

Factors That Influence Student Compliance In Reporting (Study at UNISLA KKN 2022)

Abid Muhtarom¹, Nurul Badriyah², Moh. Rifqi Ulul Albab^{3*}

^{1,2,3}Management, Lamongan Islamic University *Email: ulul083820@gmail.com

ABSTRACT

This research aims to determine the influence of service quality, student knowledge in carrying out KKN, implementation of the KKN reporting system and sanctions for violations on student compliance in carrying out KKN reports moderated by understanding Unisla KKN regulations and the quality of field supervisors with a case study of Unisla KKN students in 2022. Type This research uses quantitative research by collecting data through questionnaires. Respondents in this research have carried out the Lamongan Islamic University KKN in 2022. The sample determination method uses a calculation method using the Slovin formula. The sample processed was 298 questionnaires using the Smart PLS program version 3.2.9. Based on the research results, it is stated that the influence of service quality and sanctions for violations does not have a significant effect on student compliance in reporting. Student knowledge in implementing KKN and implementing the regulations and quality of DPL has a positive and significant effect on student compliance in reporting. Understanding the regulations and the quality of DPL is able to mediate between the independent variable and the dependent variable.

Keywords: Service Quality; Student Knowledge; Reporting System; Sanctions For Violations; Student Compliance.

INTRODUCTION

Higher education is a forum or place that can play a role in developing educational strategies. This institution is very necessary for building a national civilization, especially for the next generation. Lamongan Islamic University (UNISLA) is an Islamic university located in Lamongan Regency, East Java Province. Real Work Lectures or what are often called KKN are campus intracurricular activities that are the embodiment of the Tri Dharma of Higher Education: Education, Research and Community Service (Andika, 2021).

Lamongan Islamic University (UNISLA) must implement Tridharma, one of which is providing community service. Real Work Lecture (KKN) activities are a form of activity to implement the Tridharma which is organized by the Institute for Research, Development and Community Service at Lamongan Islamic University (LITBANG PEMAS UNISLA) and is attended by students who are registered and meet the administrative requirements that have been determined. In implementing Real Work Lectures, there are many activities carried out by students towards the community, therefore students are required to complete reports in the form of output results determined by the KKN Committee (Israwati et al., 2021).

In 2022, Lamongan Islamic University (Unisla) will send 1,159 students to undertake Real Work Lectures (KKN) to a number of villages spread across Lamongan Regency (Bisri, 2022). Unisla KKN has regulations for implementing these activities as stated in the 2022 Unisla KKN Implementation Guidelines book. Unisla KKN has regulations for implementing these activities as stated in the 2022 Unisla KKN Implementation Guidelines book. Unisla KKN has regulations for implementing these activities as stated in the 2022 Unisla KKN Implementation Guidelines book. Unisla KKN has regulations for implementing these activities as stated in the 2022 Unisla KKN Implementation Guidelines book. Unisla KKN has regulations for implementing these activities as stated in the 2022 Unisla KKN Implementation Guidelines book. The phenomenon that occurs is the frequent discovery of incorrect data input activities in reporting KKN in the Unisla KKN reporting system by Unisla KKN students, Unisla KKN policies that change every year, especially in the form of KKN activities/regulations, and the different characteristics of Unisla KKN students (Agustapraja, 2022).

METHOD

The type of data in this research is quantitative data which is a collection of data from the results of questionnaires that have been distributed to several students who have carried out KKN activities. The population in this study was 1,161 students.

The number of samples is determined based on the Slovin formula with an error rate of 5%, namely as follows :

n = N = 1161

$$1 + N (e)2$$
 1+1161 (0.05) 2
n = 1161
 $1 + 3,9025$
n = 297.5016 rounded to 298

Data collection was carried out using a questionnaire created online using a Google form which was distributed to respondents. In this research, the measurement scale that is appropriate for obtaining data is using a Likert scale. According to Kinear in (Aldira, 2021) the Likert scale is related to statements about a person's attitude towards something. Alternative statements, for example, range from agree to disagree, happy to unhappy, satisfied to dissatisfied, or good to bad.

RESULT AND DISCUSSION

Outer model analysis

The following is a picture of the structural model for data processing using the smart pls application.



(Hair et al., 2019) explains that a validity test is a test used to obtain actual or valid values. In the validity test, there are 2 tests that can be used in the PLS system, including: Convergent Validity, where this test is used to determine the suitability of each indicator's relationship with the latent variable. This measurement is considered sufficient if the factor loading value is above 0.7 and the Average Variance Extracted (AVE) value is above 0.5.

The second is Discriminate Validity, where this test is based on the cross loading (comparing) values with the latent variable. with a cross loading value above 0.7. The diagonal value/top value cannot be smaller than the other values.

Table 1 Output for Composite Reliability and Convergent Validity						
Construct	Itom	Factor	AVE	Composite	Cronbach's	
	nem	Loading		Reliability	Alpha	
The	X1.1	0,916	0,766	0,929	0,898	
Influence	X1.2	0,825				
of Service	X1.3	0,880				
Quality	X1.4	0,878				
Student	X2.1	0,907	0,727	0,914	0,874	
Knowledge	X2.2	0,828				
in Carrying	X2.3	0,832				
Out KKN	X2.4	0,839				
Implement	X3.1	0,905	0,762	0,928	0,874	
ation of the	X3.2	0,875				
Reporting	X3.3	0,905				
System	X3.4	0,804				
Violation	X4.1	0,888	0,744	0,921	0,885	
Sanctions	X4.2	0,821				
	X4.3	0,844				
	X4.4	0,894				
Understand	Z1.1	0,916	0,811	0,928	0,883	
ing Unisla	Z1.2	0,866				
KKN	Z1.3	0,919				
Regulation						
S						
Quality of	Z2.1	0,884	0,692	0,900	0,850	
Field	Z2.2	0,871				
Supervisor	Z2.3	0,774				
S	Z2.4	0,793				
Student	Y1.1	0,906	0,764	0,928	0,896	
Complianc	Y1.2	0,823				
e in	Y1.3	0,861				
Making	Y1.4	0,903				
Reports		,				

The table above shows the indicator value for each variable in the loading factor above 0.7 and the Average Variance Extracted (AVE) value above 0.5. From this statement, the results of the validity test on the variables shown on the side can be said to be valid. The table also shows the indicator value for each variable in Croanbach's Alpha above 0.7 and the Composite Reliability value above 0.7. From this statement, the results of the validity test on the variables shown on the side can be said to be valid.

Inner model analysis

Variabel	R Square	R Square Adjusted
Student Compliance in Making Reports (Y)	0,810	0,806
Understanding Unisla KKN Regulations (Z1)	0,689	0,685
Quality of Field Supervisors (Z2)	0,866	0,865

This test was carried out to show the extent of the influence of the relationship between variable X and variable Y (Muhtarom et al., 2022). If the R-Square value is 0.67 then it can be said to be strong, a value of 0.33 is said to be moderate and a value of 0.19 is said to be weak.

In the test table above, it can be concluded that the R-Square value has a joint effect. The variable influence of service quality (X1), student knowledge in carrying out KKN (X2), application of the reporting system (X3), sanctions for violations (X4), on the student compliance variable in making reports (Y) has an R-Square value of 0.810 and an R value -Square Adjusted is 0.806. This can be stated as strong.

The influence variables of Service Quality (X1), Student Knowledge in Carrying Out KKN (X2), Application of the Reporting System (X3), and Sanctions for Violations (X4), on the variable Understanding of Unisla KKN Regulations (Z1) has an R-Square value of 0.689 and an R-value Square Adjusted is 0.685. This can be stated as strong.

The variable influence of service quality (X1), student knowledge in implementing KKN (X2), application of the reporting system (X3), and sanctions for violations (X4), on the variable Quality of Field Supervisors (Z2) has an R-Square value of 0.866 and an R-value Square Adjusted is 0.865. This can be stated as strong.

Hypothesis Testing

The mediation test is used to mediate between the independent variable and the dependent variable and also leads to the mediating (intervening) variable (Muhtarom et al., 2022). In this test, there are 3 groupings of mediation categories, including Non-Mediation if the relationship between exogenous and endogenous variables is positive and the mediating variable is negative. Full Mediation occurs if the exogenous variables are negative and the mediating variable is positive, and finally, Partial Mediation occurs if the exogenous and endogenous variables are positive and the mediating variable is also positive. It can also be seen if the P Values for the Specific Indirect Effect are > 0.05 which is negative and vice versa (Muhtarom et al., 2022).

Table 3 Path Analysis Output					
Path Diagram	Path	t-value	p-value	Information	
	Coefficient				
X1 > Y	0,073	1,564	0,118	H1 rejected	
X2 > Y	0,327	5,893	0,000	H2 accepted	
X3 > Y	0,256	6,210	0,000	H3 accepted	
X4 > Y	0,043	0,906	0,366	H4 rejected	
X1 > Z1	0,217	3,753	0,000	H5 accepted	
X2 > Z1	0,365	6,806	0,000	H6 accepted	
X3 > Z1	0,152	2,864	0,004	H7 accepted	
X4 > Z1	0,226	3,854	0,000	H8 accepted	
X1 > Z2	0,189	3,271	0,001	H9 accepted	
X2 > Z2	0,317	5,078	0,000	H10 accepted	
X3 > Z2	0,263	4,914	0,000	H11 accepted	
X4 > Z2	0,192	2,730	0,007	H12 accepted	
Z1 > Y	0,155	3,167	0,002	H13 accepted	
Z2 > Y	0,149	3,133	0,002	H14 accepted	

Table 4 Spesific Indirect Effect						
Diagram	Original	Sample	Standard	T Statistics	P Values	
Jalur	Sample	Mean	Deviation	(O/STDEV)		
	(0)	(M)	(STDEV)			
X1>Z1>Y	0,034	0,032	0,013	2,545	0,011	
X2>Z1>Y	0,056	0,056	0,020	2,807	0,005	
X3>Z1>Y	0,024	0,022	0,011	2,119	0,035	
X4>Z1>Y	0,035	0,035	0,015	2,289	0,022	
X1>Z2>Y	0,028	0,027	0,012	2,308	0,021	
X2>Z2>Y	0,047	0,048	0,019	2,457	0,014	
X3>Z2>Y	0,039	0,039	0,016	2,520	0,012	
X4>Z2>Y	0,029	0,028	0,013	2,159	0,031	

Based on Table 3, the variable X1 to Y shows a P Value of = 0.118 > 0.05. In Table 4, the variable X1 to Y which is mediated by Z1 has a P-Values = 0.011 < 0.05. So, the results of this data can be called full mediation. In Table 4, the variable X1 to Y mediated by Z2 has a P-value = 0.021 < 0.05. So, the results of this data can be called full mediation.

Based on Table 3, the variable X2 to Y shows a P-Value of = 0.000 < 0.05. In Table 4, the variable X2 to Y which is mediated by Z1 has a P-Values = 0.005 < 0.05. So, the results of this data can be called partial mediation. In Table 4, the variable X2 to Y which is mediated by Z2 has a P-Values = 0.014 < 0.05. So, the results of this data can be called partial mediation.

Based on Table 3, variable X3 to Y shows a P-Value of = 0.000 < 0.05. In Table 4, the variable X3 to Y which is mediated by Z1 has a P-Values = 0.035 < 0.05. So, the results of this data can be called partial mediation. In Table 4, the variable X3 to Y which is mediated by Z2 has a P-Values = 0.012 < 0.05. So, the results of this data can be called partial mediation.

Based on Table 3, variable X4 to Y shows a P-Value of = 0.366 > 0.05. In Table 4, the variable X4 to Y which is mediated by Z1 has a P-Values = 0.022 < 0.05. So, the results of this data can be called partial mediation. In Table 4, the variable X4 to Y which is mediated by Z2 has a P-Values = 0.031 < 0.05. So, the results of this data can be called full mediation.

Discussion

The Influence Of Service Quality On Student Compliance In Reporting

Table 3 explains that the results of the hypothesis test for the influence of service quality (X1) on student compliance in reporting (Y) have an Original Sample value of 0.073 > 0.000. T-Statistics. 1.564 < T table 1.968. P-values 0.118 > 0.050 So it is stated that H1 is rejected. This means that there is a positive direction of the relationship but it does not have a significant effect on this variable.

This shows that service quality has no effect on student compliance in reporting. Service quality is a measure of the image recognized by a certain group regarding the services provided, and whether the group is satisfied or dissatisfied with the services provided. Services that uphold the values of integrity, transparency, and accountability are unable to foster compliance. The admin only provides direction through social media, while each student needs direct direction, however, there is a lack of resources in terms of the number of admins serving and the number of students who want to be given direction. Students cannot get information directly evenly unless the admin has free time, as a result, it can be said that the quality of service provided is less than optimal.

Student Knowledge In Carrying Out KKN On Student Compliance In Reporting

Table 3 explains that the results of the hypothesis test for the student knowledge variable in carrying out KKN (X2) on student compliance in reporting (Y) have an Original Sample value of 0.327 > 0.000. T-Statistics. 5.893 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H2 is accepted. This means that it occurs because of the positive and significant influence on this variable.

This shows that students have knowledge regarding the obligations that must be fulfilled, the rights obtained during KKN activities, the benefits of holding KKN activities, knowledge of social and economic conditions in the community, as well as knowledge of the potential of the village that will be occupied when KKN activities are carried out. , tend to be more obedient in working on KKN reports. The more information

students have regarding KKN, the more obedient students will be and produce quality reports that meet expectations.

Implementation Of A Reporting System For Students In Making Reports

Table 3 explains that the results of the hypothesis test for the variable application of the reporting system (X3) on student compliance in reporting (Y) have an Original Sample value of 0.256 > 0.000. T-Statistics. 6.210 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H3 is accepted. This means that it occurs because of the positive and significant influence on this variable.

With an effective reporting system, students feel more helped to report well. Apart from being environmentally friendly, this gives field supervisors more time to provide the necessary guidance and coaching to students. Thus, implementing a good reporting system can increase student compliance in carrying out reports and producing high quality reports.

Sanctions For Violations Of Student Compliance In Reporting

Table 3 explains that the results of the hypothesis test for the violation sanctions variable (X4) on student compliance in reporting (Y) have an Original Sample value of 0.043 > 0.000. T-Statistics. 0.906 < T table 1.968. P-values 0.366 > 0.050 So it is stated that H4 is rejected. This means that there is a positive direction of the relationship but it does not have a significant effect on this variable.

Sanctions for violations do not affect student compliance in reporting, because the sanctions issued so far are still inefficient and loose. So students feel that if they only make a small mistake, such as not reporting on time, they will not be subject to violations. There is no deterrent effect for students not to do reports and consider sanctions for violations only limited to written regulations.

The Influence Of Service Quality On Understanding Unisla KKN Regulations

Table 3 explains that the results of the hypothesis test for the variable influence of service quality (X1) on understanding Unisla KKN regulations (Z1) have an Original Sample value of 0.217 > 0.000. T-Statistics. 3,753 > T table 1,968. P-values 0.000 < 0.050 So it is declared that H5 is accepted. This means that it occurs because of the positive and significant influence on this variable.

The research results show the importance of service quality in understanding UNISLA KKN regulations. By providing good, open service and clear information, students have a strong understanding of KKN regulations. A strong understanding of KKN regulations can support the smooth running of KKN activities until maximum reporting activities are carried out.

Students' Knowledge In Implementing KKN Towards Understanding Unisla KKN Regulations

Table 3 explains that the results of the hypothesis test for the student knowledge variable in implementing KKN (X2) on understanding Unisla KKN regulations (Z1) have an Original Sample value of 0.365 > 0.000. T-Statistics. 6.806 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H6 is accepted. This means that it occurs because of the positive and significant influence on this variable.

The research results show that students' knowledge of implementing KKN has an influence and increases students' understanding of KKN regulations by providing clear and effective information. In this way, students will be better able to undergo KKN in accordance with the rules, which will support the successful implementation of KKN and ensure that students get maximum benefits from the experience of these activities and achieve maximum reports.

Implementation Of The Reporting System For Understanding Unisla KKN Regulations

Table 3 explains that the results of the hypothesis test for the variable application of the reporting system (X3) on understanding Unisla KKN regulations (Z1) have an Original Sample value of 0.152 > 0.000. T-Statistics. 2.864 > T table 1.968. P-values 0.004 < 0.050 So it is declared that H7 is accepted. This means it occurs because of a positive and significant influence.

Implementing an efficient reporting system can help ensure that students have a strong understanding of service learning regulations. This not only benefits students in undergoing KKN according to the rules. It is also easy for students to carry out reports using various existing gadgets.

Sanctions For Violations Of Understanding Unisla KKN Regulations

Table 3 explains that the results of the hypothesis test for the violation sanctions variable (X4) on understanding the Unisla KKN regulations (Z1) have an Original Sample value of 0.226 > 0.000. T-Statistics. 3.854 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H8 is accepted. This means it occurs because of a positive and significant influence.

This research shows that sanctions for violations have an important role in increasing understanding of KKN regulations at Unisla. Sanctions for violations can potentially encourage students to better understand and comply with regulations. Apart from that, sanctions must always be accompanied by education and outreach that allows students to understand the KKN regulations.

The Influence Of Service Quality On The Quality Of Field Supervisors

Table 3 explains that the results of the hypothesis test for the influence of service quality (X1) on the quality of field supervisors (Z2) have an Original Sample value of 0.189 > 0.000. T-Statistics. 3.271 > T table 1.968. P-values 0.001 < 0.050 So it is declared that H9 is accepted. This means it occurs because of a positive and significant influence.

This research shows that service quality has an important influence on the quality of field supervisors. Providing good quality, open service, and accurate information regarding KKN activities, can directly make it easier for field supervisors to provide maximum assistance and become mentors for KKN participants. This can also maximize field supervisors and KKN students to focus on realizing work program activities in KKN villages, and achieve student compliance in carrying out quality reports as expected..

Students' Knowledge In Implementing KKN On The Quality Of Field Supervisors

Table 3 explains that the results of the hypothesis test for the student knowledge variable in implementing KKN (X2) on the quality of field supervisors (Z2) have an Original Sample value of 0.317 > 0.000. T-Statistics. 5.078 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H10 is accepted. This means it occurs because of a positive and significant influence.

Students who have knowledge of implementing KKN can more easily provide consultations and guidance to assigned field supervisors. The existence of effective communication between students and field supervisors, as well as quick and responsive responses from the supervisors can improve the quality of field supervisors in taking efficient action and can help make Unisla's KKN activities a success until the expected and timely reports are achieved.

Implementation Of A Reporting System On The Quality Of Field Supervisors

Table 3 explains that the results of the hypothesis test for the variable application of the reporting system (X3) on the quality of field supervisors (Z2) have an Original Sample value of 0.263 > 0.000. T-Statistics. 4.914 > T table 1.968. P-values 0.000 < 0.050 So it is declared that H11 is accepted. This means it occurs because of a positive and significant influence.

An easy and efficient reporting system can increase the effectiveness of lecturers in actually guiding and supervising KKN participants during KKN activities. Thus, implementing a good reporting system not only makes administration easier but also improves the quality of students' KKN experiences and the guidance they receive from field supervisors.

Sanctions For Violations Of The Quality Of Field Supervisors

Table 3 explains that the results of the hypothesis test for the violation sanctions variable (X4) on the quality of field supervisors (Z2) have an Original Sample value of 0.192 > 0.000. T-Statistics. 2,730 > T table 1,968. P-values 0.007 < 0.050 So it is declared that H12 is accepted. This means it occurs because of a positive and significant influence.

The application of sanctions for violations has a significant impact on the quality of field supervisors in supervising KKN participants. With sanctions for violations, field supervisors can supervise and have valid rules in implementing KKN activities, this can improve the quality of supervisors.

Understanding Unisla KKN Regulations Regarding Student Compliance In Reporting

Table 3 explains the results of the hypothesis test for the variable understanding Unisla KKN regulations (Z1) on student compliance in reporting (Y) which has an Original Sample value of 0.155 >

0.000. T-Statistics. 3.167 > T table 1.968. P-values 0.002 < 0.050 So it is declared that H13 is accepted. This means it occurs because of a positive and significant influence.

By providing clear guidelines and a strong understanding of the rules during KKN activities, KKN participants have good provisions and understanding to be able to increase compliance in carrying out reports optimally and satisfactorily. Thus, a strong understanding of the KKN regulations at Unisla is not only in ensuring student compliance with the rules but also in maximizing the benefits of the KKN experience and ensuring that students can report effectively in accordance with applicable guidelines.

The Quality Of Field Supervisors On Student Compliance In Reporting

Table 3 explains the results of the hypothesis test for the variable Quality of Field Supervisors (Z2) on Student Compliance in Reporting (Y) which has an Original Sample value of 0.149 > 0.000. T-Statistics. 3.133 > T table 1.968. P-values 0.002 < 0.050 So it is declared that H14 is accepted. This means it occurs because of a positive and significant influence.

The high quality of field supervisors can increase student compliance in reporting. Apart from being a supervisor, lecturers can act as mentors in guiding KKN participants to achieve success in KKN activities. Quality lecturers can provide support to KKN participants to be encouraged to carry out quality reports that meet expectations.

CONCLUSION

Based on the results of hypothesis testing that has been carried out, it can be concluded that: The influence of service quality in implementing KKN has a positive relationship but does not have a significant effect on student compliance in reporting.

Student knowledge in carrying out KKN has a positive and significant effect on student compliance in reporting. The implementation of the reporting system has a positive and significant effect on students in reporting.

Sanctions for violations have a positive effect on the relationship but do not have a significant effect on student compliance in reporting. The influence of service quality has a positive and significant effect on understanding Unisla KKN regulations. Students' knowledge of implementing KKN has a positive and significant effect on understanding Unisla KKN regulations. The implementation of the reporting system has a positive and significant effect on understanding the Unisla KKN regulations.

Sanctions for violations have a positive and significant effect on understanding Unisla KKN regulations. The influence of service quality has a positive and significant effect on the quality of field supervisors. Students' knowledge in implementing KKN has a positive and significant effect on the quality of lecturers. The implementation of the reporting system has a positive and significant effect on the quality of field supervisors.

Sanctions for violations have a positive and significant effect on the quality of field supervisors. Understanding Unisla KKN regulations has a positive and significant effect on student compliance in reporting. The quality of the field supervisor has a positive and significant effect on student compliance in reporting.

Based on the conclusions above, here are several suggestions that can be suggested by conducting a review regarding the quality of services and sanctions for violations, so that the services provided can provide benefits to students, especially KKN participants, as well as provide socialization or approaches regarding sanctions for violations to implementers of KKN activities.

REFERENCES

Agustapraja, H. R. (2022). Observasi Litbang Pemas Unisla terkait dengan KKN Unisla. In Litbang Pemas Unisla.

- Aldira, P. S. (2021). Pengaruh tunjangan kinerja terhadap produktivitas kerja pegawai di lembaga penyiaran publik Radio Republik Indonesia (LPP RRI) Malang. Sekolah Tinggi Ilmu Ekonomi Malangkeewara.
- Andika, H. (2021, January 24). *KKN sebagai salah satu representasi tri dharma perguruan tinggi*. Kompasiana.

https://www.kompasiana.com/husniandika7322/600d73acd541df38cf7ff9b2/kkn-sebagai-salah-satu-representasi-tri-dharma-perguruan-tinggi

- Bisri. (2022, August 1). *Ribuan mahasiswa Unisla gelar KKN tersebar di 30 Desa di Lamongan*. Jatimpos Online. https://www.jatimpos.co/pendidikan/9466-ribuan-mahasiswa-unisla-gelar-kkn-tersebar-di-30-desa-di-lamongan
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203
- Israwati, N., Akib, F., & Gunawan. (2021). Perancangan sistem informasi manajemen pengelolaan pelaporan kuliah kerja nyata berbasis web (studi kasus: Lp2m UIN Alauddin Makassar). https://journal.uin-alauddin.ac.id/index.php/insypro/article/view/23073
- Muhtarom, A., Syairozi, I., & Wardani, N. D. (2022). Analisis persepsi harga, kualitas pelayanan, customer relationship marketing, dan kepercayaan terhadap peningkatan penjualan dimediasi loyalitas pelanggan pada umkm ayam potong online elmonsu. *Jurnal Ekonomi & Ekonomi Syariah*, 5(1), 743–755. https://doi.org/https://doi.org/10.36778/jesya.v3i1.66
- Muhtarom, A., Syairozi, M. I., & Rismayanti, R. D. (2022). Analisis citra merek, harga, kualitas produk dan promosi terhadap keputusan pembelian dimediasi minat beli. *Derivatif : Jurnal Manajemen*, *16*(1), 36–47.