

Research Article

The Effect of Price, Promotion, and Brand Image on Mixue Repurchase Interest in Garut Regency

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Abstract: The purpose of this study is to examine the effect of price, promotion, and brand image on consumers' repurchase intention of Mixue products in Garut Regency. This research employs a quantitative approach using primary data collected through a structured questionnaire distributed to 120 respondents who have purchased Mixue products. Respondents were selected using a convenience sampling method to ensure accessibility and relevance. The research instrument was tested for validity and reliability, and both were confirmed to meet statistical standards. Data analysis was conducted using SPSS Statistics version 27, applying multiple linear regression to test the hypotheses. The results indicate that price, promotion, and brand image each have a positive and significant impact on repurchase intention. These findings suggest that competitive pricing, effective promotional strategies, and a strong brand image are key determinants in fostering consumer loyalty and encouraging repeat purchases. Furthermore, this study highlights the importance for Mixue's management to continuously evaluate and improve these factors in order to enhance consumer retention and sustain long-term business growth. The study provides practical implications for marketing strategy formulation in highly competitive markets, especially within the food and beverage industry. Additionally, future researchers are encouraged to include other variables such as product quality, customer satisfaction, and consumer trust to obtain a more comprehensive understanding of factors influencing repurchase intentions.

Keywords: Brand Image; Consumer behavior; Price; Promotion; Repurchase Interest

1. Introduction

Dessert is a dish served as a final course or at the end of a buffet or a la carte meal, with a soft and sweet taste and can be served hot or cold (Karnita et al., 2022). Desserts can be classified into two types: hot desserts and cold desserts (Nonot et al., 2023). Cold desserts that are well-known in Indonesia include pudding, jelly, and ice cream (Kusumastuti et al., 2023). Ice cream is a dairy product and is suitable for consumption by people living in tropical climates like Indonesia. Ice cream is a food product commonly consumed as a dessert (Khalish et al., 2020). Mixue is a beverage outlet originating from China, founded in June 1997, Mixue began entering Indonesia in 2020. The outlet serves a variety of beverages and ice cream menus, the flagship menu being boba ice cream which is popular with many people from various groups (Azgara et al., 2023). According to CNBC Indonesia (2021), Mixue's profits doubled to 10.3 billion yuan, or approximately IDR 23.1 trillion. Mixue is reportedly planning to file for an initial public offering (IPO) on the Shenzhen Stock Exchange. According to Pandaily (2023), Mixue had 317 stores in Indonesia by the end of March 2022. With this number of stores, Mixue reportedly achieved operating income of CNY 25,410,800, or IDR 57.2 billion, with a net profit of CNY 2,235,500, or approximately IDR 5.04 billion.

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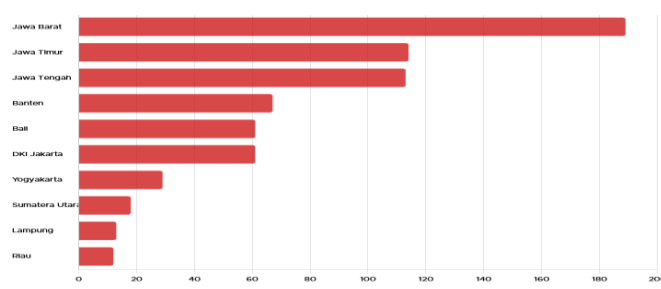


Figure 1. Number of Mixue Outlets in Indonesia
Source: Goodstats (2024)

Quoted from Goodstats (2024), the three largest Mixue outlets in Indonesia are on the island of Java, namely West Java, East Java, and Central Java with 189 outlets, 114 outlets, and 113 outlets respectively.

Google Trends data also shows a downward trend in Mixue. Analysis shows that in November 2023, Mixue experienced a significant increase, reaching 100, but in November 2024, it experienced a significant decline, reaching 42.



Figure 2. Google Trends Data for the Ice Cream Mix Category in West Java
Source: Google Trends (2024)

Based on the Top Brand Index and Google Trends data above, it shows that there is an indication of decreasing repurchase interest in Mixue in November 2024.

2. Preliminaries or Related Work or Literature Review

According to Kotler and Keller (2019), the marketing mix consists of a set of marketing tools divided into four components: product, price, place/distribution channel, and promotion. In this study, researchers will only consider two variables from the marketing mix: price and promotion, and will then add brand image to influence repurchase intention.

2.1. Product

A product is anything that can be offered to a market to satisfy a want or need. Marketed products include physical goods, services, experiences, events, people, places, properties, organizations, and ideas. Product attributes include product variety, quality, design, features, brand, packaging, size, service, warranty, and rewards.

2.2 Price

Price is one element of the marketing mix that generates revenue and the others generate costs. Price attributes include list prices, discounts, special price cuts, payment periods, and credit terms. Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service (Kotler & Keller, 2019). Price is the monetary amount charged by a business unit to buyers or customers for goods or services sold or delivered (Amalia, 2017). There are three price indicators that can be measured, namely: Consumer perception of price affordability, consumer perception of price suitability to product quality, and consumer perception of price competitiveness (Kotler & Keller, 2019).

2.3 Place

Place is defined as a company's activities to ensure its products are easily accessible to its target customers. This means that the distribution channel or place variable emphasizes more than just the location. A company's strategic location is key to its ability to attract consumers. Distribution channels encompass service coverage, grouping, location, inventory, and transportation.

2.4 Promotion

Promotion is an activity undertaken by a company to encourage consumers to purchase a product. Promotion is an activity that communicates the product's advantages and persuades the target market to buy it.

2.5 Brand Image

Brand image is a consumer's perception of a brand as a reflection of the associations held in the consumer's mind (Kotler & Keller, 2019). Brand image is the overall perception of a product or brand formed from information and past experiences with that product or brand (Sutisna, 2003). Brand image is the perception and beliefs held by consumers, as reflected in the associations held in the consumer's memory (Kotler & Keller, 2019).

This study aims to determine whether price, promotion, and brand image influence repurchase intention. Therefore, it is necessary to design a theoretical framework to support the development of each hypothesis describing the relationship between these variables.

The results of this study indicate that price has a significant positive effect on repurchase intention (Wicaksono et al., 2023). Based on the research results and The discussion found that hairga had a significant positive effect on repurchase interest (Listyowati et al., 2024).

2.6 Repurchase Intention

Repurchase intention is a consumer commitment that forms after a consumer purchases a product or service. There are four indicators for repurchase intention, namely: Transactional intention, which is a person's tendency to buy a product. Referential intention, which is a person's tendency to recommend a product to others. Preferential intention, which is an interest that describes the behavior of someone who has a primary preference for that product. This preference can only be changed if something happens to the preferred product. Explorative interest, this interest describes the behavior of someone who always seeks information about the product they are interested in and seeks information to support the positive qualities of the product (Ferdinand, 2002).

Thus, the first hypothesis in this study is as follows:

H1: Price has a positive effect on repurchase intention.

Promotion is an effort to inform or offer a product or service with the aim of attracting potential consumers to purchase or consume it (Kotler & Keller, 2019). Promotion has three indicators: advertising, sales promotion, and public relations (Kotler & Keller, 2019). The results of the study concluded that the promotion variable has a positive and significant effect on repurchase intention (Pangindaran, 2023). The promotion variable has a positive and significant effect on repurchase intention (Hutasoit & Saputro, 2024).

Therefore, the second hypothesis in this study is as follows:

H2: Promotion has a positive effect on repurchase intention.

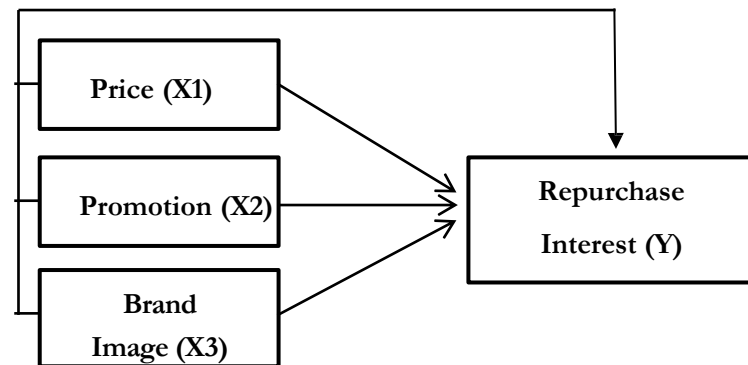
Brand image is a consumer's perception of a brand as a reflection of the associations held in the consumer's mind (Kotler & Keller, 2019). Brand image is the overall perception of a product or brand formed from information and past experiences with that product or brand (Sutisna, 2003). There are three indicators for brand image: the strength of brand associations, the benefits of brand associations, and the uniqueness of brand associations (Kotler & Keller, 2019). Previous research has shown that brand image has a positive effect on repurchase intention (David, 2023). There is a positive and significant effect of brand image on repurchase intention (Fakaubun, 2017).

Therefore, the third hypothesis in this study is as follows:

H3: Brand image has a positive effect on Mixue's repurchase intention.

Test results show that the variables Price, Promotion, and Brand Image collectively have a positive and significant influence on repurchase intention (Pratiwi, 2017). Factors such as price, promotion, and a good brand image significantly influence repurchase intention (Horváth & Birgelen, 2015).

3. Proposed Method



This research will involve a sample from the respondent population with an age range of 17-28 years who are included as generation Z. Generation Z is a generation that lives side by side with fast and connected technological and internet equipment, they are often referred to as a generation that is accustomed to social media and online platforms and they grew up in an era where information and technology are increasingly developing massively (Silitonga & Tampomuri, 2024).

This research was designed to test the hypothesis. There are seven steps involved: operationalizing the variables, designing the survey instrument in the form of a questionnaire, testing the validity and reliability of the research instrument, collecting data from respondents, processing the data, analyzing the data, and finally, testing the hypothesis.

According to Sekaran & Bougie (2017), after data is obtained through a survey using a questionnaire, the next step is data processing, which consists of four stages: data coding, data entry, data editing, and data transformation.

This study determined a sample of 120 people can be said to be appropriate because the number has exceeded the minimum limit of the number of samples referring to the idea put forward by (Roscoe, 1975) which is supported by Sekaran & Bougie, (2017) where the number of samples suggested by the experts is at least 10 times the number of research variables. Meanwhile, in this study, the researcher determined the number of samples as 30 times the number of variables consisting of price, promotion, brand image, and repurchase interest. The sampling technique used in this study is convenience sampling which is included in nonprobability sampling. Convenience sampling is taking respondents as samples based on chance, that is, anyone who happens to meet can be used as a sample with the main factor being the people of Garut Regency who have purchased the Mixue brand (Sanusi, 2014).

4. Results and Discussion

Table 1. Results and Discussion

INFORMATION	AMOUNT	%
Gender		
Man	45	37,5
Woman	75	62,5
Age		
17-28	120	100
Domicile		
Garut Regency	120	100

Work		
Students	17	14
College Students	30	25
Self-Employed	22	18
Private Employee	41	35
Civil Servant	10	8

The table above shows that 37.5%, or 45 respondents, were male. 62.5%, or 75 respondents, were female. The table also shows that 35%, or 41 respondents, were private sector employees. This indicates that the majority of respondents in this study were private sector employees.

4.1. Validity and Reliability Test Results

Table 2. Validity and reliability test result.

Table 2. Validity and reliability test result.				
No	Statement	Test results instru-	Test result acceptance	Instrument Reliability
		ment validity		Test Results
		Person <i>Correlation</i>	criteria	<i>Cronbach's Alpha</i>
Price (X1)				
1	I think the price of Mixue products is within my financial capabilities.	0,628		
2	In my opinion, the price of Mixue products is commensurate with the quality offered.	0,725		
3	I think Mixue products are relatively cheaper than other ice cream brands.	0,725	Sig 0,000 < 0,05	0,705
4	I think Mixue products are affordable.	0,655		

5	I don't think the price of Mixue products is a burden on my budget.	0,642		
Promotion (X2)				
1	Mixue advertisements in the media contain clear product information.	0,632	Sig 0,000 < 0,05	0,635
2	Mixue advertisements in the media successfully persuaded me to buy Mixue products	0,604		
3	When I crave dessert, I think of Mixue.	0,671		
4	When I buy Mixue products, I always get attractive discounts.	0,630		
5	Promotions or discounts encourage me to buy this product.	0,655		
Brand Image (X3)				
1	When I associate Mixue products with Mixue, I perceive the Mixue brand as having good product quality.	0,773		
2	I perceive that the Mixue brand will provide many benefits in meeting my dessert consumption needs.	0,830	Sig 0,000 < 0,05	Sig 0,000 < 0,05
3	Based on my perception, the Mixue brand can compete with other competing brands.	0,781		

Repurchase Interest (Y)			
1	I plan to purchase Mixue products again due to my satisfaction with the taste and quality.	0,732	
2	I think the price of Mixue products is commensurate with the quality offered.	0,726	
3	I am interested in finding out more information about Mixue products, such as new flavors or exciting promotions.	0,768	
4	Mixue is my top choice when looking for desserts, as its taste and quality are superior to other brands.	0,698	Sig 0,000 < 0,05 0,705

The results of the validity test show that all questions in the questionnaire are declared valid because the significance of perceived usefulness, perceived usefulness, customer satisfaction, customer loyalty is $0.000 < 0.05$ and the calculated r of each statement in the questionnaire is greater than the r table, which is 0.2638. This means that the instrument used to collect data in this study can measure what should be measured. Furthermore, the results of the reliability test above show that the value of Cronbach's alpha is declared reliable because the value is greater than 0.60 in the range of 0.70 reliable, and reliability of more than 0.80 is considered very reliable based on the idea put forward by Sekaran & Bougie (2017) so that it can guarantee consistent measurements if carried out across different times.

4.2. Normality Test

Table 3. Normality test.

Uji Normalitas (Kolmogorov-smirnov)			
The influence of price, promotion, and brand image on repeat purchase interest	(Sig) > 0,05	(Sig) = 0,200	Data is normally distributed

It is known that in the normality test of the first regression model, the value is $0.200 > 0.05$ and then it is known that $0.092 > 0.05$, which means that the data above is normally distributed.

4.3. Multicollinearity Test

Table 4. Multicollinearity Test.

Multicollinearity test	Variabel	Tolerance	VIF
The influence of price, promotion, and brand image on repeat purchase interest	Price (X1)	0,727	1,375
	Promotioni (X2)	0,959	1,043
	Brand Image (X3)	0,708	1,413

Based on the results of the multicollinearity test, it can be seen that each variable in this study has a tolerance value > 0.10 and a VIF value < 10.00 . Therefore, no signs of multicollinearity were found in this study.

4.4. Heteroscedasticity Test

Table 5. Heteroscedasticity Test.

Heteroscedasticity (uji glejser)			
The influence of brand personality and brand image on brand trust	X1	sig = 0,148	There are no symptoms of heteroscedasticity
	X2	sig = 0,684	
	X1	sig = 0,529	
(Sig) > 0,05			

Based on the results of the heteroscedasticity test, the significance value of each independent variable in this study was > 0.05 . It can be concluded that no symptoms of heteroscedasticity were found in this study.

4.5. Normality Test

Table 6. Normality test.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.774	1.778		1.560	.122
Price_X1	.324	.077	.373	4.217	.000
Promotion_X2	.155	.068	.176	2.289	.024
Brand_Image_X3	.250	.099	.226	2.525	.013

a. Dependent Variable: Repurchase Interest_Y

Based on the table, the researcher obtained the following equation:

$$Y = a_1 + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 2.774 + 0,324X_1 + 0,155X_2 + 0,250X_3$$

In the equation obtained from the multiple regression above, the constant value obtained is 2.744, this shows that if each variable is zero then the unit value of Price is 2.744. If seen from the coefficient (B) of 0.324 with a value of *thitung* of 4.217 greater than the table value of 1.6580 and a significance value of 0.000 less than 0.05 then Price has a positive and significant effect on Repurchase Interest. Then it can be seen from the coefficient (B) of 0.155 with a value of 2.289 greater than the value of 1.6580 and a significance value of 0.024 less than 0.05 which indicates that Promotion has a positive and significant effect on Repurchase Intention. In addition, it can be seen from the coefficient (B) of 0.250 with a

value of 2.525 greater than the value of 1.6580 and a significance value of 0.013 less than 0.05 which indicates that Brand Image has a positive and significant effect on Repurchase Intention.

4.6. Hypothesis Test Results

Table 7. Hypothesis test result.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.774	1.778		1.560	.122
Harga_X1	.324	.077	.373	4.217	.000
Promosi_X2	.155	.068	.176	2.289	.024
Citra Merek_X3	.250	.099	.226	2.525	.013

a. Dependent Variable: Repurchase Interest_Y

To determine the influence of the independent variable (X) individually or partially on the dependent variable (Y). This calculation uses SPSS to test the partial variance. Furthermore, the researcher must first find the df to determine the t_{tabel} . The formula for finding df is:

$$Df = N - K - 1$$

Description:

N = Number of Respondents

K = Number of Variables

Therefore, the df used is $120 - 3 - 1 = 116$, which is 1.6580. The calculation results are as follows:

Table 8. Calculation Results.

Variabel	t_{hitung}	t_{tabel}	Sig.	Prob.	Description
X1	4.217	1,6580	0,000	0,05	Influential
X2	2.289	1,6580	0,024	0,05	Influential
X3	2.525	1,6580	0,013	0,05	Influential

1. The t-value is $4.217 > 1.6580$ (t-table) with a significance value of $0.000 < 0.05$, indicating that H_a is accepted and H_0 is rejected, meaning that price has a positive and significant effect on repurchase intention.
2. Meanwhile, the partial hypothesis test results show the calculated t-value for the effect of promotion on repurchase intention, which is $2.289 > 1.6580$ (t-table) with a significance value of $0.024 < 0.05$, indicating that H_a is accepted and H_0 is rejected. This means that promotion has a positive and significant effect on repurchase intention.
3. Meanwhile, the partial hypothesis test results show the calculated t-value for the effect of brand image on repurchase intention, which is $2.525 > 1.6580$ (t-table) with a significance value of $0.013 < 0.05$, indicating that H_a is accepted and H_0 is rejected. This means that brand image has a positive and significant effect on repurchase intention.

4.7. Simultaneous Test

Table 9. Simultaneous Test.
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	<i>Regression</i>	216.407	3	72.136	20.006	.000 ^b
	<i>Residual</i>	418.260	116	3.606		
	Total	634.667	119			

a. Dependent Variable: Repurchase Intention_Y

b. Predictors: (Constant), Brand Image_X3, Promotion_X2, Price_X1

Based on the results of the f test, it can be seen that the significance value for the influence of promotion (X1), price (X2), brand image (X3) on repurchase interest (Y) is $0.000 < 0$, and F count $20.006 > F$ table value 2.68. This proves that the independent variables promotion (X1), price (X2), and brand image (X3) on repurchase interest (Y) simultaneously or together have a significant influence on repurchase interest.

*Calculating Ftable

$n = 120$

$k = 4$ (including dependent variables or independent variables)

$df (n1) k-1 \rightarrow 4-1 = 3$

$df (n2) n-k \rightarrow 120 - 4 = 116$

5. Conclusions

This study selected a sample of 120 individuals aged 17-28 years old residing in Garut Regency who had purchased Mixue. The data were then processed and analyzed using multiple regression and the F-test. The summary of the hypothesis testing results is as follows:

1. Price has a positive effect on repurchase intention.
2. Promotion has a positive effect on repurchase intention.
3. Brand image has a positive effect on repurchase intention.
4. Price, promotion, and brand image collectively influence repurchase intention.

Based on the findings of this study, several recommendations are presented, including scientific and managerial implications. The scientific implications are aimed at future researchers, and the managerial implications are aimed at the management of Mixue in Garut Regency and similar ice cream brands.

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