

# THE IMPACT OF QUALITY AND PERSONAL BRANDING OF PRO DANGDUT PROGRAM BROADCASTERS ON LISTENER SATISFACTION WITH PRO 1 RRI ENTIKONG IN SEMANGET VILLAGE AND SEMENG HAMLET, ENTIKONG DISTRICT

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*Submitted : July 2022, Revised : December 2022, Accepted: February 2023*

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## ABSTRACT

*The purpose of this study is to determine the effect of the broadcaster's quality and personal branding on the satisfaction of listeners of Pro 1 RRI Entikong Village Semanget and Dusun Semeng, Entikong District. The presence and success of RRI Entikong, apart from broadcast programs, advertisements and music, are also influenced by the quality of broadcasters. RRI Entikong's broadcasting of the Pro Dangdut program is unique. As a result, the broadcaster must cultivate personal branding among listeners. Broadcaster quality, personal branding, and listener satisfaction are the theories underpinning this research. The research methodology is quantitative with a mixed method, and the data collection techniques include questionnaire distribution, in-depth interviews, and literature reviews. This study included all residents of Semanget Village and Semeng Hamlet. This study surveyed 50 respondents who met the following criteria: they listened to RRI Entikong, owned a radio, and listened to the Pro Dangdut program. The Broadcast Coordinator of RRI Entikong and RRI Entikong's Loyal Listeners served as the study's resource persons. The findings indicated that the quality and personal branding of the broadcaster had a significant impact on listener satisfaction. According to listeners, broadcasters play a significant role in increasing listener satisfaction.*

**Keywords:** *Quality of broadcasters, Personal branding, Satisfaction listener*

## 1. PREFACE

Year after year, the evolution of mass media has brought changes and convenience to human life in terms of entertainment and information. Radio is one of the mass media that has existed for an extended time and exists today.

Radio Republik Indonesia Entikong is part of LPP RRI, which has a type C work unit and is present in the Indonesia-Malaysia border area. For people at the border, RRI's role can be divided into three, namely as a source of information, entertainment, and as a 'voice' for border communities. Radio is also a tool of social control because, through RRI, border communities get various information both locally and nationally [1]. Radio is not just a source of information and entertainment but also a friend at work. Radios that are small and use batteries can be taken to the fields or rice fields as friends to work so that the Entikong border community, the majority of whom work as farmers and traders, are helped by the presence of RRI Entikong.

One of the programs chosen by RRI Entikong listeners is the Pro Dangdut program. This program has the theme of dangdut music which is packed with activities to play dangdut songs of the listener's choice by telephone and convey greetings to other listeners via short messages.

The presence and success of RRI Entikong, apart from broadcast programs, advertisements and music, are also influenced by the quality of broadcasters. A broadcaster must demonstrate

creativity, communication, and self-worth to maintain listeners' attention and loyalty [2]. Broadcasters also need to have skills, namely *announcing skills*, broadcaster skills to convey opinions, ideas verbally in front of a microphone to listeners, *operating skills*, skills to use all broadcast equipment such as *mixers*, *fiders*, microphones, computers, and *musical touch*, broadcaster skills in arranging music. Moreover, memorize song characters that are emotionally responsive to the listener [3].

Broadcaster RRI Entikong has different characteristics for broadcasting the Pro Dangdut program. Therefore, he builds *personal branding* among listeners. *Personal branding* is a process that shapes people's perceptions of aspects that are owned by a person, including personality, abilities, or values. These three aspects lead to positive perceptions from the public, which can ultimately be used as a marketing tool [4]. Therefore, the *personal branding* formed by the broadcaster is embedded in the minds of the listeners.

### ***Our Contribution***

The author hopes that this research can broaden the horizons of broadcaster's quality and *personal branding*, especially in radio, and can be helpful in the development of communication science, especially *public relations*, in building a good image of radio stations in the eyes of listeners by improving the quality of broadcasters. This research can also be input for RRI Entikong as evaluation material for broadcasters to improve the quality and *personal branding* of broadcasters to increase listener satisfaction.

Compared to other media, the advantages of radio are that it is fast and easy to carry everywhere [8]. A radio played a significant role in the early years of the Republic of Indonesia's independence, as journalist Jusuf Ronodipuro disseminated the Proclamation's text via radio for 15 minutes via the Japanese military radio Hosokyo. With this radio broadcast, people from Sabang to Merauke received information that Indonesia had become independent [9]. Then, on September 11, 1945, Yusuf and Abdulrachman Saleh, Maladi, and Brigadier General Suhardi, founded Radio Republik Indonesia (RRI). Radio Republik Indonesia was established with goal orientation for the benefit of the Indonesian people. His famous slogan, "Once in the Air, Always in the Air," was also created by Yusuf Ronodipuro [10]. Radio Republik Indonesia (RRI), which the government manages with the slogan "Once in the Air, Always in the Air," has become a Public Broadcasting Institution (LPP). The RRI Information and Documentation Management Officer (PPID) noted that 99 broadcasting stations consisted of one type A work unit, 30 type B work units, 34 type C work units, foreign news and broadcast centers, and 32 production stations [11].

Radio Republik Indonesia Entikong is part of LPP RRI, which has a type C work unit and is present in the Indonesia-Malaysia border area. For people at the border, RRI's role can be divided into three, namely as a source of information, entertainment, and as a 'voice' for border communities. Radio is also a tool of social control because, through RRI, border communities get various information both locally and nationally [1].

Most radio-accompanied activities are done when people work, do housework, or drive. Therefore, radio is an effective medium for getting entertainment and information because of its addictive nature. Radio is not just a source of information and entertainment but also a friend at work. Radios that are small and use batteries can be taken to the fields or rice fields as friends to

work so that the majority of the Entikong community who work as farmers and traders are helped by the presence of RRI Entikong [1].

According to Wahyudi in Marhamah, *radio is planning*, because radio listeners are selective in choosing a program. Listeners only listen to programs that they think are good and interesting to listen to so that each radio will reach as many listeners as possible [12]. One of the programs chosen by RRI Entikong listeners is the Pro Dangdut program. This program has the theme of dangdut music which is packed with activities to play dangdut songs of the listener's choice by telephone and convey greetings to other listeners through short messages broadcast from 13:00 - 15:00, West Indonesia Time. In this activity, there was direct communication between broadcasters and listeners, so that relatively many enthusiastic listeners participated in this event.

The presence and success of RRI Entikong, apart from broadcast programs, advertisements and music, are also influenced by the quality of broadcasters. A broadcaster needs good quality and skills to get listeners' attention and loyalty. Because the broadcaster is the embodiment of the personality of the broadcasting station he represents [13].

Broadcaster RRI Entikong has different characteristics for broadcasting the Pro Dangdut program. Therefore, he builds *personal branding* among listeners. According to Haroen, *personal branding* is a process that shapes people's perceptions of aspects that are owned by a person, including personality, abilities, or values. These three aspects lead to positive perceptions from the public, which can ultimately be used as a marketing tool [4].

The quality of broadcasters and *personal branding* displayed to listeners builds listener satisfaction. Therefore, the authors are interested in researching the influence of broadcaster quality and *personal branding* of the Pro Dangdut program announcer on the satisfaction of listeners of Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District. In addition, no research discusses the influence of broadcaster quality on listener satisfaction of RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District.

## 2. RESEARCH METHOD

This study uses a quantitative approach because this research was conducted based on a problem that has an explicit nature, namely the influence of broadcaster quality and *personal branding* of the Pro Dangdut program announcer on listener satisfaction of Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District. According to Rachmat Kriyantono, the quantitative approach is the result of measurements or observations expressed by specific numbers [14]. Quantitative research is used to examine specific populations or samples [15].

The authors employ a *mixed-method* approach in this study, distributing questionnaires and conducting in-depth interviews with the broadcast coordinator of RRI Entikong and two loyal RRI Entikong listeners as sources. In terms of research problems, this study employs a causal associative explanatory survey method to explain the effect of causal variables, specifically the influence of broadcaster quality and *personal branding* on listener satisfaction at Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet Entikong District.

The population in this study were all residents of Semanget Village and Semeng Hamlet, Entikong District, with a sample of 50 people who met the sample criteria. The data collection technique was done by distributing questionnaires directly to 50 respondents as *primary* data and

using literature study as *secondary* data. After getting data and answers to the questionnaire from 50 respondents, the researcher continued the data analysis stage. Data analysis was done by using multiple regression tests and hypothesis testing. In the regression test, if the coefficient value is not equal to 0, then  $H_0$  is rejected  $H_1$  is accepted, then there is an influence between the variables, whereas if the coefficient value is equal to 0, then  $H_0$  is accepted  $H_1$  is rejected then it means that there is no influence between variables. If the significant value in the hypothesis test is smaller ( $<$ ) than the degree of confidence (0.05), then  $H_0$  is rejected.  $H_1$  is accepted, meaning that the variables have a significant effect, whereas if the significant value is greater ( $>$ ) than the degree of confidence (0, 05), then  $H_0$  is accepted,  $H_1$  is rejected, meaning that the variables do not have a significant effect.

### 3. RESULT AND DISCUSSION

The questionnaire results indicate that most activities accompanied by radio occur while people are working, performing household chores, or farming. As a result of its addictive nature, radio is an effective medium for providing entertainment and information to Semanget Village and Semeng Hamlet residents. Listeners to RRI Entikong's Pro Dangdut program typically listen to it to pass the time while farming. Additionally, they can contact the broadcaster in the studio via phone or *SMS* to request that the dangdut song of their choice be played.

Multiple regression tests were used to process the questionnaire data because the independent variable (X) had more than one effect on the dependent variable (Y) and thus tested the hypothesis. Previously, however, data had to be validated for validity and statistical tests conducted prior to conducting regression tests. All items are considered valid and reliable if their significant value is less than 0.05, their *Pearson correlation* is positive, and their Cronbach's alpha value is more significant than 0.60. In this study, the data normality test was carried out using the *Kolmogorov Smirnov* and *Shapiro Wilk* test with the results of 0.200 and 0.146  $> \alpha$  (0.05) meaning the data was normally distributed, the multicollinearity test can be seen in the results of the correlation coefficient between the independent variables, the VIF value and Tolerance with the results The VIF (*Variant Inflation Factor*) is more than 10 ( $VIF < 10$ ) and the value *tolerance* is less than 0.100 so that the data is said to be free of symptoms of multicollinearity, the autocorrelation test with the results *Run Test* shows the Asymp sig value of 0.086  $>$  the value of  $\alpha$  (0.05), so it can be concluded there is no autocorrelation symptom and the last heteroscedasticity test is found that the significance value for all variables is not significant with the respective probability values of 0.779 and 0.374, because the significance value for all variables  $>$  value  $\alpha$  (0.05), it is concluded that there are no symptoms of heteroscedasticity.

The data has been proven to be normally distributed, and there are no symptoms of multicollinearity, autocorrelation, and heteroscedasticity, then the data is processed for regression testing and hypothesis testing.

**Table 1** Regression Test and Hypothesis Testing

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.325	2.367		3.518	0.001
Announcer's Quality	0.483	0.096	0.521	5.042	0.000
Personal Branding	0.455	0.115	0.410	3.966	0.000

Based on the results of the regression test and hypothesis testing in Table 1, the following regression equations were obtained as follows:

- Testing the influence of Broadcaster Quality (KUP) on Listener Satisfaction (KP) obtained a regression coefficient value of 0.483 with a significance value of 0.000 so that there is a significant influence between Broadcaster Quality (KUP) on Listener Satisfaction (KP). Given the regression coefficient, A positive sign indicates that the relationship between the two is positive, meaning that the higher the Broadcaster Quality (KUP) will result in higher Listener Satisfaction (KP), and vice versa.
- Testing the effect of *Personal Branding* (PB) on Listener Satisfaction (KP) obtained a regression coefficient value of 0.455 with a significance value of 0.000 so that there is a significant influence between *Personal Branding* (PB) on Listener Satisfaction (KP). Given the regression coefficient, a positive sign indicates that the relationship between the two is positive, meaning that the higher the *Personal Branding* (PB) will result in the higher the Listener Satisfaction (KP), and vice versa.

Then the research hypothesis is as follows:

- (a) H1: Announcer quality and *personal branding* of Pro Dangdut program announcers affect listener satisfaction of Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District.
- (b) H0: Pro Dangdut program announcers' announcer quality and *personal branding* do not affect listener satisfaction Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District.

Based on the data analysis results, b is not equal to 0 but equals 0.483 and 0.455. It is also known the value of Sig. 0.001 is smaller than 0.05, which means that H1 is accepted and H0 is rejected, explaining that the broadcaster's quality and *personal branding* of the Pro Dangdut program announcer affects the satisfaction of listeners of Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District.

Radio broadcasters must be capable, skilled, and able to adapt. Therefore, radio broadcasters must have good quality. Quality is the good or bad quality of broadcasters in broadcasting [2]. The number of listeners who participated in the Pro Dandgut program showed that the broadcaster RRI Entikong had delivered the broadcast well, and many listeners enjoyed the event. This outcome refers to the results of Suhartono's research [16], which states that the role of broadcasters is not only to make broadcasts good but also to attract listeners.



Broadcasters are instrumental in increasing listener satisfaction. The broadcaster's quality can determine the level of listener satisfaction. According to Indah Puji Astuti, broadcasters' qualities include creativity, communication, and self-esteem [2]. On the creative front, RRI Entikong can produce exciting content during broadcasts, always displaying unique creations to keep things interesting for listeners. This result is evident from the survey results, which indicate that a more significant proportion of listeners agreed with the creativity dimension statement. Broadcasters who are innovative in their programming keep listeners from switching to other radio stations.

Communication is the core of the Pro Dangdut program broadcast activities. In this program, listeners interact with broadcasters via telephone, ask for their chosen dangdut song to be played and send greetings to broadcasters and other listeners. In the Pro Dangdut program, there are relatively frequent conversations between broadcasters and listeners. RRI Entikong is considered active in building communication with listeners in the communication dimension. Therefore, broadcasters and listeners have closeness.

The listener also considers the broadcaster's quality of self; the broadcaster's quality is defined as how ideas are conveyed to the listener via narration. Broadcasters must be able to communicate ideas succinctly. As a result, broadcasters must properly prepare broadcast scripts. The listeners felt that RRI Entikong's broadcast script was well-written. Dendy Kurniawan's statement as RRI Entikong's broadcast coordinator corroborates this, stating that RRI Entikong's broadcasters already have a high-quality standard.

Broadcasters are also required to have skills in bringing broadcast programs, including *announcing skills*, namely the skills of broadcasters to express opinions, ideas verbally in front of the microphone to listeners. *Operating skill* is a skill to use all broadcast equipment such as *mixers*, *fiders*, microphones, computers, and *musicals*. *Touch* the announcer's skills in composing music and memorizing song characters that are adjusted to the listener's emotions [3]. In this case, broadcaster RRI Entikong is considered to express opinions and ideas presented well, use all broadcast equipment in the studio, composing music, and memorize song characters adjusted to the listener's emotions.

According to the results of an interview with RRI Entikong broadcast coordinator Dendy Kurniawan, RRI Entikong broadcasters already have good *announcing skills* during broadcast operations because they are used to it and willing to learn. Likewise, in operating broadcast equipment, broadcasters must be able to because, during the broadcast, broadcasters operate *mixers*, *fiders*, and other broadcast equipment themselves. Broadcaster RRI Entikong can also compose songs to touch the listener's emotions. The broadcast songs must match the playing time as in the morning. The songs played must have a higher rhythm so that listeners feel excited to start activities in the morning. While during the day, the songs played have a moderate rhythm to accompany the listener's rest time, and at night the songs played have a slower rhythm and are more relaxed. Therefore, broadcasters must master the songs according to the rhythm. Broadcasters must also compose songs according to the listener's emotions. The broadcast songs have also been arranged according to a predetermined broadcast order. For instance, there are restrictions on the use of foreign songs, which may be played only once during a broadcast.

According to the loyal listeners of RRI Entikong, Susana, and Sukardi, who were the speakers in this study, it was stated that they were satisfied with the quality of the pro Dangdut broadcaster RRI Entikong. However, it is still necessary to evaluate several RRI Entikong broadcasters,

especially when delivering broadcasts, so they are not monotonous and fixated on broadcast scripts. Sukardi also stated that RRI broadcasters need to have good quality because RRI Entikong broadcasts in border areas and goes to neighboring countries, namely Malaysia.

Based on Susana Sunarti and Sukardi's statement shows that listeners are satisfied with the quality of RRI Entikong broadcasters on the Pro Dangdut broadcast program. The findings in this study support the research results by Dewi Deniaty Sholihah (2016), which states that the quality of broadcasters affects listener satisfaction [14], this means that the broadcaster is the primary key in the broadcast program of every radio station and the success of the broadcast program is undoubtedly due to the broadcaster's role.

Every radio broadcaster certainly has its way of forming *personal branding*. *Personal branding* that will be formed by broadcasters, must have the characteristics that distinguish one broadcaster from another. *Personal branding* can be in the form of strength and expertise in processing words, expertise in packaging a broadcast to be interesting, which is done for achievement, namely forming positive perceptions and trust from listeners. As previously discussed, the author sees that RRI Entikong broadcasters have different *personalities* or *personal branding* when broadcasting. According to McNally and Speak, there are three main dimensions in forming *personal branding*, namely competence, style, and standards:

a. Competence

To build a reputation or *personal branding*, individuals must have a unique ability or competence in one particular field that is mastered. All RRI Entikong broadcasters own personal-branding competency by displaying their respective abilities in their fields. Such as announcer Chika who has the active ability to make Filler, ILM (public service advertisement), and Spot, broadcaster Okrin who can be a presenter when broadcast programs have a dialogue with sources. Furthermore, broadcaster Jeki can rhyme when broadcasting reciprocal rhymes. Meanwhile, broadcaster Ismalina can convey information clearly to listeners, and broadcaster Eko can compose music arrangements according to the wishes of listeners at the time of broadcast.

b. Style

Personal branding is defined by its style. Style is what distinguishes us from others. Every broadcaster also has a personal branding style, specifically how they deliver broadcasts, such as some who speak with a passionate and humorous tone. Certain broadcasters bring a firm style to their broadcasts. Additionally, the announcer's style is imprinted on the listener's mind; this is especially true for female broadcasters such as Chika, as evidenced by her constant use of quite thick makeup and fashionable appearance and Ismalina. Meanwhile, the male announcers, Okrin, Jeki, and Eko, wore formal and neat appearances with loafers. As a result, each broadcaster has a distinct personality that sticks in the listener's mind.

c. Standards

The standard of personal branding has a considerable influence on the perspective of others. Standards will define and give meaning to the power of personal branding [17]. RRI Entikong broadcasters have their own set of broadcasting standards. These standards become ingrained in listeners' minds and become associated with each broadcaster. All RRI Entikong broadcasters utilize personal branding. Standard, broadcaster Chika can process words and package broadcasts attractively during broadcasts. Broadcaster Okrin delivered the broadcast with a sense of humor, ensuring that listeners were entertained and enjoyed the program. Then, when announcer Jeki delivers the broadcast, he uses a regional accent, specifically a Dayak accent, while broadcaster Ismalina delivers the broadcast with a Padang accent. Meanwhile, broadcaster Eko delivered the broadcast with wit and conviction.

According to Dendy Kurniawan, Broadcast Coordinator of RRI Entikong, broadcasters have distinct personal branding. As a result, the level of listener satisfaction with the *personal branding* of every broadcaster is also unique. According to the study's findings, each listener has an idolized broadcaster based on the broadcaster's performance standards when delivering broadcasts, and the most idolized broadcaster is one who can attract listeners to broadcast programs, particularly the Pro Dangdut broadcast program. Additionally, listeners are satisfied with the announcer, whose demeanor is amusing and enthusiastic, creating a sense of involvement with the broadcast. Susana Sunarti adores broadcaster Okrin for her affable demeanor and that each broadcast program is tailored to please listeners. Sukardi stated the same thing, stating that only three broadcasters have enticed listeners to tune in every time the announcer presents the Pro Dangdut broadcast program.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

Multiple regression analysis and hypothesis testing indicate that there is a significant and positive relationship between the announcer's quality and personal branding of the Pro Dangdut program and the satisfaction of listeners of Pro 1 RRI Entikong in Semanget Village and Semeng Hamlet, Entikong District. This result demonstrates that the higher the broadcaster's quality and personal branding, the more satisfied the listener, and vice versa.

#### ACKNOWLEDGMENT

The author recognizes that this research would not have been possible without the assistance of numerous individuals. As a result, the author wishes to express his heartfelt gratitude to everyone who assisted him throughout this research.

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