



**JOURNAL OF APPLIED MANAGEMENT
AND BUSINESS**

**The Influence Of Work Ability, Work Ethos And Work Environment On
Employee Performance At Garment Industries In Jombang Indonesia**

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Customer Loyalty Of Kanggo Riko Coffee Shop Sidoarjo

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Preface

Praise be to the presence of Tuhan Yang Maha Esa, because of His grace and grace, the Journal of Applied Management and Business (JAMB) can be published according to what was planned.

Journal of Applied Management and Business (JAMB) is a peer review journal published by Universitas Dinamika. This journal is published in July and December. Journal of Applied Management and Business (JAMB) is a learned journal in the management and marketing for a knowledge society, international and interdisciplinary in scope, JAMB keeps its readership well informed on all key aspects of business development, being an essential resource for policy makers and strategists across countries. Journal of Applied Management and Business (**JAMB**) is published in twice (Juli dan Desember) a year.

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Editor in Chief



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The Influence of Work Ability, Work Ethos and Work Environment on Employee Performance at Garment Industries in Jombang Indonesia

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ABSTRACT

The purpose of this study was to determine the effect of work ability, work ethic and work environment on employee performance. This study uses quantitative methods. Total population and samples are 50 respondents from all employees Garment Industries. The data analysis technique used is Multiple Linear Regression Analysis. The t test results show that work ability, has a positive and significant effect on employee performance, work ethic has a positive and significant effect on employee performance, and work environment has a positive and significant effect on employee performance. And the results of the F show that the variables of Self Ability, work ethic and work environment simultaneously affect the Employee Performance Of Garmen Industries.

Introduction

Human resources play an important role in an organization or in a company. Labor have a factor in encouraging the progress of an organization or company. The potential that exists in quality human resources in a company will produce an optimal activity, so as to increase effectiveness and efficiency in a company to spur competitiveness [1]. Therefore, every organization needs quality human resources to achieve the goals that have been planned by the company. According to [2], human resource management is a planning, organizing, coordinating, implementing, and supervising procurement, development, remuneration, integration, and separation of workers in order to achieve organizational goals. The company's goals are said to be achievable not only depending on modern equipment, adequate facilities and infrastructure, but more depending on human resources who carry out the work [3].

The achievement of an organization is strongly influenced by the individual performance of its employees [4]. Every company organization must always spur the performance of its employees in the hope of achieving harmony in every part of the company, so that the expected goals are achieved [5]. Employee performance in a company can be influenced by several factors, including work ability, an organization can develop and survive, if supported by employees who are competent in their respective fields [6]. The ability of employees who are adjusted to the field of work required by the organization will be able to produce outstanding employee performance. Ability is the current capacity of individuals to perform various tasks in a job [7]. Overall

abilities can be grouped into two categories, namely intellectual abilities and physical abilities. In addition to work ability, another factor that becomes an obstacle is work ethic [8]. Work ethic is an attitude towards work, so that a good work ethic will also result in good performance and will certainly have a significant effect on the progress of the company [9]. Employees who have a work ethic in their work are able to increase their organizational commitment [10]. Work ethic is very dominant for the success of one's work to the fullest, in the sense that the higher the work ethic of the employee, the higher the employee's performance [11].

According to [12], the work environment is a place for a number of groups in which there are several supporting facilities to achieve company goals in accordance with the company's vision and mission. [13] states that the conditions of a good work environment, if humans can carry out their work activities optimally, are healthy, safe, and comfortable [14]. The suitability of the work environment can be felt in the long term, while a poor work environment can change more labor and time, and does not support obtaining an efficient work system design [15]. Thus, the work environment is an activity environment in which employees perform work that can affect the achievement of organizational goals and create comfort in carrying out their duties [16].

The first thing that must be attempted to improve employee performance is to ensure that employees can carry out their duties in conditions that meet the requirements, so that they can carry out their duties without going through tensions, or in other words the organization must provide a good work environment for its employees [17]. As a result, in the long term furthermore, an unfavorable Working Condition can demand more manpower and time and does not support obtaining an efficient work system design [18].

The company's success is not only achieved by implementing a business plan but must be supported by the company's human resources. So it is a complex force where employee performance has direct consequences for the company [19]. If the human resources in the company have achieved their goals, it can be said that the company has the power to compete with other companies [20] [21]. Seeing some of the phenomena above, the problems in this study can be formulated whether work ability, work ethic and work environment affect employee performance at the Garment Industries.

Research Methods

The research in this thesis uses quantitative research. Quantitative research is a systematic scientific study of the parts and phenomena and the causality of their relationships. Quantitative research is one type of research whose specifications are systematic, planned and clearly structured from the beginning to the research design. Most quantitative research is carried out using statistical methods used to collect quantitative data from research studies.

The population of this study were all employees of the Garment Industries, totaling 50 employees. The method of determining the number of samples is carried out using saturated sampling. The number of samples taken from the Garment Industries is all employees, totaling 50 respondents.

Data analysis method: In the research, the data analysis method uses Instrument Test which includes Validity Test and Reliability Test, Classical Assumption Test which includes Normality Test, Multicollinearity Test and Heteroscedasticity Test and uses Multiple Linear Regression Analysis. As for the hypothesis testing, this study uses the t test to determine the effect partially and the F test to determine the effect simultaneously. The results of the validity test of each 1 item of questions on the variables Work Ability (X1), Work Ethic (X2), Work Environment (X3) and Employee Performance (Y) indicate that the value of r count is greater than the r table, so that every 1 item questions on each variable declared valid. Likewise, the reliability test results show that Cronbach's Alpha Value on Recruitment (X1), Workload (X2), Facilities (X3) and Employee Performance (Y) variables is greater than 0.60 so it can be concluded that all research variables are declared reliable.

Result and Discussion

Literature review:

a. Work Ability

Workability is the result of work achieved by someone who carries out the tasks assigned to him based on skills, experience and sincerity, and time [1]. Ability is one of the elements related to knowledge or qualifications obtained from education, training, or experience [22]. Ability is also a trait that is innate or learned that allows a person to complete a task the ability to demonstrate his potential ability to perform a task or job [23]. Workability can also be interpreted as one of the elements in maturity related to knowledge or skills obtained from education, training, or experience [6]. Workability can be measured through 2 (two) dimensions, namely physical ability and intellectual ability [10] [15].

According to [16], states that the company needs to develop the ability of employees to work better so that each employee can produce something that is directly related to the company's targets, because with adequate abilities, employees can carry out their work well. Employees who have adequate skills will be able to complete their work on time or set targets, this occurs because employees can dedicate all their abilities in carrying out their duties and be responsible [14] [21]. Workability has a significant effect on employee performance, Workability can be demonstrated by the skills, knowledge, and work experience of employees, by having these three dimensions, employees can achieve higher performance [20], this shows that if Workability is getting better, the performance is better. employees will get better and higher because employee workability has a significant effect on employee performance [17]. H1: Work Ability has a significant effect on employee performance

b. Work ethic

According to [8] the work ethic that should be owned by an employee is the totality of his personality and the way he expresses, views, believes and gives meaning to something, which encourages him to act and achieve optimal charity so that the pattern of relationships between humans with himself and between humans and other creatures can be well established. Employees who have a high work ethic can improve their performance, this is in accordance with the results of research by [15] which states

that work ethic has a significant effect on employee performance, as well as the results of [20] which states that work ethic has a significant effect on employee performance. [22] said that the work ethic which is defined as a view of the way a person, a group or a nation works, contains a value system that concerns individual perceptions in carrying out their work, and it turns out that the results of his research show that employees who have a good work ethic high also has high performance. H2: Work ethic has a significant effect on employee performance

c. Work environment

According to [18], the work environment is a place for a number of groups in which there are several supporting facilities to achieve company goals in accordance with the company's vision and mission. Meanwhile, [4] defines the work environment as a source of information and a place to carry out activities, so that a good Working Condition condition must be realized so that employees feel more comfortable and comfortable in the workspace to complete their work, so that a high level of efficiency can be achieved. A comfortable work environment that is in accordance with the type of work will bring employees to perform well, this is in accordance with the results of [14] which states that the work environment has a significant effect on employee performance as well as the results of research by [19] which states that working conditions have a significant effect on employee performance. H3: Work environment has a significant effect on employee performance

d. Employee performance

According to [9], performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Meanwhile, according to [22] performance refers to the level of achievement of the tasks that make up an employee's job. Performance reflects how well an employee fulfills the requirements of a job. Often misinterpreted as effort, which reflects the energy expended, performance is measured in terms of results. Based on the understanding of performance according to some of the experts above, it can be concluded that performance is an embodiment made by employees in improving the work of an employee or organization. Good employee performance is one of the most important factors in the agency's efforts to improve organizational performance. Performance is an indicator in determining how efforts to achieve high performance results in an organization or agency.

Research Result:

From the results of the study, it was found that the respondent's profile consisted of 42 men out of a total of 50 respondents with a percentage value of 84%, then 8 female respondents out of a total of 50 respondents with a percentage value of 16%. 19 employees aged 20-27 years or 38%, employees aged 28- 35 years as many as 21 people or 42%, and employees aged 36 years as many as 10 people or 20%. The number of employees who work for 1-5 years is 23 people or 46% of employees who work for 6-10 years as many as 15 people or 30%, while employees who work for >11 years are 12 people or 24%. The number of respondents with junior high school education is 12 people or 24%. Then the number of respondents with high school education as many as 35 people or 70%. Then the number of respondents with S1 education is 3 people or 6%.

In addition, from the results of respondents' answers as many as 50 respondents showed the frequency of respondents who were married was 27 people with a percentage of 54%. While the frequency of unmarried respondents was 23 people with a percentage of 46%.

Before the regression analysis was carried out, this study analyzed the classical assumption test consisting of the normality test, multicollinearity test, and heteroscedasticity test.

a. Normality test

Normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not. Normality test is useful for determining the data that has been collected is normally distributed or taken from a normal population. The normality test in this study can be seen in Figure 1.

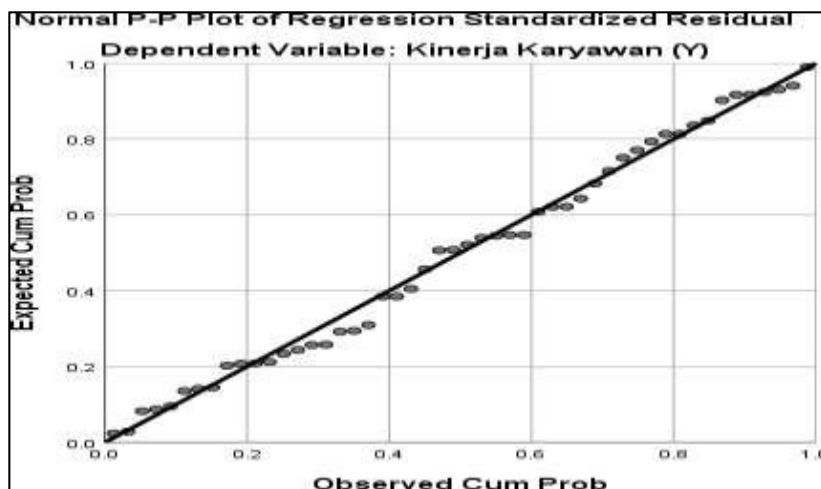


Figure 1. The Result of Normality Test

Based on the normal P-P Plot graph above, it can be seen that the plotting points follow or approach the diagonal line. So it can be concluded that the residual value is normally distributed.

b. Multicollinearity Test

Multicollinearity test is used to determine whether there are independent variables that have similarities between independent variables in a regression model. If there is a correlation, it is stated that the regression model has multicollinearity problems. Multicollinearity test in this study can be seen in Tabel 1.

Tabel 1: The Result of Multicollinearity Test

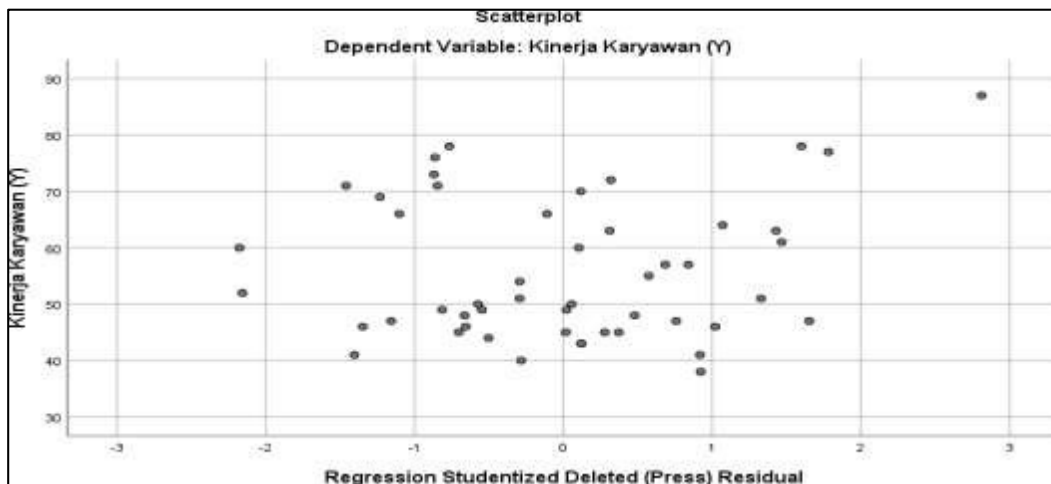
Variables	Tolerance	VIF
<i>Work Abilit</i>	0.122	8.184
Work Ethics	0.361	2.769
Working Conditions	0.167	5.992

Table 1 shows that the Work Ability variable has a tolerance value of 0.122 and a VIF value of 8.184, a work ethic variable has a tolerance value of

0.361 and a VIF value of 2.769, a Work Environment variable has a tolerance value of 0.167 and a VIF value of 5.992. It can be concluded that the tolerance value > 0.10 and the VIF value < 10 , then each research variable is considered free from multicollinearity symptoms [7].

c. Heteroscedasticity Test

Heteroscedasticity test was conducted to determine the distribution of the data. Based on the results of the analysis, it can be seen in Figure 3 which shows that the points spread below the number 0 on the Y axis or do not form a



certain pattern. So it is proven that there is no heteroscedasticity.

Figure 2. The Result of Heteroscedasticity Test

d. Regression Analysis

The purpose of multiple linear regression analysis is to find out how much influence several independent variables have on the dependent variable and can also predict the value of the dependent variable if all the independent variables have known values. The result of Multiple Regression on this study can be seen on table 2.

Table 2: The Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	-2.493	1.170		-2.131	.038
Work Ability (X1)	.302	.105	.143	2.875	.006
Etos Kerja (X2)	.467	.068	.198	6.840	.000
Lingkungan kerja (X3)	1.928	.116	.706	16.564	.000

Based on the results of the regression analysis calculations in the table, the Multiple Linear Regression equation for this study is obtained:

$$Y = -2.493 + 0.302A + 0.467E + 1.928L + e$$

From the results of the multiple linear regression equation in table 2, it can be interpreted as follows:

The constant of -2.493 has a negative value indicating that if the independent variables Work Ability, Work Ethic, and Work Environment are fixed or constant, then the variation of changes in the dependent variable on employee performance tends to be negative. The coefficient of the Work Ability variable is positive. This means that the Work Ability variable has a positive influence on employee performance with a value of 0.302 assuming the other variables are fixed or constant. The work ethic variable coefficient is positive. This means that the work ethic variable has a positive influence on the employee performance variable, with the acquisition value of 0.467 assuming the other variables are fixed or constant. And the coefficient of the Work Environment variable is positive. This means that the Work Environment variable has a positive influence on employee performance, with the acquisition value of 1,928 assuming the other variables are fixed or constant.

e. Determination Coefficient

The coefficient of determination is used as information about the suitability of a model and is calculated to determine the extent to which the compatibility of a number of independent variables in a multiple linear regression equation model can simultaneously explain the dependent variable.

Table 3. The Result of Determination Coefficient

Model Summary^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.993 ^a	.986	.985	1.508	1.559	

a. Predictors: (Constant), Lingkungan kerja (X3), Etos Kerja (X2), Work Ability (X1)

b. Dependent Variable: Kinerja Karyawan (Y)

Table 3 shows the coefficient of determination (R square) which is 0.986. This shows that 98.6% of the Work Ability, Work Ethic, and Work Environment variables affect the Employee Performance variable. Meanwhile, the remaining 1.4% is influenced by other variables outside of this study.

Hypothesis test: Hypothesis testing was carried out using the F test to test the effect of the variable work ability, work ethic and work environment on employee performance simultaneously, while the variables were tested using the F-test.

Table 4. F Test Results (Simultaneous Test)

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7402.629	3	2467.543	1084.624	.000 ^b
	Residual	104.651	46	2.275		
	Total	7507.280	49			

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
a. Dependent Variable: Kinerja Karyawan (Y)					
b. Predictors: (Constant), Lingkungan kerja (X3), Etos Kerja (X2), Work Ability (X1)					

The F-count value is 1084,624, this value is greater than the f-table, namely 2.81 or the f-count is $1084,624 > 2.81$ f-table with a probability value of $0.000 < 0.05$ so that the regression model can be used to predicting employee performance variables or it can be said that the variables of Work Ability, Work Ethic, and Environment together (simultaneously) have a significant effect on employee job satisfaction.

While the test results with the t-test can be seen in table 5. Which shows that the Work Ability variable obtains a t-count value of $2.875 > 2.01$, it is stated that $t\text{-count} > t\text{-table}$. The significance value is $0.006 < 0.05$. So it can be concluded that the hypothesis (H1) is accepted, meaning that Work Ability has a significant effect on employee performance. The work ethic variable has a t-count value of $6.840 > 2.01$, so it is stated that $t\text{-count} > t\text{-table}$. The significance value is $0.000 < 0.05$. So it can be concluded that the hypothesis (H2) is accepted, meaning that work ethic has a significant effect on employee performance. And the Work Environment Variable obtained a t-count value of $16.564 > 2.01$, it is stated that $t\text{-count} > t\text{-table}$. The significance value is $0.000 < 0.05$. So it can be concluded that hypothesis 3 (H-3) is accepted, meaning that the work environment has a significant effect on employee performance.

Table 5. T- test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.493	1.170		-2.131	.038
Work Ability (X1)	.302	.105	.143	2.875	.006
Etos Kerja (X2)	.467	.068	.198	6.840	.000
Lingkungan kerja (X3)	1.928	.116	.706	16.564	.000

Discussion:

a. The Effect of Work Ability on Employee Performance

Based on the results of the analysis and various tests, the Work Ability variable has a positive and significant effect on the Employee Performance of the Garment Industries. This can be seen from the large significance value, which is $0.006 < 0.05$, then it is declared positive. In addition, the results of linear regression analysis and regression coefficients which show a value of 0.339 are positive. If the Work Ability variable increases by one unit, then the value of the Employee Performance variable will increase by 0.302 with the assumption that the other independent variables are fixed or constant. The results of this study are also supported by [2] which produces research that work ability has a positive and significant effect on employee performance. The

statement of the theoretical concept is in accordance with research conducted [9] which resulted in research that work has a positive and significant effect on employee performance.

b. The Effect of Work Ethic on Employee Performance

Based on the results of the analysis and various tests, the work ethic variable has a positive and significant effect on the employee performance of the Garment Industries. This can be seen from the significant value of $0.000 < 0.05$, so it is declared positive. In addition, the results of linear regression analysis and regression coefficients which show a value of 0.467 are positive. If the work ethic variable increases by one unit, then the value of the Employee Performance variable will increase by 0.467 with the assumption that the other independent variables are fixed or constant. The results of this study are also supported by [11] which resulted in research that work ethic has a positive and significant effect on employee performance. The statement of the theoretical concept is in accordance with research conducted by [17] which results in research that work ethic has a positive and significant effect on employee performance

c. Influence of Work Environment on Employee Performance

Based on the results of the analysis and various tests, the work environment variable has a positive and significant effect on the employee performance of the Garment Industries. This can be seen from the large value of significance is $0.000 < 0.05$ then it is declared positive. In addition, the results of the linear regression analysis and the regression coefficient which show a value of 1.928 are positive.

If the work environment variable increases by one unit, the value of the Employee Performance variable will increase by 1.928 with the assumption that the other independent variables are fixed or constant. The results of this study are also supported by a study conducted by According to [12] which resulted in research that the work environment had a positive and negative effect. significant to employee performance. The statement of the theoretical concept is in accordance with the research conducted by [22] which resulted in research that the work environment had a positive and significant effect on employee performance.

d. The Influence of Work Ability, Work Ethic and Work Environment on Employee Performance

Based on the research results, Work Ability, Work Ethic, and Work Environment simultaneously have a positive and significant effect on Employee Performance at Garment Industries. It can be seen that the significance value of F is $0.000 < 0.05$, so this proves that the regression model in this study has a significant positive value and is declared feasible to explain the effect of the variables Work Ability, Work Ethic, and Work Environment on Employee

Performance. The calculated F value is 1084,624 while the F table value= 2.22 because the calculated F value is $1084,624 > 2.81$, as the basis for decision making in the F test, it can be concluded that H_0 is rejected and H_a is accepted. These results indicate that work ability, work ethic, and work environment simultaneously affect employee performance.

Conclusion

Based on the results of research on the effect of work ability, work ethic, and work environment on employee performance at the Garment Industries. So the conclusions in this study are that low Work Ability can reduce the performance of Garment Industries employees in , the lower Work Ability will reduce the performance of Garment Industries employees in and vice versa, A low work ethic can reduce the performance of Garment Industries employees, the lower work ethic will reduce the performance of Garment Industries employees and vice versa. Therefore a low work environment can reduce the performance of the employees of the Garment Industries, and the lower the work environment will reduce the performance of the employees of the Garment Industries and vice versa, Lastly Work Ability, work ethic, and work environment as simultaneously can improve the performance of employees of Garment Industries.

Suggestion: Based on the conclusions above, some suggestions that are expected to be useful for the company and parties involved in this research are as follows: To improve the performance of the employees of the Garment Industries needs to optimize the indicators of Work ability, Work Ethic and Work Environment by paying attention to the performance of its employees and giving an award for skills, work performance, etc. Because in essence employee performance is very important for the company and can affect the results of employee work.

The GarmentIndustry Jombang needs to pay attention to the work ethic of employees, especially the need to create an atmosphere and conditions that support the improvement of work ethic. In addition, leaders need to seek to provide more budget and develop their employees to be able to improve employee performance. Likewise, the company needs to pay attention to the work environment, this can be done by rearranging so that employees do not feel bored at work.

Further research needs to be done by using other variables outside of independent variables such as compensation and leadership style that affect employee performance where these variables are not examined by the author, but are suspected to have an influence on employee performance.

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Customer Loyalty of Kanggo Riko Coffee Shop Sidoarjo

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ABSTRACT

This study examines the effect of price, product diversity, facilities, and location on customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo. A total of 120 customers were used as samples in this study with incidental sampling technique. Data were analyzed using SPSS software. The results of the study describe a significant influence between price and customer loyalty, product diversity affects loyalty, facilities affect customer loyalty, location affects customer loyalty. Simultaneously price, product diversity, facilities, and location affect customer loyalty. These results provide evidence that Kedai Kopi Kanggo Riko Sidoarjo can increase customer loyalty by emphasizing price factors, product diversity, facilities, and location.

Introduction

The current business developments have caused very tight competition between various companies. Events force market participants to act quickly in determining and implementing competitive strategies to survive in the market. Today every organization must be obligated to be customer-oriented because customers are one of the ways for companies to win the competition in the market [9]. Competition between companies that produce similar products or services is increasingly competitive. This condition requires companies to create opportunities and be able to meet customer needs in order to be able to maintain business sustainability [10].

Coffee shops are something that is not foreign to the people of Indonesia. Enjoying coffee at a coffee shop has become a way of life for people. The "Kanggo Riko" Coffee Shop, located in Sidoarjo, is a business activity that has a homey concept that has a variety of drink menus. Based on observations, it was found that there were many customer complaints at the "Kanggo Riko" Coffee Shop that affected sales. It is a challenge for the "Kanggo Riko" Coffee Shop to increase customers during intense competition by making various efforts for satisfaction and building customer loyalty. Observing this fact, the "Kanggo Riko" Coffee Shop must be able to increase customer loyalty. From this, it is necessary to have a study that can explain what factors are related and affect customer loyalty at the "Kanggo Riko" Coffee Shop, especially product prices, product diversity, facilities, and locations that affect the level of satisfaction and have a relationship with loyalty. customer. Previous research found the existence of the product, price, location, and promotion together on customer loyalty at the Manado fresh mart mall [3]. [4] stated that facilities, services, and location have a significant positive effect on customer loyalty.

Customer loyalty means consumer loyalty to shop at certain retail locations based on several basics to maintain a competitive advantage also helps attract attention and retain loyal consumers [20]. A company must design the right marketing strategy in achieving the company's goal of creating customer loyalty. For example, setting the right price according to market share and economic conditions of the surrounding community can create consumer satisfaction, satisfied consumers can create customer loyalty.

In creating customer loyalty, companies are required to be able to provide quality service and good prices. Argue that price is the amount of money needed to get several combinations of products and services [28]. Price is an important factor for customers in deciding purchases for customers [11].

In addition to price, product diversity is a variation that is owned by a product that shows many options available so that it is easier for consumers to get the desired product so that consumers do not need to spend time and energy looking for the desired product [11].

Facilities are one of the customer's considerations in determining the services to be purchased. Complete facilities will provide the desired comfort and convenience for every customer. Complete facilities affect customer satisfaction and loyalty.

To get loyal consumers, a supportive or strategic location is needed, good service that can make consumers feel satisfied so that later consumers can trust the shopping place which will then form a loyalty from consumers. Strategic location placement provides efficiency and convenience for consumers to make the purchase process [29].

This study was conducted to examine the effect of price, product diversity, facilities, and location on customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo.

Research Methods

This study uses quantitative methods. Primary data is obtained directly from respondents through questions/questionnaires by respondents. The population in this study were all customers at Kedai Kopi Kanggo Riko Sidoarjo. The size of the sample in this study is based on [7], namely the number of indicators multiplied by 5-10 parameters. So the number of samples used in this study was $20 \times 6 = 120$ respondents. Measurement of respondents' responses using a 5-point Likert scale, namely: 1 = strongly disagree - 5 = strongly agree. The sampling technique used the incidental sampling technique. The collected questionnaires were processed using SPSS 22.0 software.

The measuring instrument in this study uses [5], to measure prices with 3 items. Example of an item: The price of the product at the Kanggo Riko Coffee Shop is the main consideration for buying. 4 items are used to measure product diversity from [12]. Examples of items: Products provided by the Kanggo Riko Coffee Shop according to customer wishes. Facilities are measured using 3 items from [6]. Item example: The parking lot at the Kanggoriko coffee shop is spacious. Location using a measuring tool from [25] with 5 items. Item example: I feel that the location of the Kanggo Riko Coffee Shop in Sidoarjo is strategic to visit. Customer loyalty uses 5 items from Maimuna (2020). Item example: I feel that the location of the Kanggo Riko Coffee Shop in Sidoarjo is strategic to visit.

Result and Discussion

Literature review and hypotheses development:

a. Price

Price is an element of the marketing mix that is flexible which can change at any time based on time and place. Price is the amount of money that must be paid to get products and services. Prices may vary depending on the product or service being sold. Pricing is often a complicated issue for companies because pricing will be a perception for consumers, precisely price perceptions for consumers [27].

There are several price indicators, namely prices according to the ability of consumers to buy, prices according to the products offered, competitive prices when compared to other places [5].

b. Product Diversity

Product diversity is a variety of products in terms of completeness of products ranging from brands, sizes and quality, and product availability. The variety of products that are varied with quality assurance will create expectations for consumer interest to consume them to meet the life needs of customers [2]. The development of varied products with quality assurance will create expectations for consumer interest to consume them to meet the life needs of consumers.

c. Facility

Argues that facilities are physical resources that must exist before service is offered to consumers [6]. Facilities can also be anything that makes it easier for consumers to get satisfaction. Because a form of service cannot be seen, cannot be smelled, and cannot be touched, the aspect of physical form becomes important as a measure of service. Consumers who want to find comfort during the process of waiting for the implementation of services will feel more comfortable if the facilities used by customers are made comfortable and attractive. Facilities include cleanliness and comfort of the place, security, and parking [15].

d. Customer loyalty

Customer loyalty is a deep lasting customer commitment to re-subscribe or re-purchase selected products or services consistently in the future [16]. States that customer loyalty includes customers who want to subscribe in the long term, buy repeatedly in the same place, voluntarily recommend products to others, pay more loyalty, namely customer loyalty to return to transactions to use products, and services that have been used by customers. These consumers with greater sacrifice, advocacy loyalty, namely the attitude of customers who provide recommendations to others to repurchase products or services.

e. Price on Customer Loyalty

Price is one of the important elements for companies to make a profit [24]. The fairness of the price set by the company can affect the customer's intention to buy goods or services. The fairness of the price can affect the perception of being a loyal customer. Customers often want quality products or services at affordable prices and easy to obtain. The right price can affect customer satisfaction and encourage repeat purchases of products or services. Customers who have a positive perception will feel satisfied, on the contrary, if the customer has a negative perception then they will not repurchase the

product or service. Found that price had a significant effect on customer loyalty. Based on this description, the hypothesis is as follows [18]; [8].

H1 : Price affects Customer Loyalty

Product Diversity on Customer Loyalty: Product diversity is a collection of various products that are sold at affordable prices. The availability of a variety of products will attract more customers to visit the place and make purchases because of the wide variety of products sold [12]. The diversity of products with various kinds, shapes, and sizes can create customer loyalty. The existence of product diversity will affect customer perceptions to decide to repurchase or not. Customer loyalty can be done by providing a variety of products to meet their needs and desires to create customer satisfaction [1]. Research results, states that there is an effect of product with loyalty [3]. Based on this explanation, the hypothesis is formulated as follows:

H2: Product diversity affects customer loyalty

Facilities on Customer Loyalty: One of the factors that influence customer loyalty is the facility. Facilities in the form of physical equipment aim to provide convenience for customers to shop for goods or services [9]. Adequate facilities are needed to provide customer satisfaction directly to meet various needs [23]. More facilities provided to customers will be able to provide satisfaction and ultimately build customer loyalty. This is following the findings of [4], which states that facilities affect loyalty.

H3: Facilities affect Customer Loyalty

Location on Customer Loyalty: The selection of the location to be used must receive special attention by the company because it is wrong to choose the location and type of distribution used, customer satisfaction will be difficult to achieve so that customers will not be loyal. Location determines the success of service because it is closely related to the potential market [13]. Furthermore, the place strategy ensures that customers receive their purchases in the right quantities at the right time and the right place. Establish an effective location strategy that is easily accessible so that consumers feel satisfied and loyal to the company [11].

The results of research, found that location has a significant effect on customer loyalty [30]. Based on the empirical results above, the hypothesis is as follows:

H4: Location affects Customer Loyalty

Price, Product Diversity, Facilities, and Location on Customer Loyalty: Customer loyalty is an important element for a company to create business continuity. Customer loyalty is a form of customer commitment that is reflected in a positive attitude in repeat purchases [23]. Several studies have found such as [18], that the quality of service, product, price, and location affect customer loyalty. [4] found that facility, service, and location variables had a significant positive effect on customer loyalty. Based on these empirical findings, the following hypotheses were formulated:

H5: Price, Product Diversity, Facilities, and Location to Customer Loyalty

Result and Discussion: An instrument is declared valid if $r_{count} > r_{table}$, if the value of $r_{count} < r_{table}$ then the result is declared invalid. The research instrument can be said to be reliable if the Cronbach's alpha value is > 0.6 .

Table 1 Validity and Reliability Results

Variable	Description	R _{bobot}	R _{table}	Cronbach's Alpha	Criteria
Price(X1)	X1.1	0.850	0.179	0.923	0.6
	X1.2	0.867	0.179		
	X1.3	0.856	0.179		
Product Diversity (X2)	X2.1	0.744	0.179	0.904	0.6
	X2.2	0.774	0.179		
	X2.3	0.837	0.179		
Facility (X3)	X3.1	0.877	0.179	0.894	0.6
	X3.2	0.857	0.179		
	X3.3	0.897	0.179		
Location (X4)	X4.1	0.695	0.179	0.920	0.6
	X4.2	0.796	0.179		
	X4.3	0.830	0.179		
	X4.4	0.801	0.179		
	X4.5	0.732	0.179		
Customer Loyalty (Y)	Y1	0.511	0.179	0.906	0.6
	Y2	0.746	0.179		
	Y3	0.749	0.179		
	Y4	0.841	0.179		
	Y5	0.826	0.179		

(Source : SPSS Output (Processed Data))

Table 1 shows that all items from all variables are known to get an rcount value of more than rtable (rcount > rtable), so it can be concluded that the research instrument used is valid. In the price variable, product diversity, facilities, location and customer loyalty, Cronbach's alpha value is greater than 0.6. It can be concluded that the research instrument is reliable.

Hypothesis test

1. Partial Test (t-Test)

The t-test is used to show how much influence one independent variable has individually in explaining the variation in the dependent variable. In testing the validity of the expected sig value is less than 0.05 then the hypothesis is accepted. On the other hand, the sig value is greater than 0.05, so the hypothesis is rejected.

Table 2 Hypothesis t Test Results

Variable	t	Sig.	criteria
Price (X ₁)	3,354	0,001	Significant
Product Diversity (X ₂)	2,384	0,019	Significant
Facility (X ₃)	2,205	0,029	Significant
Location (X ₄)	3,298	0,001	Significant

Dependent variable: Customer loyalty

(Source: Processed Data)

2. Simultaneous Test (F Test)

The F test was conducted to test the suitability of the multiple regression model that has been carried out to test the significance of the simultaneous effect between price (X1), product diversity (X2), facilities (X3), and location (X4) on customer loyalty (Y). If the expected sig value is less than 0.05 then the hypothesis is accepted. On the other hand, the sig value is greater than 0.05, so the hypothesis is rejected.

Table 3 F Test Result

Model	F	Sig.	Criteria
1	44.306	0.000	Significant

Dependent variable: Customer Loyalty

(Source: SPSS Processed Data)

Table 2 it can be explained the results of the H1 test with a sig value. less than 0.05 ($0.001 < 0.05$) this indicates that the price has a significant effect on customer loyalty. These results indicate that H1 is accepted, meaning that there is a positive and significant effect of price on customer loyalty. This result reflects that the better the price offered by the Kanggo Riko Coffee Shop, Sidoarjo, the higher customer loyalty. Appropriate pricing to create customer loyalty. The price set by the Kanggo Riko Sidoarjo Coffee Shop is by the capabilities and needs of the customer. It is proven by the answers of respondents who buy products at the Kanggo Riko Coffee Shop Sidoarjo twice a week. The results of this study are in line with the research of Sugiarsih Duki Saputri (2019) which proves that price affects customer loyalty. This proves that the right price given by the company will increase customer loyalty to the company. A good price is balanced with good product quality, so customers will be more loyal to the company.

Furthermore, the results of H2 show the value of sig. less than 0.05 ($0.019 < 0.05$) this means that product diversity has a significant effect on customer loyalty. It can be said that the second hypothesis (H2) proposed is accepted. These results explain that the more varied the products offered, the higher customer loyalty at the Kanggo Riko Coffee Shop Sidoarjo. The variety of products created by the Kanggo Riko Coffee shop is in accordance with the needs or desires of customers so that they are able to attract the attention of customers to make repeat purchases. The results of this study strengthen the findings of Rohmawati (2018) that the variety of available products can attract consumers and make consumers loyal to the "Kanggo Riko" Coffee Shop.

While the results of H3 that facilities affect customer loyalty at the Kanggo Riko Coffee Shop Sidoarjo are shown by the value of sig. less than 0.05 ($0.029 < 0.05$). It means that it can be concluded that the third hypothesis (H3) is accepted, meaning that the better the facilities provided, the higher the customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo. The facilities provided at the Kanggo Riko Coffee Shop Sidoarjo are a clean and comfortable place, good security, and a large parking space. Facilities are one of the important elements to support comfort for customers. Facilities are one of the customer's considerations in determining the services to be purchased. Adequate facilities will provide comfort for every customer. The results of this study are supported by [14], that facilities have a positive and significant effect on customer loyalty at Cafe Zybrick Coffee & Cantina.

Furthermore, the results of H4 are known to have sig values. less than 0.05 (0.001 < 0.05). This shows that location has a significant effect on customer loyalty, meaning H4 is accepted. It can be said that the more strategic the location of the Kanggo Riko Sidoarjo Coffee Shop, the more customer loyalty will be. The location determination carried out by the Kanggo Riko Sidoarjo Coffee Shop is a determining element of customer satisfaction, an easy-to-access location results in high consumer satisfaction, strategic location selection provides efficiency and convenience for consumers to make the purchase process [29]. The results of this study are supported by previous research from [30] that a strategic location can affect customer loyalty.

Based on Table 3, it is known that the value of sig. less than 0.05 (0.000 < 0.05), it can be concluded that the fifth hypothesis (H5) is accepted. This means that with a good price, product diversity, facilities, and location, customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo is getting better. The better customer loyalty, the more customers will want to subscribe in the long term, buy repeatedly in the same place, voluntarily recommend products to others to repurchase products or services.

Table 4 F Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,676	,457	,439	4,30200

a. Predictors: (Constant), Price, Product Diversity, Facilities, and Location
b. Dependent Variable: Customer Loyalty

(Source: SPSS Processed Data)

Based on the results in Table 4, it is known that the coefficient of determination is 0.457, meaning that the variables of price, product diversity, facilities, and location influence customer loyalty at the Kanggo Riko Coffee Shop Sidoarjo by 45.10%. As for 54.90% influenced by other variables not contained in this study.

Conclusion

Based on the results of research and discussion, it can be concluded that based on the results of the t-test on multiple regression, it shows that each variable price, product diversity, facilities, and location have a significant effect on customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo. This means that hypotheses 1, 2, 3, and 4 are accepted. Furthermore, the results of the F test prove that simultaneously price, product diversity, facilities, and location have a significant effect on customer loyalty at Kedai Kopi Kanggo Riko Sidoarjo. This means that hypothesis 5 is accepted.

This study has a limited number of samples that are only found in the Sidoarjo area so it cannot generalize to other areas. For future research, it is better to add a mediating variable of customer satisfaction. This is intended to create loyalty, the customer must feel satisfaction first.

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The Influence of Organizational Culture, Competence and Self-Awareness on Performance of Employees in Dinas Kebudayaan dan Pariwisata Provinsi Jawa Timur

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ABSTRACT

This study aims to determine the effect of organizational culture, competence and self-awareness on the performance of the employees of the Culture and Tourism Office of East Java Province. Respondents in this study amounted to 55 employees through the distribution of questionnaires with sampling techniques using saturated samples. This study uses quantitative methods. The data analysis technique used is multiple linear regression analysis. Data processing in this study using IBM SPSS Statistics 23. The results of this study indicate that organizational culture has a significant effect on employee performance, competence has a significant effect on employee performance, self awareness has no significant effect on employee performance. Organizational culture, competence and self-awareness simultaneously have a significant effect on employee performance with a significance value of $0.000 < 0.05$. The results of the coefficient of determination show a value of 65.7% which means that all independent variables (organizational culture, competence and self-awareness) affect the Employee Performance variable, while the remaining 34.3% is influenced by other variables not examined in this study. From this explanation, the authors suggest evaluating and developing organizational culture, competence and self-awareness in order to improve employee performance.

Introduction

The current of globalization that is currently taking place requires everyone to improve the quality of themselves, even to be more effective and efficient in what they do. In the face of change, caution is needed to be able to adapt to the changes that are happening now. In order to be able to compete with other human resources (HR) to be better, especially in advancing the organization itself. The organization itself is a container in which there are activities of people working together to achieve certain goals that have been determined together. Organization is also a process of combining work in which individuals or groups must do the work with the necessary talents to perform tasks, providing the best channels for effective and efficient use, systematic, positive and

most importantly the coordination of efforts. - the effort made. Our society consists of a variety of different organizations, for example: government organizations, religious, social, political, industrial, educational and so on.

Organizations have a fundamental purpose because the organization is basically the basis of common interests. However, from each individual individual coming not only to achieve goals but the organization is formed because of the similarity in nature, personality, value system and belief, meaning that the organization is a work ethic goal that has characteristics, conditions, personality, value system, work ethic beliefs and beliefs. problems and characteristics of the organization. Organizations have a unique nature in carrying out activities, this is because the organization has a culture or culture that is adopted and applies to every individual and organizational activity. A group of people who are in an organization without realizing it in their daily lives when carrying out their activities in an effort to achieve organizational goals, they carry out habits that gradually become a culture. Therefore, the habits that are carried out by members of the organization that are carried out continuously are what shape the behavior of organizational members and produce a culture that distinguishes one organization from another according to its characteristics.

The problem that usually arises from the organization is the lack of cooperation between employees, this is usually due to the lack of implementation of the characteristics of organizational culture properly. Understanding the characteristics of organizational culture is a guideline to control the behavior of members of the organization itself which has functions and benefits that are useful for the organization. The application of organizational culture is an important part so that the tasks can be carried out seriously by everyone who works in the organization so that the work carried out can improve employee performance. According to [2] stated that performance is the result of work achieved by a person based on job requirements. Employee performance in question is the result of performance shown by employees on a job that is their responsibility in the organization. How to measure it by looking at the final results of the work in the form of treatment, skills, facilities and skills related to organizational goals so as to encourage the emergence of disciplined attitudes and service quality from employees.

Culture provides an identity for members of the organization and evokes a commitment to beliefs and values greater than oneself. Although these ideas have become part of the culture itself, it can come wherever the organization is. A cultural organization serves to connect its members so that they know how to interact with one another. Organizational culture is a system of shared values and beliefs that interact with people in an organization, organizational structure, and control systems that produce behavioral norms to achieve common goals [22].

Organizational culture also contains values that must be understood, inspired, and practiced together by all individuals or groups involved in it. The existence of these values will make employees feel comfortable working, have commitment and loyalty and make employees try harder to improve competitive employee performance. implemented. If every organization has a strong culture, it means that all employees have the same perception in achieving organizational goals. This unity of perception is

based on the shared values that are believed and the norms that are upheld in the pattern of behavior that is adhered to. These values and beliefs will be realized through the daily behavior of employees at work.

In addition to organizational culture, another factor that affects employee performance is competence. In improving employee performance, adequate competence is needed. Competence has a very important role, because in general competence concerns a person's basic ability to do a job [12]. According to Spencer in [12] competence is a characteristic that underlies a person related to the effectiveness of an individual's performance in his work or the basic characteristics of individuals who have a causal or causal relationship with the criteria used as a reference. So far, many government agencies do not have employees with adequate competence, this is evidenced by the low productivity of employees and the difficulty of measuring employee performance. To achieve maximum and satisfactory work results, it is necessary to have competence possessed by an employee in carrying out his work duties so that employee performance can increase.

Employee competence supported by good self-awareness is a form of human resource management activity to create productivity and a conducive environment. With self-awareness, employees will obey and do their job well, not because of coercion. Threats and punishments can only discipline in the short term. In the long term work discipline must grow from within the individual, not because of the demands of the institution alone [4]. According to [7] self-awareness is readiness for environmental events and cognitive events consisting of memories, thoughts, feelings and physical sensations.

A person with good self-awareness can accurately gauge their own moods, feelings, and understand how their feelings affect others, is open to feedback from others on how to continue to improve, and is able to make the right decisions despite uncertainty and uncertainty. pressure [3], [10] and [14]. Self-aware people must understand their own moods and emotions, be critical of information and truly understand themselves.

Based on the phenomena and empirical facts above, the problem of this research can be formulated: Do organizational culture, competence and self-awareness affect the performance of the employees of the Culture and Tourism Office of East Java Province?

Research Methods

The type of research used is Causal Explanatory. Causal is a variable that affects other variables [6]. Explanatory Research is research that aims to explain the relationship between variables and research phenomena [6]. Thus, Causal Explanatory serves to explain the causal relationship between the independent variable and the dependent variable. The population of this study were all employees of the Department of Culture and Tourism of East Java Province, totaling 55 employees. The method of determining the number of samples is done by using saturated sampling. According to [16], saturated sampling is a sampling technique when all members of the population are used as samples. The number of samples taken from the Department of Culture and Tourism of East Java Province was 55 respondents. Data analysis methods used include Multiple

Linear Regression Analysis, t-test (partial), F-test(simultaneous), and Determinant Coefficient Analysis to determine the role of organizational culture, competence and self-awareness on employee performance.

Result and Discussion

Literature review:

a. Organizational culture

According to [22], Organizational Culture is a system of shared values and beliefs that interact with people in an organization, organizational structure, and control systems that produce behavioral norms to achieve common goals. Organizational culture is the beliefs, norms, values, habits, attitudes and behavior of members in an organization or company created by a group of people who serve as common guidelines in carrying out organizational activities in order to solve internal and external problems and become a differentiator between an organization and other organizations.

According to organizational culture is a set of values, principles, traditions, and ways of working that are shared and influence the behavior and actions of organizational members. For this reason, it must be taught to members including new members as a correct way of studying, thinking, and feeling the problems they face. A strong organizational culture can improve employee performance as stated in [21], as well as the results of his research. Which states that organizational culture has a significant effect on employee performance [15].

b. Competence

According to Spencer in [12] competence is a characteristic that underlies a person related to the effectiveness of an individual's performance in his work or the basic characteristics of individuals who have a causal or causal relationship with the criteria used as a reference. Competence is a characteristic related to the effectiveness of performance that makes the person able to fulfill what is required by the job in a company organization.

Individual competence reflects emotional intelligence, which consists of self-awareness, self-confidence, self-control, commitment, integrity, ability to convey to initiate and accept change. Someone who has competence tends to have high performance, this is in accordance with the results of his research [14] which states that a person's competence can increase his performance, as well as the results of his research also shows that competence has a significant influence on the performance obtained [21].

c. Self Awareness

According to [7] Self Awareness is readiness for environmental events and cognitive events consisting of memories, thoughts, feelings and physical sensations. Self-awareness is the ability of a person to know and understand himself including his strengths and weaknesses, encouragement, values, and their impact on others that can guide individuals in making the right decisions and is also a condition for us to work with others effectively [4].

Self Awareness can also show concern for oneself. The influence of Servant Leadership, Self Awareness and Compensation on oneself, readiness to recognize oneself for what is being done, and understanding of the environment around us.

Self-awareness is important for employees because it can have a significant effect on employee engagement [13], this shows that increasing employee engagement can be done by providing support to employees in increasing self awareness of employees and that if self-awareness increased, the auditor's performance would also increase.

d. Employee Performance

[2] According to states that performance is the result of work achieved by a person based on job requirements. Performance can be referred to as the result of a process or work. Therefore, every employee is required to have competence, namely the expertise or ability to do the work that is his responsibility or entrusted. Every application of a task or job there is an activity to process or replace input (input) into an output (output) that has added value as a product or result of work.

Result:

Before further analysis of the data, the validity and reliability tests are carried out, and the results shows that the validity test of each 1 item of question on the variables of Organizational Culture (X1), Competence (X2), Self Awareness (X3) and Employee Performance (Y) indicate that the value of r count is greater than r table, so that every 1 item of question on each variable is declared valid. Meanwhile, the results of reliability testing that was carried out using Cronback Alpha analysis showed the values for each of the variables Organizational Culture (X1), Competence (X2), Self Awareness (X3) and Employee Performance (Y) showed a number greater than 0.6 so that it can be concluded that all research variables are declared reliable.

The classical assumption test was also carried out consisted of the normality test, heteroscedasticity test and multicollinearity test, and the results were as follows:

a. Normality test

Normality test in this study is used to meet the requirements in the use of parametric statistics, namely the use of multiple regression analysis, which is to ensure that the data to be analyzed is normally distributed. The results of the analysis of the Normality Test can be seen in Figure 1.

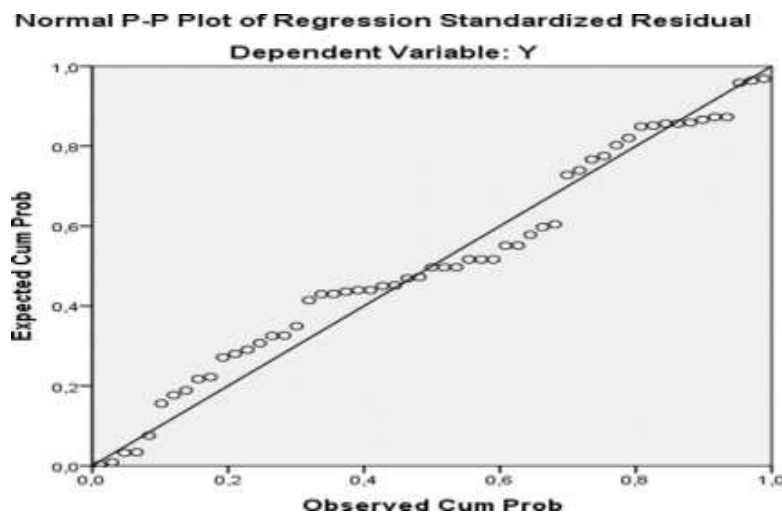


Figure 1. Normal P-P Plot

Figure 1 shows the normal P-P plot, it can be seen that the points spread around the line and follow the diagonal line. This indicates that the residual data is normally distributed.

b. Heteroscedasticity Test

Heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of an inequality of variance from the residuals for all observations in the regression model. The heteroscedasticity test aims to test whether in the linear regression model there is an inequality of variance from the residual of one observation to another observation.

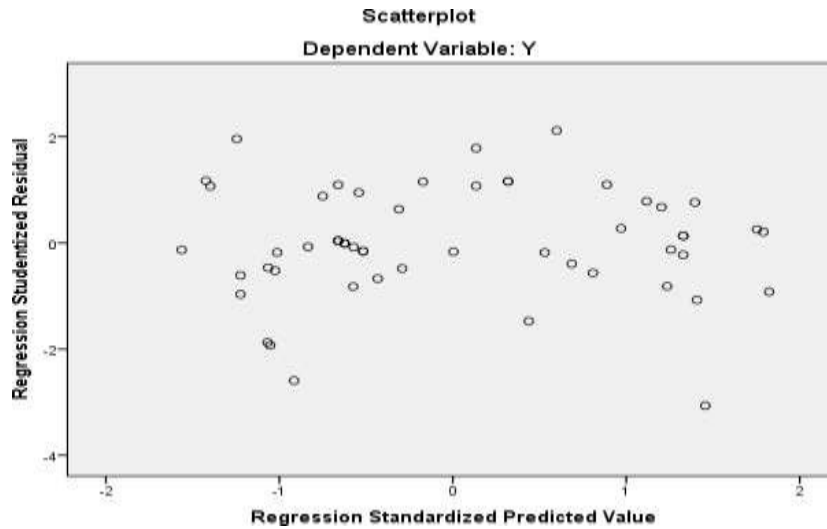


Figure 2. Heteroskedastisitas Test

c. Multicollinearity Test

The multicollinearity test is used for requirements in using regression analysis, this test is carried out to ascertain whether in a regression model there is intercorrelation or collinearity between independent variables, while the results of this collinearity test can be seen in table 1.

Table 1 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Organizational Culture	0.421	2.373
Competence	0.333	3.005
1 self awereness	0.598	1.673

Table 1 shows that the results of the Multicollinearity test can be seen that the value of the recruitment variable, workload and facilities has a tolerance value > 0.1 and a VIF value < 10 so it can be concluded that the independent variable does not occur multicollinearity because the three variables are smaller than 10 so there is no there is multicollinearity between independent variables in the regression model.

d. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of a variable on other variables and if the variable is more than 2 (two). The results of the regression analysis are then compiled into a regression equation.

Tabel 2 Hasil Analisis Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,736	4,652		,158	,875
Organizational Culture	,417	,167	,316	2,500	,016
Competence	,476	,152	,446	3,138	,003
Self Awareness	,143	,143	,140	1,321	,192

Table 2 shows the results of the regression analysis, and if it is entered into the multiple linear regression equation it will be as follows:

$$Y = 0.736 + 0.417 X_1 + 0.476 X_2 + 0.143 X_3 + e$$

Based on the linear equation model mentioned above, it can be interpreted as follows: The value of b1 shows a positive number of 0.417 its mean that the organizational culture has an effect on the employee performance, while the value of b2 shows a positive number of 0.476 meaning that there is an effect between the competency and the employee performance. Likewise, the result of self awareness a value of 0,143, this mean that self awareness has an effect on the employee performance.

e. Coefficient of Determination (r²)

The coefficient of determination is used to describe how much variation is explained in the model. Based on the value of R², it can be seen the level of significance or the suitability of the relationship between the independent variables and the dependent variable in linear regression.

Table 3 Results of the Coefficient of Determination (r²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,810 ^a	,657	,636	2,899	2,515

Table 3 shows the results of the determination test (R²) with a coefficient of determination of 0.657 or (65.7%). This shows that the influence of the independent variables consisting of organizational culture, competence and self-awareness. Can explain the dependent variable, namely employee performance of 65.7% while the rest is explained by other variables that are not included in this study.

f. T-test (Partial)

The t-test is used to partially test the hypothesis, namely to test the effect of each independent variable individually on the dependent variable. This test can be done by looking at the significance value, if the Sig value is below 0.05 then the hypothesis is

accepted, while if the sig value shows a number above 0.05 then the hypothesis is rejected.

Table 4. T-Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	,736	4,652			
1	X1	,417	,167	,316	2,500	,016
	X2	,476	,152	,446	3,138	,003
	X3	,143	,109	,140	1,321	,192

The results of the t-test analysis in table 4 can be seen and interpreted as follows:

1. The Influence of Organizational Culture on Employee Performance

Based on the results of the t-test in table 4, the Tcount value for the organizational culture variable is 2.500 and the probability value is 0.016. When compared between the results of the probability value < significance level, this states that the hypothesis is accepted. Thus, it can be concluded that partially the organizational culture variable has a positive and significant effect on employee performance.

2. The Effect of Competence on Employee Performance

Based on the results of the analysis with the t test in table 4, the Tcount value for the Competence variable is 3.138 and the probability value is 0.003. When compared between the results of the probability value < significance level, this means that H0 is rejected. So it can be concluded that partially the competence variable has a positive and significant effect on employee performance.

3. The Effect of Self Awareness on Employee Performance

Based on the results of the t-test in table 4, the Tcount value for the self-awareness variable is 1.321 and the probability value is 0.192. When compared between the results of the probability value > the level of significance, this means that H0 is accepted. So it can be concluded that partially positive self-awareness variable has no effect and is not significant on employee performance.

g. F Test (Simultaneous)

The F test is used to test the effect of the independent variables simultaneously (simultaneously) on the dependent variable. Thus the F test was conducted to see the effect of all independent variables together on the dependent variable. The test results with the F-Test can be seen in table 5.

Table 5. F Test Results (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	819,170	3	273,057	32,502	,000 ^b
Residual	428,467	51	8,401		
Total	1247,636	54			

Table 5 shows the results of the F-test analysis calculations, from the F-test results indicate that the F-test value is 32,502 with a significant value of 0.000, so it can be said that the significance value shows a number less than 0.05, it can be concluded that the organizational culture variable, competence and self-awareness simultaneously have a positive and significant effect on employee performance.

Discussion:

a. The Influence of Organizational Culture on Employee Performance

Based on the results of the IBM SPSS 23 t-test output in the table above, the Tcount value for the organizational culture variable is 2.500 and the probability value is 0.016. When compared between the results of the probability value of the significance level, this indicates that the hypothesis in this study is accepted. So it can be concluded that partially the organizational culture variable has a positive and significant effect on employee performance. This research is reinforced by the results of previous research conducted by [15] which states that organizational culture has a positive and significant effect on employee performance. Likewise, the results of [21] state that organizational culture has a significant effect on employee performance.

b. The Influence of Competence on Employee Performance

Based on the results of the t-test in the table above, the Tcount value for the Workload variable is 3.138 and the probability value is 0.003. When compared between the results of the probability value < significance level, this indicates that the hypothesis in this study is accepted. So it can be concluded that partially the competence variable has a positive and significant effect on employee performance. This research is strengthened by the results of previous research conducted by which states that competence has a positive and significant effect on employee performance. Likewise, the results of research [14] which states that a person's competence can improve his performance, as well as the results of his research by [21] also shows that competence has a significant influence on the performance obtained.

c. The Effect of Self Awareness on Employee Performance

Based on the results of the t-test analysis, the Tcount value for the self-awareness variable is 1.321 and the probability value is 0.192. When compared between the results of the probability value > the level of significance, this indicates that the hypothesis in this study was rejected. So it can be concluded that partially the self-awareness variable has an effect and is not significant on employee performance. The results of this study do not support the results of research conducted, which states that improving employee performance can be

done by providing support to employees in increasing self awareness, which states that if self awareness increases the auditor's performance will also increase.

Conclusion

Based on the results of the study, the conclusion in this research is that organizational culture and competence have a significant effect on employee performance at the Culture and Tourism Office of East Java Province, but self awareness has no significant effect on employee performance. Thus the implications of the results of this study indicate that the leadership of government agencies can support employees by creating a strong culture and increasing the competence of their employees so as to improve their performance.

Recommendation: Based on the assessment of the results of this research, the leadership needs to optimize indicators of organizational culture and competence by giving awards to the skills, work performance, or competencies possessed by employees so that they can improve employee performance for further research. others related to improving employee performance.

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Custom Culture Event Marketing as a Brand Community Creativity

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ABSTRACT

The purpose of this study is to describe kustom cultural events as a form of branding program from Retro Classic Cycles Jogjakarta and House of Customland Surabaya. During the event, we saw a touch of creative creation of the kustom kulture brand community. This study uses a qualitative method. Data were obtained based on observations and interviews with several people involved in the annual kustom kulture event. In addition, the researcher also developed data collection by looking at the social media managers of Retro Classic Cycles and House of Customland. Research findings show that there are efforts to develop brand communities, initiators routinely carry out annual activities in kustom cultural events. The kustom kulture event presents creative culture from a variety of artistic collaborators, both fine art and motor builder, which inclusively makes event collaborators really enjoy and actively participate in displaying their artworks as a medium for creativity exhibitions. Originality shows that kustom culture events are used as community media for kustom culture activists Retro Classic Cycles and House of Customland, as an effective way to build a certain identity of a community, so as to increase public knowledge about kustom kulture. Therefore, the quality and quantity of kustom cultural events can be increased according to the differences and novelty of the theme of the event being held.

Introduction

Organizing the annual event of a brand community becomes a ritual in itself offering cultural values [1]. The existence of a brand community is being built and maintained for a community identity [2]. Event activities develop brand identity through a series of brand marketing processes [3]. The activity of marketing a variety of kustom cultural arts is a learning education. Learning about how kustom cultural arts works through the art of driving and other variants is realized in a joint event in a city. Therefore, event marketing in a city is one way to create city brand activities.

Marketing events are periodically held annually by kustom cultural community activists such as Retro Classic Cycles Jogjakarta at the Kustomfest 2021 event and House of Customland Surabaya at the Customland 2021 event. The creative concepts of the two have similarities and differences. The similarity of the concept of the event that was built

by the two initiators of kustom cultural activities is that they both carry the theme of kustom culture which is adopted from the art of driving Western culture to share knowledge, thoughts, and actions of the art of driving. However, the two have significant differences. The concept of kustom cultural events carried by Kustomfest with the theme "Ride and Drive" focuses on roadshows of kustom motorcycle art exhibitions to several cities, starting from Jakarta, Bandung, Purwokerto, Semarang, Solo, Surabaya, Blauran National Park and Bali. The duration of the exhibition in each city takes one full day, where the event begins by driving along the city road to the event location. The event location is filled with kustom festival film screenings, talk shows and kustom motorcycle event assessments. Meanwhile, the concept of a kustom cultural event from the House of Customland carries a Javanese-centric theme, namely "Nala Wahana Trusing Hyang". The location for the kustom cultural exhibition is only in the city of Surabaya with a duration of four days and is filled with art exhibitions with kustom motorbikes.

Event marketing is part of creativity, as the main capital in being competitive [4]. The creative economy in kustom cultural events provides motivation to provide creative space and create its own market to work in the art of driving and have an impact on economic activities. The development of creative industries is strived to produce a positive business ecosystem, creativity and innovation in competitive advantage and social impact in the interaction of the brand community.

Research Methods

Qualitative methods [11] were used in the research of kustom cultural events. The output produced descriptively is obtained from written and oral statements and observations of the behavior of the object under study on kustom cultural event activists. Making good descriptions of pictures, writings, factual and accurate related to phenomena studied systematically. The systematic study concerns the kustom cultural community in terms of human groups, objects, the existence of conditions, thoughts and events that surround it on the marketing of events which are held annually periodically. The research objects were selected for kustom cultural activists at creative driving events and other works of art at the 2021 Kustomfest and Customland events in Surabaya.

Result and Discussion

Theoretical framework: This study examines creative patterns of event marketing management for kustom cultural activities and their willingness to participate. The literature review is limited to how events marketing management constructs [4] packaged according to the capacity of each brand community.

a. Event Marketing

The event marketing communication strategy [5], was originally chosen to respond to changes in the marketing environment and consumer behavior. Event marketing is used to determine the characters or events that are described to be known by the public, so that the ability to attract media coverage and engage consumers is needed by a company, in order to meet the needs of improving the company's image and promoting the products or services offered. The marketer conveys a special message [6], through

event marketing both internally and externally to the audience, to stimulate consumer buying decisions and get potential consumers to increase sales and at the same time build a company image.

Various forms of event marketing, in some studies, have their own characteristics [7]. Event marketing field studies with consumer participation on brand equity, involve trade show activities, street events, store fairs and certain events that require sponsorship and consumer presence to build brand attitudes and increase brand equity. Other studies review the study of text-based event design and interpretation as a source of information for event marketing studies. Event design starts from internal and external event announcements, volunteer recruitment, introduction of new products or services, organizational channels used, formation of agency collaborations and to event management. Event studies show findings on a series of activities such as information technology, e-business outsourcing projects, cloud computing and open alliances, capable of producing a measurement of the effectiveness of each event marketing activity. The positive impact generated by event marketing activities focused on business performance and the value of a brand equity has been quantitatively proven [8]. Our research illustrates how the creative process of kustom cultural event marketing activities is constructed from the various types and desires of consumers and event collaborators.

b. Consumer Willingness

One indicator of customer willingness in maintaining the sustainability of the company-customer relationship is the behavioral intention of the customer [6]. The allocation of financial needs in an effort to retain customers is prioritized over finding new customers. Actual behavior by knowing behavioral intentions is a valid indicator. Therefore, the willingness of consumers to participate in event marketing, in this case art collaborators and connoisseurs of kustom culture, is considered an important response in their involvement in kustom cultural events.

c. Brand Community

Brand communities are born by the communal needs of the conception of human behavior. Where the brand community [9] is seen as an active interpretation function where the importance of negotiating the social meaning of the brand continues to change according to the context. Where the context of the relationship that is built is the relationship between the brand - customer and the relationship between community members [10]. The form and function suggested in the brand community is first an awareness of the good; where each member recognizes the importance of building a sense of belonging, creating and directing a community of related brands; second, the existence of rituals and traditions of togetherness; where the members involved share their knowledge and experience in expressing mutually agreed behavior uniquely in a community founded on the principle of togetherness; and third, moral ownership is responsible to other people; meaning that community members are obliged to maintain the provisions and laws imposed by the community.

Result and discussion

a. Event Marketing as Educational and Cultural Customization

The marketing of the two major community events from Retro Classic Cycles Jogjakarta at the Kustomfest 2021 event and the House of Customland Surabaya at the Customland 2021 event, shows the effort to introduce the concept of thinking, movement and kustom culture action. Knowledge transfer about kustom culture is part of a marketing strategy-oriented exploration. Event marketing strategy [5] to offer a certain character of a product or service that is custom. The nature of kustom in event marketing both initiators is the art of kustom motorcycle riding. At a certain segment level, a mutually beneficial relationship is needed between the company and its customers, both individually and in groups. Kustom culture begins with value proposition adjustment [12]. The goal is the adjustment of the offer or some portion of the value provision to the specific terms proposed by the customer. This means that the approach used is not a one-size-fits-all value proposition for mass needs, so everything is tailored to customer wants and needs. The consequence is to make the company aware of responsiveness to the different needs of customers in a unique way according to very different characters. Of course, the customization approach has real implications for high costs and increased revenue. Therefore, a customized marketing strategy [13] is able to generate a competitive advantage and be able to attract the attention of customers. However, considering the high cost of customization for certain price sensitive customers and the company as a producer, it will reduce the economies of scale, due to the increased cost per unit of product offered.

Customization has become the new norm in the business world. Event marketing is a medium for promoting kustom cultural products or services. Exhibitions of kustom motorcycle art products are often used as an effort to make customers recognize their specific needs and have character. The company adapts according to the needs of customers and suppliers. The adaptive function has the power to build a close relationship and is difficult to break, due to the emotional closeness between the product purchased, the producer and the customer's psychology. Flexibility in using organizational processes and structures requires the ability and availability to adapt to each part of the customer's special offer individually. The flexibility of creating a variety of value propositions can be achieved at a limited cost.

The variation of the value proposition of the art of driving in the marketing of kustom cultural activists shows the existence of a community. The community movement poured into the kustom motorcycle art festival creating an event management relationship with the kustom motorcycle builders. The media festival exhibits artwork and markets kustom motorcycle products. Kustom culture in other works of art in the form of fine art, painting, photography, literacy, music and others from collaborators is given space to work. The collaboration of joint events demonstrates the involvement of the creative industry with customers and art creators.

b. Consumer Willingness as Creative Work Collaboration

The marketing of Kustomfest and Customland 2021 events is a cultural movement with a creative collaborative approach. Cultural movements are based on the activity of sharing and exchanging meaning between human interactions in it, where efforts to influence and be influenced occur in a cultured society. Kustom cultural materials are empowered through creative practices, shared and experienced by

members of their community [10]. Institutionally, creative industries consist of two groups, namely cultural production, where the practice is in the form of music, libraries, performing arts and audio-visual, printing and publishing, as well as media broadcasting production; and creative services, which is a combination of consumer and corporate creativity including digital and internet services, advertising and art design. This creative class encourages and has an impact on economic growth, so the government develops a creative brand strategy to attract investors' interest in the creative world by increasing creative-based creatives. Creativity development helps people as consumers and producers to reflect, identify and pursue their creative goals in a cultural context [14].

The Kustomfest and Customland events resulted from a collection of the creativity of art collaborators. The mass involvement of event collaborators shows the willingness of consumers as producers as well as creative services to be directly involved. The involvement of other consumers as connoisseurs of the event was created with promotions on the website and social media. Collaborators and connoisseurs of art are specific consumers of kustom culture. The strategy of building the creativity of Kustomfest and Customland aims to support and realize creative practices in building creativity of kustom culture. Collaboration opportunities by providing creative opportunities in both events to engage in shared experiences drive innovation and enhance the sustainability of the kustom culture creativity ecosystem.

c. Brand Community as a Marker of the Structure of the Art of Driving Community

The Kustomfest and Customland event brand communities in 2021 as a special community regardless of the geographical aspect and based on the structure of social relations among admirers of the kustom cultural community brand. Signs [10] are clearly observable at the annual event, which shows the sharing of awareness, rituals and traditions, and the development of moral responsibility. Markers share awareness about knowledge and membership have their own distinct community collectively in other societies. One of them is the ownership of the art of riding a kustom motorbike which shows the differences in the style of motorbikes from most, where the similarity of these attributes has an impact on the understanding of one particular community to be different from other communities. Rituals and traditions involve behavioral values that are developed according to community approval, one of which is the use of friendly greetings. Meanwhile, moral responsibility is created to make community members involved in maintaining the existence and use of community standards that are adhered to in a sustainable manner.

Brand communities are built from within the community. The construction of a brand community is understood as the personal investment of its group members and the relationships between its members. Communal spirit and community experience are collectively created as a collective experience. Differences between communities are based on their origin, and not on their meaning. Where Kustomfest started from a kustom motorcycle festival and Customland started from a riding art exhibition with collaborators of various other works of art. Where the origin still shows the social identity of the community through communal behavior and the interaction of community members, while the meaning is appreciated by social media. Brand cult as

an in-depth practice of demonstrating devotion to a brand is explored as a religious pattern.

The Kustomfest and Customland brand festivals are defined as events with recreational and professional purposes outside the routine. The theme[4] brand festival attracts consumers to be involved in the event that is run by facilitating interaction between community members and the community brand itself. Subsequent developments require conceptualization, which is not only on social interactions but on social media publicity that focuses on interest and environmental mediation as core values. Therefore, it is necessary to have quality event marketing that is relevant to the conditions of the contemporary marketing environment [15].

Conclusion

Customfest and Customland is a kustom cultural community event management. The purpose of both events is to educate community members about the development of the art of driving and other works of art. Collaborative activities are more emphasized as community norms that are adhered to as a tradition that must be maintained and developed together.

The creativity of kustom culture stimulates kustom motorcycle builders and their connoisseurs to gather for recreation and education of cultural development. The development of a kustom culture that has communal differentiation with the surrounding community as a marker in which its development requires conceptualization on social media in the digital era.

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Digital Marketing of Serpong Urbantown Apartments to Increase Brand Awareness and Customer Satisfaction

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ABSTRACT

This research focuses on the efforts of Apartment Urbantown Serpong to increase Brand Awareness. The strategy offered in this research is marketing communication using digital marketing. The use of social media in marketing communications in this study aims to provide a different perspective or point of view from the activities of the digital marketing process. This study also examines digital marketing strategies to increase Brand Awareness Apartment Urban town Serpong. This study uses a qualitative descriptive method with a literature review approach. The results show that digital marketing strategies are proven to be able to increase brand awareness. The indicator used in this study is the impact or response from research sources to identify the Serpong Urban town Apartment brand.

Introduction

Business in the digital era is disrupted both in terms of competition, sales behavior, and buying behavior. Everything has shifted rapidly, especially business competition. This cannot be separated from the support of very open information. Moreover, social media provides support for the rapid dissemination of information. Research [1] reveals that the use of social media for marketing communications is increasingly common. In addition to increasing customer awareness of the brand, this strategy is considered low-cost. Digital marketing activities using social media have become a trend in millennial years. This is inseparable from the digital trend and industry 4.0 which is increasingly plural. Research [2], [3] reveals that brand awareness can be increased through the use of social media. Social media began to be used in 2002 although it is still limited to friendship. Friendster is a social media for friendship created by Jonathan Abrams, a British programmer, who became the forerunner of social media in the millennial era. Two years later, Mark Zuckerberg introduced FaceBook (FB) to the world which later became the number one social media until 10 years later.

Digital-based communication is a trend that cannot be separated from the millennial lifestyle. High speed of information, reach, efficiency, accuracy are the added value of the communication model. It is used by companies, organizations, social groups, and individuals to interact with each other in exchanging information. Further developments, the company uses this digital communication model to speed up the process of transferring information to customers. Then developed a digital-based marketing model. The speed of information transfer from the company to the consumer

can accelerate brand awareness for customers. Research conducted [4]–[6] found that brand awareness that is built in the minds of customers will affect purchase intentions. Research conducted by [7] also shows that marketing communication in social media plays a very important role in shaping the brand awareness of a company, especially for social media users. This is in line with research [8] which reveals that integrated marketing communications can have a good effect on brand equity. The process of building brand awareness can be started by building awareness of the company's products. Awareness of this company's products will have an impact on customer satisfaction which ultimately forms customer loyalty to the company.

The Urban Town Apartment is an apartment complex located in downtown Serpong. This apartment targets the upper middle class with a comfortable residential concept. This residence is relatively new when compared to other apartment dwellings. This apartment has the opportunity to become a residential complex that can win the hearts of customers. However, this apartment brand has received less attention from consumers. Initial data obtained from interviews with customers, residents, prospective residents stated that the residential concept was quite good but lacked promotion so that this brand or brand was not known or not yet known by the public as an alternative residential choice.

Brand awareness is basically a brand strength that is in the minds of customers. This can be assessed by measuring the ability of consumers to provide identification of the brand in various variations and conditions. Brand management or brand according to [9] must be done properly by the company. Because it will cost a lot to do marketing if big brands are competing. This is inseparable from the company's efforts to create brand awareness itself. A study conducted [10] found that the influence of brand awareness can be increased by using digital marketing.

Another opinion about brand awareness or better known as Brand Awareness is the ability possessed by customers (general public) to identify a brand, product or service. This brand awareness raising activity needs to be carried out by the company. This is because consumers will buy products or services that are already known to them. Research [11] confirms that brands that are already known by the public will be purchased more than other brands that are not yet known. Consumers have a tendency to buy a brand that already has a previous reputation and is known by the wider community.

One of the big jobs of the company is to build awareness of the brand itself. Companies gain a good brand reputation is not built in a short time. They take a long time to implant in the minds of customers that their brand is exactly what the customer needs. So that brand awareness will be formed by itself. The study conducted [12] proves that the brand awareness that the company builds within a certain time has increased sales intention. This is also inseparable from the behavior of consumers who are always looking for or buying products or services that already have a good reputation.

Meanwhile, research conducted [13] states that brand awareness, brand reputation, and brand associations incorporated in brand equity have an impact on purchase intensity. This proves that brand awareness as part of brand assets (brand equity) provides a significant role or influence on increasing sales.

Several things can be done to build brand awareness. The study [14] states that there are at least 5 (five) activities that can be done to build brand awareness. The five things are: 1) creating a product or company logo; 2) use social networks and influencers; 3) participate in performances or events; 4) have a website. The five processes or activities become a single entity that cannot stand alone. That is, if you want to increase brand awareness in customers, then these five things must be done. Some of the points above have indeed become a trend in the past. But then it became too mainstream, such as point 5 having a website. In the current condition, the activity of building brand awareness is not only having a website, but has progressed to point 2, namely using social networks and influencers.

A well-built brand awareness always has a good reputation effect on the brand. The study conducted [15] states that brand awareness, brand trust, and superior products have an influence on the purchase intention of luxury goods. This proves that brand awareness is very important to be considered by companies.

Research Methods

The literature review is a comprehensive review of previous research. This study aims to develop information that has been previously researched. This research is different from the type of academic research. Academic research will develop new arguments in which literature review is used as the fundamental basis of research. Meanwhile, this research will summarize and synthesize arguments and ideas from previous research without adding new contributions. Several stages were carried out in this research, namely: choosing a topic to be reviewed; obtain supporting journal references; make analysis and synthesis of literature.

Result and Discussion

a. Digital Marketing Strategy

Digital Marketing is a strategic trend carried out by companies today. Marketing science in the general sense that was taught in schools a few years ago may no longer be applicable to today's conditions. The current condition is an anomalous condition where customer behavior has changed. This change in behavior is related to the buying decision process and the way to transact. The study [16] underlined that changes in purchasing behavior were affected by the pandemic. Consumers make more purchases online than offline. This change in buying behavior is clearly more profitable for both parties, namely the seller and the buyer. Research [17] explains that online sales have become a necessity since the last 5 years.

Online sales are considered the most rational solution during a pandemic. This is confirmed by [18] who found the phenomenon of online sales to be one of the efforts to increase revenue. These online sales activities also change the seller's marketing strategy. The trend of selling through digital also affects the increase in digital marketing activities. This is also confirmed by [19] that digital marketing activities are much more effective when compared to conventional methods.

b. Social Media and Marketing Communication

Social media is one of the tools to carry out a marketing strategy. Besides being used as a marketing tool, social media is also used as a communication medium. The company will communicate the products or services offered through social media. Social media has become a marketing communication tool in the digital era. Research conducted by [20] found that marketing communications have changed from conventional to digital. Some people and companies use social media to promote their products. Social media has become a tool for promoting goods and services.

Market participants are helped by social media to communicate with fellow sellers, customers, and potential customers. Social media has given an identity to a brand to be spread through social media in an easy way. Social media is also able to provide very effective communication to build brand awareness. Studies conducted by [21] Emphasizes that social media and marketing communications are one unit. In other words, marketing communication in the digital era cannot be separated from social media.

c. Brand Awareness and Customer Satisfaction

Brands that are well recognized by customers will be bought more than those that are not known. This relates to brand awareness by customers. Customers will buy a product that is well known. Customers who are able to identify the product well will trust the product more than other products they are not familiar with. Research conducted [22] found that products that have a good reputation are bought more than products that are not known. Customers will also be more loyal to products that already have a good reputation. Customers who make repeated purchases of the same product are a manifestation of customer satisfaction.

Research on customer satisfaction has also been carried out by [23] Which underlines that customer satisfaction is not only measured by products that have met the expectations of customer needs. Furthermore, a product or service will provide customer satisfaction if the product has a good reputation. Such a good reputation must be built through brand awareness. This is confirmed by [24] that customers will have more confidence in brands that have provided benefits and customer expectations.

Conclusion

Digital marketing has become a necessity in marketing communications. Several studies that are reviewed in this research prove that digital marketing is proven to increase brand awareness. Brand awareness has helped customers to repurchase a product. It also shows the degree of customer satisfaction. In other words, if the company wants to increase customer satisfaction, it can start by conducting marketing communications using social (digital) media.

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