

Live Streaming and Brand Image on The Purchase Decision of Pixy Compact Powder Products

Ela Laela

Manajemen, Fakultas Ekonomi & Bisnis Universitas Islam DR. KHEZ. Muttaqien, Indonesia

Ade Nurhayati Kusumadewi

Manajemen, Fakultas Ekonomi & Bisnis Universitas Islam DR. KHEZ. Muttaqien, Indonesia

Amna Mawardi

Manajemen, Fakultas Ekonomi & Bisnis Universitas Islam DR. KHEZ. Muttaqien, Indonesia

Hernawati

Manajemen, Fakultas Ekonomi & Bisnis Universitas Islam DR. KHEZ. Muttaqien, Indonesia

***Corresponding Author**

Ela Laela

elal93419@gmail.com

ARTICLE INFO

Article history :

Received:

7 Agustus 2026

Revised:

4 September 2026

Accepted:

5 September 2026

ABSTRACT

on Purchase Decision of Pixy Compact Powder products among TikTok Shop users in Purwakarta. This research is a descriptive quantitative study. The sample in this research consisted of 97 respondents selected using non-probability sampling with an accidental sampling method. Data was collected using a questionnaire distributed to TikTok Shop users in Purwakarta who had purchased Pixy Compact Powder products. The data obtained was analyzed using validity tests, reliability tests, normality tests, linearity tests, correlation tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination with the help of IBM SPSS version 25 software. The results showed that: 1) Live Streaming has a positive and significant influence on Purchase Decision, 2) Brand Image has a positive and significant influence on Purchase Decision, 3) Live Streaming and Brand Image simultaneously have a significant influence on Purchase Decision, with an Fcount value of 67.792 > Ftable 3.09 and a significance value of 0.000 < 0.05. The coefficient of determination (R Square) is 0.417 or 41.7%, which means that the independent variables simultaneously influence the dependent variable by 41.7%.

Keyword: Brand Image, Live Streaming Purchas Decision

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INTRODUCTION

Corrections Currently, many business actors sell their products through TikTok Shop, creating an opportunity for companies to promote their products. To compete optimally in this digital era, companies need to monitor performance carefully and accurate (Susilowati et al.,...2025).Producers must compete to create products that are most preferred and favored by consumers. One product category that is widely purchased through TikTok Shop is beauty products. Based on data from kumparan.com obtained since early 2024, TikTok Shop has successfully attracted consumer attention in Indonesia. From 2024 to early 2025, TikTok Shop recorded the largest contribution to cosmetics sales in this category, reaching 69%. This confirms the important role of TikTok Shop in the beauty and personal care market in Indonesia. The increasing number of cosmetic brands in Indonesia shows rapid growth in the beauty industry. This provides consumers with many choices, while also demanding that each brand continue to innovate and meet market needs.

The need for cosmetics among women is becoming increasingly important because it is related to appearance, which can influence how others perceive a person. Besides serving to enhance beauty, cosmetics are also often used as a means of expressing consumers' social identity in society. Seeing the proliferation of cosmetic products in Indonesia, competition among brands is becoming increasingly intense. Therefore, producers strive to improve product quality to attract consumers' attention and interest (Maftuchach & Putri 2023).

Pixy is a cosmetic brand under PT Mandom Indonesia Tbk, part of Japan's Mandom Corporation. All of its products are manufactured with Japanese quality standards and technology, and have been Halal certified by LPPOM MUI since 2015. Pixy is known for its decorative makeup range such as powder, foundation, lipstick, and eyeliner, designed to meet the beauty needs of Asian women. One of its most popular products is Pixy Compact Powder. This product offers various advantages to consumers, with an ideal combination of foundation and powder that effectively covers facial imperfections. Pixy Compact Powder helps conceal blemishes, producing a smooth, soft, and long-lasting finish. In addition, using this product also helps protect the skin from sunlight, making it appear bright without excessive shine (Febriana & Purwanto 2023).

Table 1. Comparison of the Brand Index of Pixy Compact Powder (January 2021 - October 2024)

Brand name	2021	2022	2023	2024
Inez	-	-	-	6.40
Make Over	7.80	10.20	11.30	11.70
Maybelline	7.40	6.80	7.80	6.80
Pixy	10.80	11.40	8.10	4.60
Wardah	26.70	24.70	23.60	25.60

Source: Top Brand Award 2021-2024

One Based on the data obtained from Table 1 the sales trend for Pixy Compact Powder shows a significant decline from 2021 to 2024, with the figure decreasing from

10.80 to 4.60. This figure is still far below the previous years. The decline in Pixy's brand index compared with Make Over and Wardah is caused by a lack of innovation, less effective marketing, and an inability to build a strong brand image. To compete, Pixy needs a comprehensive evaluation and strategic adjustments. This reflects the challenges Pixy faces in maintaining market share and consumer appeal. Through this research, it is expected that effective solutions can be found to improve Pixy's position in the eyes of consumers and increase purchase decisions through the use of live streaming and strengthening the brand image.

According to Kotler & Armstrong in (Pratiwi et al., 2019), purchase decision refers to consumer behavior in selecting, buying, and using goods, services, ideas, or experiences to fulfill individual, group, or organizational needs and desires. This is important because purchase decisions are often influenced by how consumers perceive a product. Consumers tend to feel more comfortable making purchases when they can interact directly with the product and obtain the information they need.

The process of purchase decision includes searching for information, setting purchase goals, and identifying available alternatives. After that, consumers make a decision to buy, followed by post-purchase behavior (Mawardi, 2020).

One factor that influences purchase decisions is a product-selling method, namely live streaming. This feature functions as a decision-support system in the consumer decision-making process. Sellers can use this feature to market products while interacting in real time with potential consumers. During live broadcasts, sellers can provide information that influences perceptions about the benefits and usefulness of certain products (Marvinita & Febrian, 2023).

A good brand image contributes significantly to consumer purchase decisions. In addition, brand image is also a factor that influences purchase decisions because it can create positive perceptions and consumer trust in a product (Kusumadewi et al., 2022). Brand image includes consumers' assessments of a brand in a particular market, which may be formed through personal experience or information obtained from others and the media (Amruloh et al., 2025). It is an important representation stored in consumers' memory, enabling them to understand how they feel about the brand and the positive relationships built within it (Aripin & Pradana, 2024).

Based on the background above, the author is interested in conducting research that discusses celebrity endorsement and tagline as research objects and their effect on brand awareness. Therefore, this study is entitled: "The Effect of Live Streaming and Brand Image on the Purchase Decision of Pixy Compact Powder Products (A Case Study of TikTok Shop Users in Purwakarta)." This study analyzes how live streaming and brand image partially and simultaneously drive consumer purchasing decisions for Pixy Compact Powder in Purwakarta. It expands academic insight into interactive shopping and brand reputation in local markets, while offering practical guidance for Pixy management and local cosmetics retailers to craft targeted promotional strategies that boost sales.

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

With the live streaming feature, customers can easily obtain more detailed information about products because the seller (streamer) displays the product directly (Syaputra & Rahmani, 2024). Live streaming refers to a marketing model involving broadcasters (sellers) on streaming platforms who conduct live broadcasts and provide product descriptions to consumers through two-way communication, thereby stimulating consumers' intention to buy the offered products (Netrawati et al., 2022). According to (Netrawati et al., 2022), live streaming can be measured using three dimensions, namely:

- a. Visibility, the ability of the feature to provide good video quality during the live streaming process.
- b. Sound, the ability of the live streaming feature to produce clear and high-quality audio during the live broadcast.
- c. Shopping guidance, a feature that provides a purchase column during the live broadcast so that consumers can easily complete the purchasing process.

Brand image includes consumers' assessments of a brand in a particular market, which can be formed through personal experience or information obtained from others and the media (Amruloh et al., 2025). According to (Reken & Dkk, 2024), consumers' perceptions of brand image are formed from information related to the brand as well as various associations in the consumer's mind. According to (Reken & Dkk, 2024), brand image can be measured using four dimensions, namely: Brand identity is a characteristic that includes elements such as product logos, company logos, color combinations, shapes and packaging labels, slogans, and others. Brand personality is the unique characteristic of a brand that includes traits such as assertiveness, friendliness, warmth, compassion, sociability, dynamism, creativity, independence, and more. Brand association is a brand characteristic that includes unique offerings, sponsorship activities, corporate social responsibility, and symbols associated with a brand. Brand attitude and behavior refer to the interaction between the brand and the customer in providing value or benefits from the product.

The process of purchase decision includes searching for information, setting purchase goals, and identifying available alternatives. After that, consumers make a decision to buy, followed by post-purchase behavior (Mawardi, 2020). A purchase decision is all choices that can be made to solve a problem, involving systematic and objective evaluation of those choices and consideration of the goals that determine the advantages and disadvantages of each alternative (Kusumadewi et al., 2022). According to (Melinda & Kamil, 2020), consumer purchase decision is a process in which consumers recognize a problem and then search for information about a particular product or brand. According to (Melinda & Kamil, 2020), the dimensions of purchase decision are as follows:

- a. Product choice, Consumers have the choice to decide whether to buy a product or use their money for other purposes.
- b. Brand choice, Buyers need to decide which brand to purchase, as each brand has unique characteristics. In this context, companies must understand how consumers choose a brand, such as the factors of trust and brand popularity.
- c. Dealer choice, Buyers must decide which retailer or distributor to visit. Each buyer has different considerations in choosing a distributor, which may be influenced by factors

such as proximity, more affordable prices, and complete product availability. An example is the ease of obtaining the product and its availability.

- d. Purchase time, Consumers' decisions regarding purchase time can vary. For example, some make purchases once a month, once every three months, once every six months, or even once a year.
- e. Purchase quantity, Consumers can also determine the number of products to be purchased at one time. A purchase may include more than one item. In this case, companies need to prepare product quantities that suit various consumer needs. An example is the demand for a certain product.
- f. Payment method, When buying a product, consumers must make a payment. At this stage, consumers often choose to pay in cash or use a credit card. This choice depends on the consumer's ability to make the payment.

The Effect of Live Streaming on Purchase Decision

The research results from (Pranadewi et al., 2024) state that live streaming partially has a significant effect on purchase decisions. Similarly, study conducted by (Ramadhon et al., 2023) indicates a significant effect between the live streaming variable and the purchase decision of Popcron perfume on the TikTok marketplace among Generation Z in Madiun. Meanwhile, (Ibrahim et al., 2024) state that live streaming significantly affects the purchase decision of Erigo products in Samarinda City. The similarity between this study and previous research lies in the use of the live streaming variable (X1) and the purchase decision variable (Y).

H1: Live streaming has an effect on purchase decisions.

The Effect of Brand Image on Purchase Decisions

The findings of the study conducted by (Maftukhah & Damayanti, 2024) state that brand image has a significant influence on purchase decisions regarding the Unilever product boycott phenomenon. Meanwhile, research by (Fadilla et al., 2024) indicates that brand image significantly affects purchase decisions. Additionally, another study by (Sari et al., 2022) reveals a significant relationship between the brand image variable and purchase decisions at the UMKM Ngudi Rejeki Kelorida.

H2: Brand image has an effect on purchase decisions.

The Effect of Live Streaming and Brand Image on Purchase Decisions

Research findings from previous studies include a study by (Tarigan et al., 2024), which demonstrates that live streaming has a significant positive effect on purchase decisions, and brand image also shows a significant positive effect on Shopee purchase decisions when mediated by vouchers. Additionally, research by (Dewi & Sari, 2024) indicates a significant influence of the brand image variable on the purchase decision of Skintific products on TikTok. Furthermore, another study conducted by (Islami & Susanto, 2024) reveals that live streaming has a significant positive effect on purchase decisions,

and brand image similarly exerts a significant positive influence on purchase decisions in online shops.

H3: Live streaming and brand image has an effect on purchase decisions.

RESEARCH METHODS

The research method used in this study is quantitative, descriptive, and verificative, to determine the significant relationship between the variables studied so that the conclusion can clarify the description of the object being studied. The variables examined are Live Streaming, Brand Image, and Purchase Decision. The data used in this study are primary and secondary data. Primary data were obtained from questionnaires, while secondary data were obtained from books, scientific journals, and other documents. This study applies a non-probability technique using accidental sampling, selecting respondents based on who meets the criteria and is accessible during data collection. Since the exact population size is unknown, the Lemeshow formula was used to determine the minimum sample size, yielding a required total of 97 respondents. Data was gathered by distributing questionnaires directly to consumers in Purwakarta who have purchased Pixy products through TikTok Shop.

RESULTS

Based on the survey results and statistical analysis of the Live Streaming and Brand Image variables, the following were obtained:

Table 2. Partial t-Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.645	5.465		2.863	.005
	LIVE STREAMING	.797	.264	.327	3.019	.003
	BRAND IMAGE	.647	.187	.375	3.466	.001

Source: Data processed by the researcher (2025)

Based on the t-test results above, the following can be seen:

- 1) Based on the calculation results, it is found that the t count value > t table, namely $3.019 > 1.661$, and the significance probability value is $0.003 < 0.05$. Therefore, based on the hypothesis decision-making rule, H1 is accepted, meaning that the Live Streaming variable (X1) has a positive and significant effect on Purchase Decision (Y).
- 2) Based on the calculation results, it is found that the t count value > t table, namely

3.466 > 1.661, and the significance probability value is $0.001 < 0.05$. Therefore, based on the hypothesis decision-making rule, H2 is accepted, meaning that the Brand Image variable (X2) has a positive and significant effect on Purchase Decision (Y).

Table 3
F Simultaneous Test Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2505.326	2	1252.663	33.555	.000 ^b
	Residual	3509.189	94	37.332		
	Total	6014.515	96			

Source: Data processed by the researcher (2025)

Based on Table 2, it can be seen that the F count value > F table, namely $33.555 > 3.09$, and the significance probability value is less than 0.05, namely $0.000 < 0.05$. This can be concluded that H3 is accepted, meaning that the Live Streaming (X1) and Brand Image (X2) variables simultaneously have a positive and significant effect on Purchase Decision (Y).

Table 4
Coefficient of Determination (R²)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 ^a	.417	.404	6.110

Source: Data processed by the researcher (2025)

Based on the calculation results in Table 3, the R Square value is 0.417 or 41.7%. This indicates that the Brand Image and Live Streaming variables jointly influence Purchase Decision by 41.7%. Meanwhile, the remaining 58.3% is influenced by other variables or factors not examined in this study.

DISCUSSION

Live Streaming on the Purchase Decision of Pixy Compact Powder Products Among TikTok Shop Users in Purwakarta Regency

Based on statistical data analysis, it can be proven that Live Streaming has a positive effect on Purchase Decision. This is evidenced by the calculation results showing $t_{count} > t_{table}$, namely $3.019 > 1.661$, and a significance probability value of $0.003 < 0.05$. The regression coefficient is 0.797. Therefore, H_0 is rejected and H_1 is accepted, meaning that the Live Streaming variable (X_1) has a positive and significant effect on the Purchase Decision (Y) of Pixy Compact Powder products in Purwakarta Regency.

The descriptive analysis results show that live streaming is in the Very Good category with an index of 4.32. This means that almost all respondents gave a positive assessment of the live streaming activities carried out by sellers on TikTok Shop, both in terms of broadcast quality, interaction, and information delivered. In other words, respondents felt that the live streaming presented had met their expectations in providing an enjoyable, interactive, and informative shopping experience. Thus, live streaming is one of the factors that is highly considered and regarded as important in encouraging consumer purchase decisions. This can also be seen from the correlation analysis results, which show that Pearson correlation has a positive correlation with purchase decision of 0.585, which falls into the moderate category. The positive correlation coefficient indicates a unidirectional relationship, meaning that live streaming plays a fairly strong role in influencing purchase decisions. The research results from (Pranadewi et al., 2024) state that live streaming partially has a significant effect on purchase decisions.

The Effect of Brand Image on the Purchase Decision of Pixy Compact Powder Products Among TikTok Shop Users in Purwakarta Regency

Based on statistical data analysis, it can be proven that Brand Image has a positive effect on Purchase Decision. This is evidenced by the calculation results showing $t_{count} > t_{table}$, namely $3.466 > 1.661$, and a significance probability value of $0.001 < 0.05$. The regression coefficient is 0.647. Therefore, H_0 is rejected and H_2 is accepted, meaning that the Brand Image variable (X_2) has a positive and significant effect on the Purchase Decision (Y) of Pixy Compact Powder products in Purwakarta Regency.

The descriptive analysis results show that brand image is in the Good category with an index of 4.13. This shows that respondents gave a positive assessment of the brand image of Pixy compact powder products displayed on TikTok Shop. Most respondents considered that the Pixy brand has a good reputation, a strong visual identity, and trustworthy product quality.

This can also be seen from the correlation analysis results, which show that Pearson correlation has a positive correlation with purchase decision of 0.600, which falls into the strong category. The positive correlation coefficient indicates a unidirectional relationship, meaning that brand image plays a strong role in influencing purchase decisions. Brand image plays a strong role in influencing consumer purchase decisions because positive perceptions of the brand provide trust, emotional value, and confidence in product quality. Consumers tend to choose products whose brands they know, like, and

trust. Research by (Fadilla et al., 2024) indicates that brand image significantly affects purchase decisions.

Live Streaming and Brand Image on the Purchase Decision of Pixy Compact Powder Products Among TikTok Shop Users in Purwakarta Regency

Based on primary data (questionnaires) processed by the researcher with the help of SPSS Version 25 software, the results of this study show that Live Streaming and Brand Image significantly influence Purchase Decision. This is evidenced by the regression coefficient values of each variable, which have an influence of 41.7%, and the F-test results show $F_{count} > F_{table}$, namely $33.555 > 3.09$, with a significance probability value less than 0.05, namely $0.000 < 0.05$. Therefore, it can be concluded that H3 is accepted, meaning that the Live Streaming (X1) and Brand Image (X2) variables simultaneously have a positive effect on the Purchase Decision of Pixy Compact Powder products in Purwakarta Regency. Research by Islami & Santo (2024) shows that live streaming has a significant positive effect on purchase decisions, and brand image also has a significant positive effect on online shop purchase decisions.

CONCLUSION

The results of the study conducted among TikTok Shop users in Purwakarta show that Live Streaming partially has a positive and significant effect on Purchase Decision, meaning that the better the live streaming quality of a product, the higher the tcount value compared to ttable, thereby encouraging an increase in Purchase Decision. Brand Image partially also has a positive and significant effect on Purchase Decision, meaning that the better the brand image of a product, the higher the tcount value compared to ttable, so Purchase Decision increases. Simultaneously, Live Streaming and Brand Image have a positive and significant effect on the purchase decision of Pixy Compact Powder products among TikTok Shop users in Purwakarta.

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