# CHAPTER I

INTRODUCTION

1.1 Background

Through the use of the internet, currently shopping using conventional methods (via physical stores) has shifted to online stores. Shopping activities in the modern era are not only carried out conventionally or in person, but also by using online or online-based technological developments. The advent of various forms of e-commerce, such as Business to Business (B2B), Customer to Business (C2B), Business to Customer (B2C), and Customer to Customer (C2C), has accelerated the expansion of e-commerce in Indonesia. Shopee is one of Indonesia's most widely used e-commerce platforms. Regarding the number of Shopee visitors, it can be seen in the figure below.

Figure 1. 1

Indonesian People's Choice E-Commerce Platform
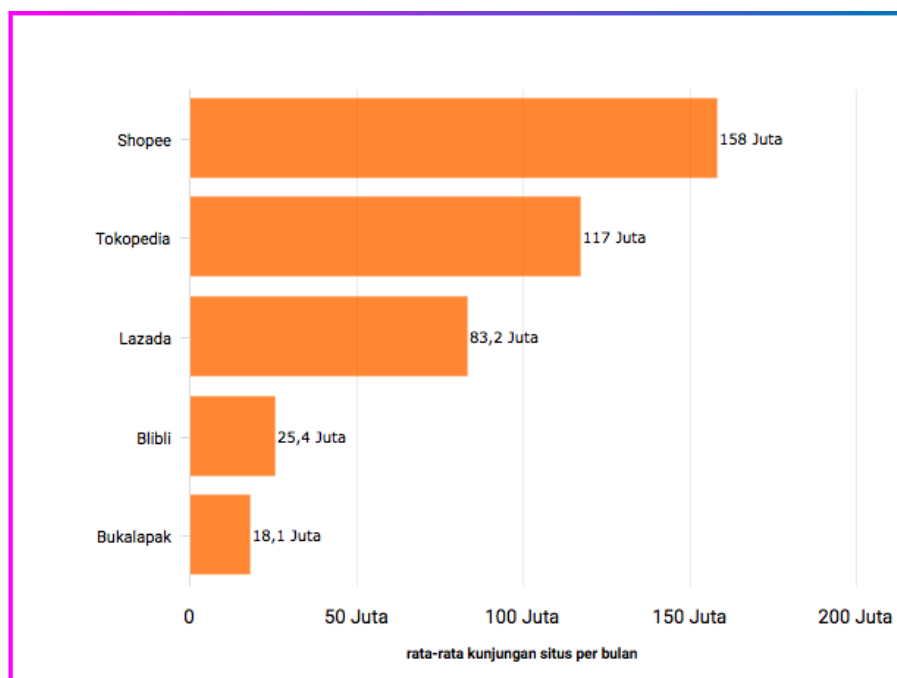
Based on Figure 1.1 above, In the first quarter of 2023, Shopee ranked top in Indonesia with the most site views. Shopee got an average of 157.9 million visitors per month from January to March of this year, significantly outnumbering its competitors.

Figure 1. 2

**Market Share Percentage of Beauty Category Sales on Shopee**
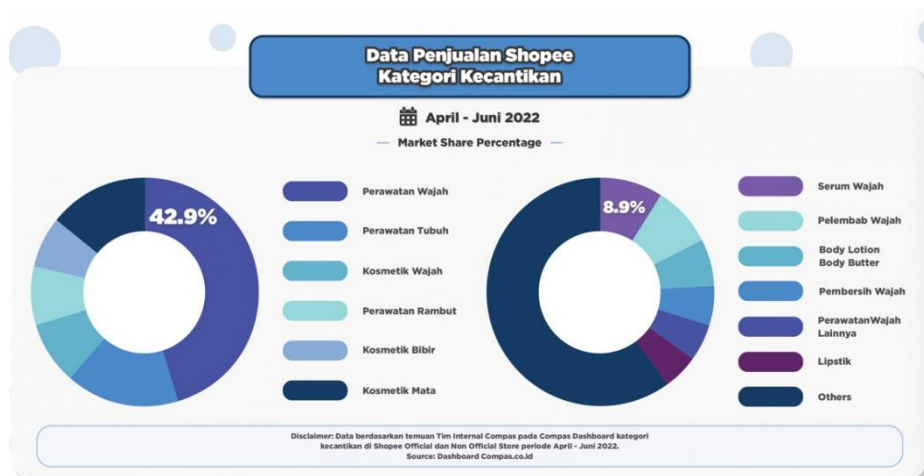
(Source: Compas, 2022)

In the April to June 2022 period of Shopee e-commerce, the beauty category increased in both revenue and sales by 5.1% and 11.3%, respectively, compared to the previous time. With a 42.9% market share, facial care tops the beauty sector. The face serum sub-category dominates the Shopee market, accounting for 59.9% of the total facial care market.

Beauty and cosmetics products are the best-selling products on Shopee based on data. It is known that the cosmetics and beauty industry in Indonesia has increased from year to year and contributed 1.92% to gross domestic product (GDP) (Bisnis Indonesia, 2022). This is supported by the image below:

Figure 1. 3

Cosmetics Sales Trends in Indonesia
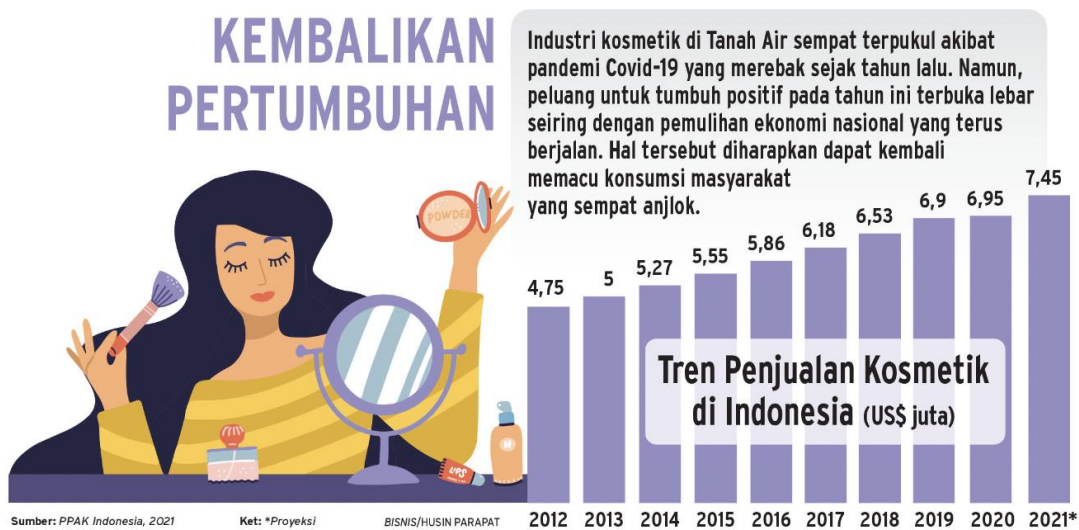
(Source: Bisnis Indonesia, 2021)

Skincare is one of the beauty products needed to keep skin healthy. Not only for women, now many men also use it. Until 2022, recorded skincare sales in Indonesia reached IDR 292.4 billion in the second quarter (Compas, 2022).

NPure is a local skincare brand that was founded in 2017 with a campaign in the form of skincare products with natural ingredients. NPure also revealed that its products come from raw materials taken from farmers in Indonesia, which also supports the welfare of farmers in Indonesia. NPure's products have also passed BPOM, are Halal, and have passed Dermatologically tested and non-toxic ingredients (no soybeans, alcohol, mineral oil, or SLS). So this reveals NPure's mission to make consumers comfortable with products made from natural ingredients that create healthy skin with a campaign in the form of "Pure Beauty in Natural Way" (NPure, 2021).

It is known that NPure, through e-commerce Shopee, also carries out advertising by collaborating with Brand Ambassadors in Indonesia such as Brisia Jodie to further reach the youth market in Indonesia. Moreover, in its advertising strategy, NPure also claims that its

product won the Brand Choice Awards in 2022, Top Innovative Choice, and received a Muri Record and received halal product certification and passed tests from the POM (Food and Drug Supervisory Agency).

Figure 1. 4
Npure Certification

(Source: NPure, 2023)

Regarding obtaining online testimonials, the Shopee NPure account succeeded in obtaining an assessment with a score of 4.9/5.00 (445.5 thousand ratings). In the online testimonials there is an accumulation of assessment results (in terms of 1-5 stars) in the form of:

Table 1. 1
Obtained Ratings (Based on Stars) NPure on Shopee
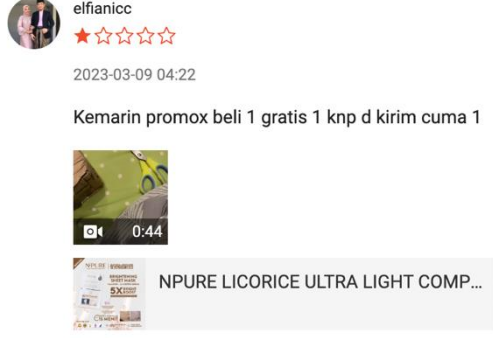
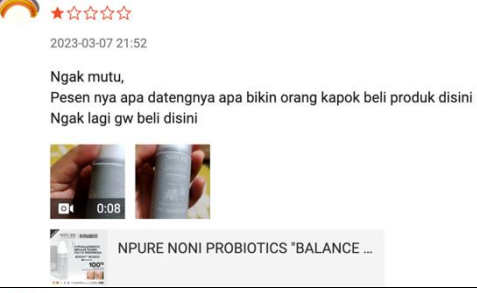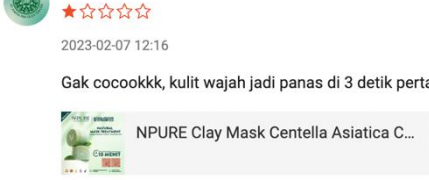| Bintang	Jumlah
1	446
2	403
3	3,065
4	31,344
5	410,171

(Sourcer: Shopee NPure, 2023)

Table 1.1 above provides information on the description of 5 stars is very satisfactory, 4 stars are satisfactory, 3 stars are sufficient, 2 stars are unsatisfactory, and 1 star is very unsatisfactory. In the 2023 period, Even though the 5 stars obtained by NPure have a high total

number, NPure still receive 1 star ratings (very unsatisfactory) regarding consumer complaints about its products in the form of the information below.

Table 1. 2

NPure 1 Star Rating on Shopee

	Complaint	About
19/3/23	nataliakristin51 ★☆☆☆☆ 2023-03-19 09:46 | Variasi: ACNE SPOT Kemasan: kemasannya bocorr gajelas banget yg packing Kemasannya bocorrr isinya jadi berkurang sebel banget NPURE SPOT TREATMENT ACNE SPO… Variasi: ACNE SPOT	Broken packaging
9/3/23	elfianicc ★☆☆☆☆ 2023-03-09 04:22 Kemarin promox beli 1 gratis 1 knp d kirim cuma 1 ◻️ 0:44 NPURE LICORICE ULTRA LIGHT COMP…	goods not sent
7/3/23	f*****a ★☆☆☆☆ 2023-03-07 21:52 Ngak mutu, Pesen nya apa datengnya apa bikin orang kapok beli produk disini Ngak lagi gw beli disini ◻️ 0:08 NPURE NONI PROBIOTICS "BALANCE …	Product delivery error
7/2/23	m*****l ★☆☆☆☆ 2023-02-07 12:16 Gak cocookkk, kulit wajah jadi panas di 3 detik pertama pemakaian😣 NPURE Clay Mask Centella Asiatica C…	Adverse effects of the product
2/2/23	candycandy18 ★☆☆☆☆ 2023-02-02 17:13 | Variasi: Ukuran 150ml DESKRIPSI PRODUK TULIS NYA NO FRAGRANCE TP BARANG YG DATANG JELAS JELAS ADA PARFUM DESKRIPSI PRODUK TIDAK SESUAI ALIAS KENAPA MESTI BOHONG / TIPU ??????? TIDAK SUKA TERLALU WANGI KIMIA PARFUM TDK BAGUS JUAL BARANG MENDING YG JUJUR ◻️ 0:05 NPURE Face Toner Centella Asiatica (… Variasi: Ukuran 150ml	Claim that the product is not suitable

With a total of 446 people who gave 1 star (very unsatisfactory), some complained about product claims that were not suitable, there were also those who complained about slow delivery and also about product packaging that was damaged when received. And many also gave good assessments in terms of product benefits, along with several examples which will be seen in the figures below.

Figure 1. 5

NPure 5 Star Review
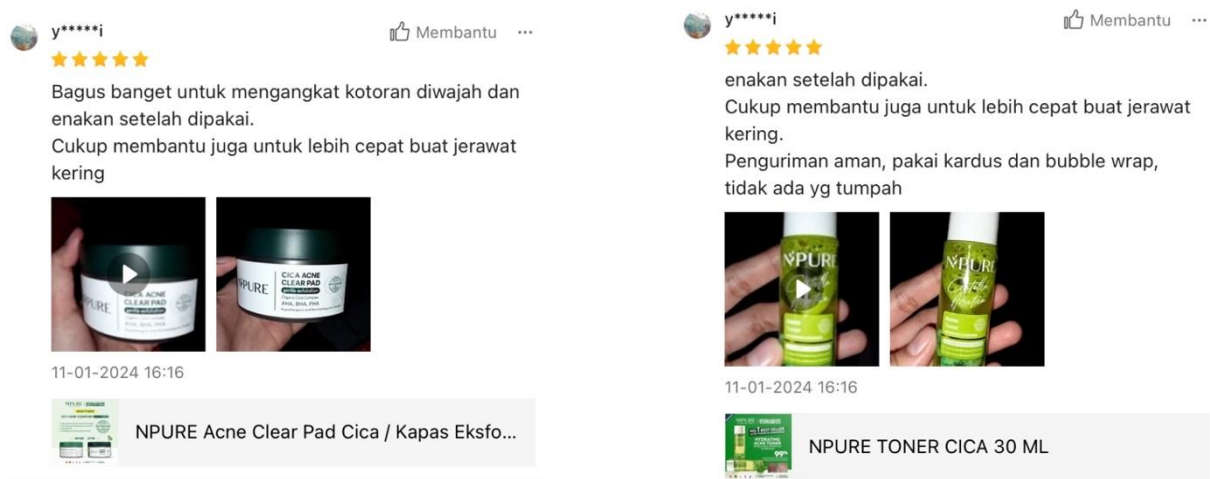
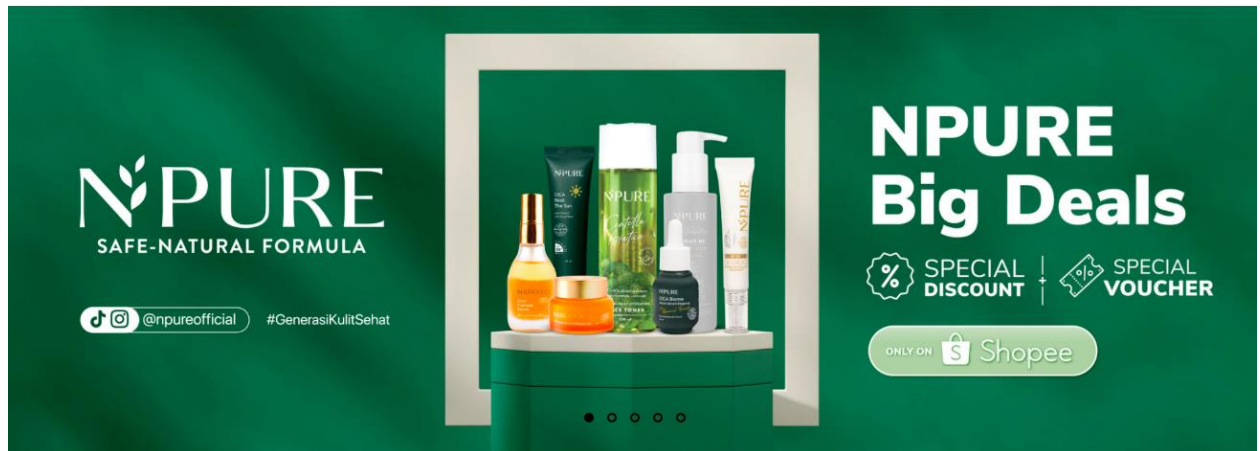(Source: NPURE official shop Shopee)

Rating that has been obtained by NPure on its official Shopee account is quite high with a total rating of 4.9 out of 5. Npure itself has been with Shopee for 6 years. The response chat performance obtained by the NPure account on Shopee is 100% in a matter of minutes. However, in reality, NPure is still unable to enter the top 10 best selling skincare brands,

Figure 1. 6

NPure Advertising

(Source: npureofficial.id, 2023)

The figures above are several NPure advertising efforts circulating on the official NPure website and also NPure social media. With the jargon "Pure Beauty In Natural Way, Filters are Great but Great Skin is Better", NPure prioritizes natural ingredients which are the main ingredients in its products which have received halal certificates and are Dermatologically Tested & Non-Toxic Ingredients (Paraben Free, Alcohol Free, Mineral Oil Free & SLS Free).

Figure 1. 7

NPure Advertising on Youtube

Say hi to the third member of NPURE's Sun Protection: CICA Beat The Sun
Cream - Matte Version ☀️☁️

(Source: Youtube NPURE OFFICIAL 2023)

The figure above is one of the advertisements that NPure displays on the official NPure
Youtube channel. Currently, the NPure YouTube channel itself has 669 thousand subscribers
and has uploaded a total of 833 videos with a total number of viewers of 96,445,985.

Figure 1. 8

NPure Instagram & Tik tok Advertising
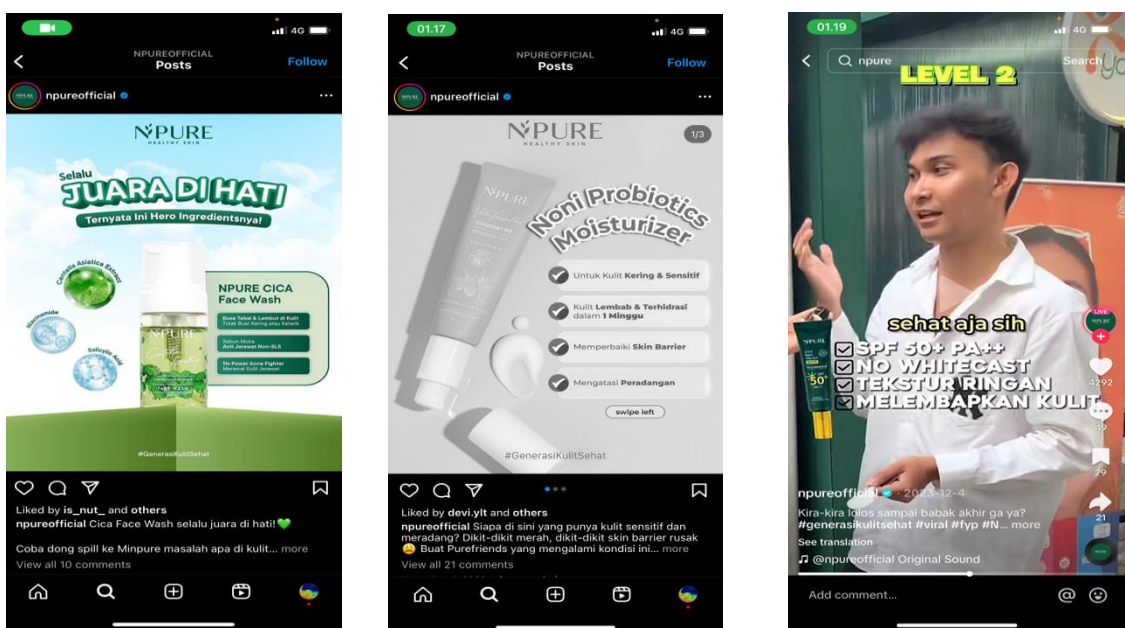
The figure above is another example of NPure advertising circulating on the NPure Instagram account and NPure Tik Tok account. The Npure Instagram account itself has 1.2 million followers with a total of 2,723 posts. The NPure Instagram account has a variety of content, most of which is NPure advertising, there is also content about skin health awareness. NPure's own Tik Tok account also has a lot of activity. With a total of 2.9 million Tik Tok followers and 22.0 million total likes. The highest number of viewers for each video on Tik Tok was 11.7 million, 10.3 million and 18.0 million views. Currently the NPure Tik Tok account is very busy with challenge content, such as making a challenge to use 2 spoons of NPure Sunscreen on people in public places with the hashtag #healthyskingeneration. This challenge content was created to increase awareness about the importance of using the appropriate amount of sunscreen to protect the skin from damage caused by the sun.

Figure 1. 9
NPure Influencers

(Source: Npureofficial.id, 2023)

Regarding the use of influencers as a promotional strategy, it is known that NPure attracts influencers through social media to increase awareness and social media traffic. NPure chose influencers in the form of singers such as Isyana Sarasvati, Afgan, and Vidi Aldiano. Meanwhile, among celebrities, there are NPure influencers in the form of Fadil Jaidi, Dara Arafah, Abel Cantika, Pala Tambunan, Titan Tyra, and Kiki Saputri.

Brisia Jodia, Afgan, and Isyana are currently NPure Brand Ambassadors, representing the company's products. Brisia Jodie is a singer that graduated from the Indonesian Idol reality show and has received numerous honors. Brisia currently has 5.5 million followers on her own Instagram account. An Indonesian singer and actor, Afgansyah Reza, also known as Afgan, represents NPure products. Afgan began his career in 2008, and he currently has 5.1 million

followers on his own Instagram account. He has also begun to gain worldwide recognition, with event tickets sold in New York and Los Angeles. Furthermore, Isyana Sarasvati serves as the Npure brand ambassador. Isyana has garnered honors such as "Best Asian Artist Indonesia 2016, Best Composer of the Year 2017" from MAMA (Mnet Asian Music honors) and Forbes' "30 Under 30 Asia 2020".

Figure 1. 10

10 best selling skincare brands

(Source: Compas.co.id, 2022)

However, the figure above shows data from Compas with the title 10 best-selling skincare brands in E-commerce and NPure is not one of the skincare brands included in the figure. Based on the data displayed, in the absence of Npure in the list of best-selling skincare brands, researchers are interested in evaluating what marketing tools are suitable for NPure skincare brands to use, Because the expenses are significant, it is critical to determine which tools are required for efficiency.

1.2 Research Problem

The existence of many skincare brands in the beauty and cosmetics category makes it necessary for NPure to implement strategies to attract more consumer purchase interest in skincare. Community shopping patterns are even more unique thanks to the presence of online stores. The presence of the marketplace and e-commerce allows people to shop anytime and anywhere.

So far, Npure has intensively carried out advertising, collaborated with various popular influencers and carried out many other promotions. However, in reality, according to existing data, NPure is still unable to compete with other local skincare brands to become the best-selling skincare brands in e-commerce in 2022 (Compass, 2022).

Various considerations regarding the effectiveness of marketing strategy in the media must be considered, the goal is to achieved in such a way that the company's costs are proportional to the company's results. By looking at this phenomenon, the purpose of this research is to evaluate the marketing communication tools used by NPure, is there any influence of influencer popularity, online customer review exposure, and advertising exposure on NPure purchase interest.

1.3 Research Objective

The purpose of the research is to find out the influence between influencers Popularity, Online Customer Review and Advertising Exposure on Npure Purchase Interest on E-Commerce Shopee.

1.4 Research Significance

1.4.1 Academic Significant

The results of this research can increase knowledge in the field of communication and references with similar themes, especially in implementing influencer popularity, advertising, and online customer review, in purchasing NPure on Shopee e-commerce.

1.4.2 Practical Significant

The results of this research can especially contribute to NPure in measuring influencer popularity, advertising , and to online customer review so that they can compete with skincare brand competitors in the Shopee e-commerce market.

1.4.3 Social Significant

The results of this research can provide education as well as an appeal to the public to be more careful when using skincare as a skin care product.

1.5 Theoretical Framework

1.5.1 Research Paradigm

The positivist paradigm is the one used in this study. This is due to the fundamental assumption that objective truth can be discovered and that value-free inquiry into the truth can be conducted. The positivist paradigm proposes to investigate social science using the techniques of the natural sciences (Crotty, 1998). From the positivist paradigm, researchers are using empirical tests and methodologies to get an understanding of the objects they study. This clarified why positivist researchers' research findings and outcomes have high standards for validity and reliability (Cohen, 2007) and may be broadly applied to a large segment of the public (Johnson & Onwuegbuzie, 2004).

1.5.2 State of The Art

Several studies have been carried out in accordance with this research, therefore some of these past studies will be explained and described. First, How fashion influencers contribute to customer purchase intention, by Youssef Chetiu, Hikma Benlafqih, and Hind Lebdaoui (2019). With 723 respondents, this is a quantitative study that will look at the influence of influencers on purchase intention, influencers on brand attitude, and brand attitude on purchases intention using structural equation model analysis. According to the study's findings, influencers and brand attitude both have a large positive impact on purchase intention, and influencers influence brand attitude.

Second, Cuong Nguyen, Tien Nguyen, and Vinh Luu (2022) conducted research titled Relationship Between Influencer Marketing And Purchase Intention: Focusing On Vietnamese Gen Z Consumers. The purpose of this quantitative study is to examine the influence of influencers on purchase intention, product targeted relevance on purchase intention, perceived expertise on purchase intention, entertainment value on purchase intention, and peer review and recommendation on purchase intention using multiple linear regression techniques with data collection. 273 people were polled using a questionnaire. According to the findings of this study, influencers, product targeted relevance, entertainment value, and peer review and recommendation all have a strong favorable effect on purchase intention.

Third, Research by Jose Martins, Catarina Costa, and Tiago Oliveira (2019) entitled How Smartphone Advertising Influences Consumer's Purchase Intention. This research is a quantitative study, aimed at analyzing the influence of advertising, web design, experience and brand awareness on smartphone purchase intention using multiple linear regression techniques by collecting data using questionnaires from 303 respondents. The results of this research show that advertising, web design, experience and brand awareness have a significant positive effect on purchase intention.

Fourth, Dhiyaa Nadhifa Aziza and Rifelly Dewi Astuti (2018) conducted research named Evaluating The Effect of YouTube Advertising on Young Customers' Purchase Intention. This is a quantitative study that aims to analyze the effect of advertising on brand awareness, brand awareness on purchase intention, and advertising on purchase intention using multiple linear regression techniques by collecting data from 240 people who saw the JD.ID "guaranteed original" advertisement using questionnaires. Advertising has a significant positive effect on brand awareness, brand awareness has a significant positive effect on purchase intention, and advertising has a significant positive influence on buy intention, according to the findings of this study.

Fifth, Lobel Trong Thuy Tran (2020) conducted research titled Online reviews and buying intention: A cosmopolitanism approach. This study is a quantitative study that collects data from 1112 hotel consumers in Taiwan, Thailand, and Vietnam to analyze the influence of online reviews on purchase intention, gender on purchase intention, age on purchase intention, income on purchase intention, and education on purchase intention using multiple linear regression techniques. According to the findings of this study, online reviews, gender, age, and education all have a major beneficial effect on purchase intention, however income has a significant negative effect.

According to five prior research, popularity of influencers, advertising exposure, and online reviews have a variety of different effects on customer responses, behavior, and perceptions. As a result, this study can provide insight and further information on how the popularity an influencer, online customer reviews, and advertising exposure might influence a person's purchase intentions.

1.5.3 Influencers Popularity

Social media as a means of sharing information through content in the form of images, video and audio is an effective means of promotional media in the modern era.

Choosing the right influencer who has high credibility is an important key in attracting high engagement with consumers. The popularity of the influencer itself is the attitude of the influencer who presents honestly, reliably, and in accordance with what is accepted by consumers (Hamouda, 2018: 5). There are three dimensions to influencer popularity in the opinion of Osei-Frimpong, et al., (2019:9-13), including:

1. *Familiarity*

   Familiarity is how influencers have familiarity with the hearts and minds of consumers, which makes consumers more accepting of the products offered.

2. *Trustworthiness*

   Trustworthiness is an influencer's honesty that consumers can trust. Thrustworthy will be able to direct trust among followers and be able to convince other people to have an interest in buying a product.

3. *Attractiveness*

   Attractiveness is the attractiveness that an influencer has to attract consumers. The attractiveness of an influencer can be based on the physical condition and face of the influencer as well as the personal branding displayed.

1.5.4 Online Customer Review

Online customer reviews is a form of electronic word of mouth (eWOM). Online customer reviews can be thought of as a way for consumers to see feedback from other customers about a company's products, services, and production methods, (Khammash, 2008:79). Online customer reviews are a type of word-of-mouth communication in online sales

(Filieri, 2014), in which potential customers learn about items and consumers who have profited from them. Another theory is that Online Customer Review Exposure is a condition in which prospective buyers read or receive information, specifically in the form of reviews from consumers, which can be positive or negative, according to what they experienced when using a product/service on an online platform so that it is accessible by many people (Filieri & McLeay, 2013: 44).

The indicators for online customer reviews in this research were developed from research conducted by (Ramadan et al., 2021). The following is an explanation of the online customer review indicators used in this research:

a. General persuasiveness: The degree to which consumers are influenced by review content on social commerce sites.

1. Look at online reviews before buying a product.

2. Review feature that consumers can use to provide reviews products that have been purchased.

b. General credibility: Trust in reviews on social trading media.

1. Online product reviews are trustworthy.

2. Trust the product ratings given by other consumers.

c. Susceptibility to online product reviews: The tendency of consumers to utilize product-related information in the form of reviews on social commerce sites.

1. Read online product reviews from other consumers to find out whether a product or brand is good or not.

2. Collect information from online product reviews before purchasing a particular product or brand.

1.5.5 Advertising Exposure

The display of non-personal information about a product, brand, company, or store for a certain cost is known as advertising. It can be concluded that advertising exposure is a condition where someone is exposed by the media, and how the media hits the audience, which contains information about a product, brand, store company that can affect consumer affection and cognition. Exposure occurs when an advertising is placed so that prospective buyers can see, hear or read the advertising. Or in other words the media exposure is determined based on communication behavior intended by the audience using the media (Shimp, 2003: 182).

According to Peter and Olson (2009), advertising exposure occurs when a target customer is exposed to a message or information about a marketer's goods or services through media and is able to retain and comprehend the message's content. Self-report questionnaires, according to Vreese and Neijens (2016: 71), can quantify media exposure. To measure exposure, these questionnaires generally ask respondents to recall or recognize some message. The ability of respondents to recognize or recall specifics of a message or campaign is commonly used to quantify exposure in self-reports.

1.5.6 Purchase Interest

Psychologically, purchase interest is created from motivation that originates from within a person, which acts to direct a person to do something. according to Kotler and Keller (2009), Purchase interest is the desire to own a product that arises after receiving stimulus from an object. Meanwhile according to Peter and Olson (2014), define buying interest as a plan that a person has to engage in a specific behavior to achieve and own something.

1.5.6 The Influence of Online Customer Review with Npure Purchase Interest on E-Commerce Shopee

To see the influence between online customer reviews and purchasing intention, a Cognitive Response Approach can be used. The cognitive response approach is one of the methods used to test the cognitive process of consumers in advertising, by testing their cognitive / thinking responses when reading, seeing, and / or hearing advertising messages. The assumptions is that the recipient's cognitive processes or reaction help shape rejections or acceptance of the message (Belch & Belch, 2003: 157).

Cognitive Response Theory is used to determine audience response due to information obtained from online customer reviews on NPure which shows an influence with purchase interest as a form of response after reading or seeing online customer reviews.

The cognitive response approach, according to this method, has been widely used in various research undertaken by both academics and advertising practitioners. The purpose of this theory is to discover the sort of response produced by the advertising message and how this response is connected to attitudes regarding what is seen, read, or heard, which leads to purchase intention (Belch & Belch, 2003).

In essence, testimonials help in the decision-making process for customers since they provide suggestions from outside sources, and it is more credible for a client to share their experience after using the product or service. Every company has a number of clients, and most of them are happy to offer feedback on the goods or services they receive. However, before posting testimonials, businesses must ensure that the clients give their consent. There is support from previous research which states that online testimonials have a positive impact on purchasing interest in research conducted by Tran (2020).

1.5.7 The Influence of Influencers Popularity with Npure Purchase Interest on E-Commerce Shopee

The Influence of influencers popularity on purchase interest can be explained using the Applying the likeability aspect, the source attractiveness model theory is derived. Likability, as defined by the source attractiveness model, is a fondness for the source based on their conduct, physical attributes, or other characteristics. The process of identification—in which the recipient is compelled to seek a relationship of some kind with the source and subsequently adopts similar views, attitudes, preferences, or behavior—is how source attractiveness results in persuasion. (Belch & Belch, 2003).

According to this theory, advertisers find out the importance of hiring popular public figures as ambassadors and are prepared to spend hundreds or even millions of dollars for their services. Companies are prepared to spend a lot of money to have popular individuals appear in their products. Marketers think that popular public figures have stopping power. Marketers believe that popular public personalities will affect customer attitudes, moods, and purchasing behavior, which in this case is purchase interest, according to this aspect (Belch & Belch, 2003).

Several factors impact customer purchasing inclinations. Existing research indicates that celebrity endorsements or popular public figure as influencers significantly increase customers' purchase intentions (Arai et al., 2014; Hollensen & Schimmelpfennig 2013, Sääksjärvi et al., 2016).

1.5.8 The Influence of Advertising Exposure with NPure Purchase Interest on e-commerce Shopee

Based on advertising exposure theory according to Batra, et al., (2006), it is revealed that in the process of exposure to advertising, consumers will receive information about the

benefits and advantages of products that can have a positive impact related to purchasing interest. The more often a person is exposed to advertising, the better the consumer will remember the brand and will show interest in buying when that person needs the advertised product. Similar things were also expressed in the findings of previous research which stated that advertising exposure had a positive effect on purchase intention in the research of Martins, et al., (2019) and Aziza & Astuti (2018).

Advertisements carried out by NPure function to reach audiences or audiences to provide influence through repeated or continuous communication messages through mass media. If consumers are exposed to advertising, there will be a process that occurs related to feeling familiar with the brand, then consumers will receive information, benefits and advantages from the brand or product, and indirectly this can cause a response where consumers can take action and a stage occurs. interest in buying the product.

1.6 Hypotheses

Figure 1. 11
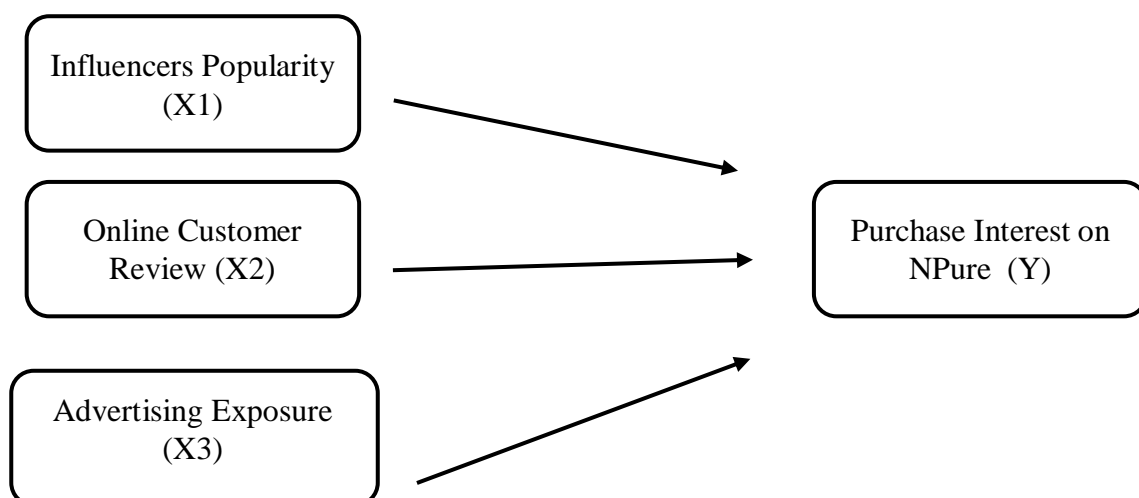
H1: There is a positive influence between influencer popularity on Purchase interest in NPure on Shopee e-commerce.

H2: There is a positive influence between online Customer reviews on purchase interest in NPure on Shopee e-commerce.

H3: There is positive influence between advertising exposure on purchase interest in NPure on Shopee e-commerce

1.7 Conceptual Definitions

1.7.1 Influencers Popularity

Influencer popularity is the attitude of the influencer who presents products honestly, reliably, and in accordance with what consumers accept. The dimensions used to represent the influencer popularity variable in this research are familiarity, trustworthiness, and attractiveness.

1.7.2 Online Customer Review

Online Customer Review exposure is a condition when potential consumers get information in the form of product reviews from other consumers based on their experiences after buying NPure products.

1.7.3 Advertising Exposure

Advertising Exposure is a condition where consumers are exposed to advertising then there will be a process that occurs, namely consumers will feel familiar with the brand, then consumers will receive information, benefits and advantages of the brand or product, and indirectly can immediately cause a response where consumers can take action and the product purchasing stage occurs.

1.7.4 Purchase Interest

Purchase interest can be defined as a plan that a person has to engage in a specific behavior to achieve and own something. Purchase interest is the desire to own a product that arises after receiving stimulus from an object.

1.8 Operational Definition

1.8.1 Influencers Popularity

a. Familiarity

b. Trustworthiness

c. Attractiveness

1.8.2 Online Testimonial Review

a. General Persuasiveness

b. General Credibility

c. Susceptibility to online product reviews

1.8.3 Advertising Exposure

a. Recall NPure's Tagline

b. Recall the appearance of NPure's product ads

c. Recall NPure's social media platforms

d. Recognize NPure's ongoing advertisement

e. Recognize NPure's logo

1.8.4 Purchase Interest

Plan to Purchase (Have plan/ Have no plan)

1.9 Research Methodology

1.9.1 Research Type

In order to evaluate the developed hypotheses and explain the link between variables, this study uses quantitative research with explanatory research methodologies. In this study, the independent variables studied were Influencers Popularity (X1), online customer review (X2), and Advertising exposure (X3). While the dependent variable in this study is the purchase interest in NPure (Y).

1.9.2 Population

In this study, the population is e-commerce Shopee users who know the popularity of NPure influencers and have been exposed to online testimonials and advertising from NPure.

1.9.3 Sample

1.9.3.1 Sampling Technique

The sampling technique utilized in this study is a nonprobability sampling strategy since the researcher selects a sample depending on particular criteria. Walliman (2006: 78). The writer used accidental sampling from the nonprobability sampling technique, in which the sample is determined by chance or by anyone who can be uses as a sample by researchers. People who are considered suitable as data sources are Shopee users who know the popularity of NPure influencers and have been exposed to online testimonials and advertising from NPure.

1.9.3.2 Sample Size

As defined by Uma Sekaran (2016: 250), convenience sampling is the practice of acquiring data from individuals in a population who consent to provide the relevant data. With purposeful sampling, the sample is restricted to specific categories of respondents that satisfy the researcher's requirements and may thus supply the necessary data (Sekaran, 2016: 248) Therefore, if the responder fits within the demographic group, anyone who consents to give the required information for the study, either directly or indirectly, can be used as a sample for this study. In this study, 100 participants were interviewed. This is due to Roscoe's (Sekaran, 2016: 295) assertion that a study's minimum sample size should be between 30 and 500 samples.

1.9.4 Data type and Resources

This study makes use of primary data, which is information obtained directly from respondents via previously distributed and completed surveys.

1.9.5 Research Instrument and Data Collection Tools

A questionnaire is the research tool used in this study. A questionnaire is a set of multiple-choice questions organized in a methodical manner that the respondent is required to complete and submit. In this study, the method of gathering data involves providing the respondent with a questionnaire to complete..

1.9.6 Data Processing Techniques

a. **Editing**

The activity examines the data collected from the informant in order to identify any inaccuracies or missing data from the questionnaire questions.

b. Coding

The activity of clarifying answers from respondents into predetermined categories. Coding provides code or numeric marks on each answer to clarify the answers that have been received.

c. Tabulation

The activity presents data that has been obtained from research that has been coded according to the analysis needed in the study. After the data has been collected in the table, the data is then classified in certain categories, then calculated with quantitative analysis conducted by statistical tests.

1.9.7 Data Analysis

Regression analysis is used in this study to determine how two or more variables are related. as defined by Kumari and Yadav (2018: 33), regression analysis uses at least one dependent variable to forecast the significance of another dependent variable. Regression is used to determine the significance of the effect between the affected variable and the affected variable. Referred to as independent variables are those that have an effect, and dependent variables are those that are impacted. There is one dependent variable and three independent variables in this study.