meanwhile, according to Mowen & Minor (2002) in Utomo & Prasetyanta (2017), lifestyle is a person's pattern of behavior, shopping habits, and time allocation. Lifestyle is a behavior that reflects the real issues in a customer's mind, which tends to be intertwined with various issues related to the consumer's emotions and psychology.

4. Expected Value

Every uncertain event always has a chance of occurring. The collection of these possible outcomes is known as Expected Value. This concept is used to describe an individual's expectations regarding possible outcomes in an uncertain situation. Expected Value provides an overview of a person's expectations when faced with various choices. In this context, expected value serves as a tool for rational decision-making (Salim et al., 2022). Furthermore, the essence of hope lies in an individual's ability to plan for the future, even in difficult circumstances. This demonstrates that hope and planning go hand in hand in managing possibilities. Therefore, Expected Value not only reflects mathematical calculations but also illustrates an individual's psychological perspective on the future. This concept is

very useful in helping individuals understand and manage risk. Therefore, understanding Expected Value is important in various fields, including psychology and economics (Ritongah & Tamara, 2025).

5. Understanding Price

Price is the amount of money charged for a product or service, or the sum of the values exchanged by customers to obtain the benefits of owning or using a product or service. From this definition, it is explained that price is an important element in a sale, with the existence of a price, the seller or producer will gain benefits for the continuity of their business. In addition, price is also a tool that will later be used as an exchange process for a good or service by consumers (Marlius & Jovanka, 2023).

Price perception is how consumers perceive prices as high, low, and fair. It also determines how consumers view a company's pricing and assess whether the price they set is appropriate for the benefits and value of the product being sold (Wahyudianto, 2021).

6. Previous research

Research conducted by Setiawan (2014) found that most respondents felt proud and more comfortable wearing local fashion products. This is because Indonesia embraces Eastern culture, which prioritizes modesty, especially in clothing style. The materials used in local fashion products are also suitable for tropical climates. They also expressed their impression of the development of local fashion styles, which is why they often visit local fashion outlets.

Research conducted by Dewi et al. (2021) explains that empirical results show that, partially, product and price variables have no effect on the decision to purchase imported clothing. Furthermore, promotion variables significantly influence consumer attractiveness towards imported clothing. Furthermore, all independent variables simultaneously have a significant positive effect on the decision to purchase imported clothing on Instagram.

Research conducted by Andriani & Handayani (2020) explains that lifestyle significantly influences a person's decision to buy imported used clothes in Surabaya. Product quality significantly influences a person's decision to buy imported used clothes in Surabaya. Price significantly influences the decision to purchase imported used clothes in Surabaya. Another study conducted by Rajput et al. (2012) explains that the results of the study show that there is a significant positive relationship between product price, on purchasing behavior and product quality has a negative relationship with purchasing behavior. This study will help the Pakistani consumer market to improve pricing strategies and product quality, there is still much work to be done such as after-sales service and other variables regarding purchasing behavior.

Research Methods

1. Space Scope of Research.

This study discusses the opportunity factors that are suspected to influence the decision of Palembang City students to purchase imported clothing (Y). These factors are Lifestyle (X1), Expected Value (X2), Price Perception (X3).

2. Objects And Research Location .

This research was conducted on students from five universities in Palembang City. The basis for determining these universities was based on the 2024 Uni Rank of Universities in Palembang City, namely: Bina Darma University, Muhammadiyah University of Palembang, PGRI University of Palembang, MDP University of Palembang, and Indo Global Mandiri University of Palembang (UNIRANK Data, 2024).

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3. Type Data And Data source .

The type of data used in this study is primary data in the form of *cross-section data* obtained from respondents including data on *Lifestyle* (X1), Expected Value (X2), Price Perception (X3), and Purchasing Decisions (Y1). The data source in study is student 5 college tall in City Palembang.

4. Population and Sample

a. Population.

The population in this study was students from the five highest-ranked universities according to Uni Rank. The study focused on **4,209** students from the Faculty of Economics at each university , a breakdown of which is presented in the following table:

**Table 3.2 .
Amount Student 5 College Tall Ranking Highest
At the Faculty of Economics in Palembang City**

No.	Item	Number of Students
1.	University Build Dharma Palembang Faculty Economy	618
2.	University Muhammadiyah Palembang faculty of Economics	1298
3.	University PGRI Palembang Faculty Economy	829
4.	University MDP Palembang Faculty Economy	646
5.	University Indo Global Mandiri Palembang faculty of Economics	818
Total Student		4209

Source : PDPT, 2024.

b. Sample.

Determining the number of samples for the population will use the Slovin Method and by using *an error term* of 5 percent or 0.05, the calculation results will be as follows:

$$n = \frac{N}{1+Ne^2} = \frac{4209}{1+4209(0,05)^2} = \frac{4209}{1+4209(0,0025)} = \frac{4209}{11,5225} = 365,2853$$

The rounded number of respondents was 366 people.

5. Data Analysis

This study adopted the Partial Least Squares-Structural Equation Modeling (PLS-SEM) data analysis technique, a highly strategic methodological choice for achieving prediction and theory development goals. The use of the PLS-SEM method in this study is based on its high suitability, especially as emphasized by Wijayanti & Juniarty (2025), for estimating and analyzing data, especially in conditions where the research sample size is relatively small. In addition to its advantages in handling small samples, PLS-SEM is also recognized for its capable ability to predict variables and effectively test the overall model fit (Goodness of Fit) of the studied data. Thus, this approach provides a strong foundation for testing hypotheses and developing new theoretical insights from the collected data. The entire process of statistical estimation and quantitative data analysis in this study was carried out with the help of SmartPLS software version 4., ensuring accurate and systematic calculations. The use of this software is a crucial step in visualizing and processing relationships between variables with high precision, so that the results obtained can be interpreted validly and reliably.

Results and Discussion

1. t-Test Results

Based on the research variables presented, there is a hypothesized causal relationship between the variables Expected Value, Lifestyle, and Price Perception simultaneously and also have a direct influence on the dependent variable, namely Purchase Decisions. Thus, this research model examines how consumer

expectations (Expected Value), lifestyle, and assessment of prices (Price Perception) influence consumers to make Purchase Decisions, both directly and indirectly through the formation of Brand Image.

Table 4.15.
Hypothesis Testing for Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Expected Value -> Purchase Decision	0.179	0.179	0.078	2,300	0.021
Lifestyle -> Purchase Decision	0.194	0.192	0.068	2,830	0.005
Price Perception -> Purchase Decision	0.170	0.170	0.078	2,179	0.029

Source: Research Data Processing, 2025.

The First Hypothesis (H1), the direct influence of Lifestyle (X1) on the Decision to Purchase Local Clothing (Z1) is also proven to be significant with a positive direction. The path coefficient (O) is 0.194, and the P value is 0.005. Because the P value <0.05 and the T statistic value (2.830) is quite high, the hypothesis stating no influence is rejected. Therefore, it can be concluded that Lifestyle (X1) has a significant and positive direct influence on the Decision to Purchase Local Clothing (Z1), indicating that an increase in Lifestyle (X1) contributes to an increase in the Decision to Purchase Local Clothing (Z1), although with a slightly smaller influence strength compared to the influence of Lifestyle (X1) on the Decision to Purchase Local Clothing (Y1).

The Second Hypothesis (H2), the direct influence of Expected Value (X2) on the Local Clothing Purchase Decision (Z1) was also found to be statistically significant. The path coefficient (O) is 0.179 with a P value of 0.021. Although this P value is greater than the other paths, it is still below the significance limit of alpha = 0.05. The T statistic value (2.300) indicates statistical sufficiency to reject the null hypothesis. Thus, Expected Value (X2) is proven to have a significant and positive direct influence on the Local Clothing Purchase Decision (Y).

The Third Hypothesis (H3), the direct influence of Price Perception (X3) on the Decision to Purchase Local Clothing (Z1) shows a path coefficient (O) of 0.170 and is proven to be significant. The P value is 0.029, which is still below the threshold

of 0.05, and the T statistic value (2.179) supports the rejection of the null hypothesis. Therefore, it can be concluded that Price Perception (X3) has a significant and positive direct influence on the Decision to Purchase Local Clothing (Y).

2. Discussion

Based on the results of the research data estimation above, the following research discussion results can be outlined:

1. The First Hypothesis (H1), the direct influence of Lifestyle (X1) on the Local Clothing Purchase Decision (Z1) is also proven to be significant with a positive direction. The path coefficient (O) is 0.194, and the P value is 0.005. Because the P value < 0.05 and the T statistic value (2.830) is quite high, the hypothesis stating no influence is rejected. Therefore, it can be concluded that Lifestyle (X1) has a significant and positive direct influence on the Local Clothing Purchase Decision (Z1), indicating that an increase in Lifestyle (X1) contributes to an increase in the Local Clothing Purchase Decision (Z1), although with a slightly smaller influence strength than the influence of Lifestyle (X1) on the Local Clothing Purchase Decision (Y1). This study is in line with research conducted by Prastiwi & Rahmawan (2023) showing that lifestyle has a partial influence on fast fashion clothing purchase decisions simultaneously with other variables such as price. This confirms that lifestyle is one of the main constructs that mobilize purchasing preferences in fashion product categories that are in contact with clothing. Other supporting research was conducted by Arista & Fikriyah (2022), lifestyle plays an important role as a determinant in clothing purchasing decisions that are local or compete with international brands, especially when associated with perceived value and brand image.

2. The Second Hypothesis (H2), the direct influence of Expected Value (X2) on the Purchase Decision of Local Clothing (Z1) was also found to be statistically significant. The path coefficient (O) is 0.179 with a P value of 0.021. Although this P value is greater than the other paths, it is still below the significance limit of $\alpha = 0.05$. The T statistic value (2.300) indicates statistical sufficiency to reject the null hypothesis. Thus, Expected Value (X2) is proven to have a significant and positive direct influence on the Purchase Decision of Local Clothing (Z1). This is in line with research conducted by Jia et al. (2022) which states that expected value plays a significant role in predicting local clothing purchase decisions through a mechanism of perceived value that includes functional, social, and emotional values. These values shape purchase intentions which in turn imply purchase decisions, especially when local products emphasize quality, price, and sustainability.
3. The Third Hypothesis (H3), the analysis for the direct influence path of Price Perception (X3) on the Purchase Decision of Local Clothing (Z1) shows a path coefficient (O) of 0.170 and is proven to be significant. The P value is 0.029, which is still below the threshold of 0.05, and the T statistic value (2.179) supports the rejection of the null hypothesis. Therefore, it can be concluded that Price Perception (X3) has a significant and positive direct influence on the Purchase Decision of Local Clothing (Z1), although it is the weakest direct influence among other independent variables on the Purchase Decision of Local Clothing (Z1). This is in line with research conducted by Akbar et al. (2022) which states that the results of the hypothesis test show that price perception, e-promotion, and brand image have a positive and significant influence on the decision. Purchase.

Conclusion

Based on the PLS-SEM analysis that has been carried out, all research hypotheses are accepted, resulting in the following main conclusions regarding the Decisions of Students in Palembang in Purchasing Local Clothing, namely:

- a. Lifestyle has been shown to have a positive and significant influence on students' purchasing decisions for local clothing. This means that the more relevant local clothing is to students' lifestyles (social status, activities, and personal opinions), the higher their purchasing decisions.
- b. Expected Value has been shown to have a positive and significant influence on purchasing decisions. Palembang students decided to purchase local clothing because they believed the products provided benefits and value comparable to their expectations, even comparable to imported products.
- c. Price perception has been shown to have a positive and significant influence on purchasing decisions. Students tend to purchase when they perceive local clothing prices to be reasonable, appropriate, or provide good value for money.

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