Digital Marketing Strategy Analysis on Tiktok To Increase Brand Awareness and Purchase Intention of @SinarMas

Shepti Arum Ningsih[1], Trufi Murdiani[2], Herlina[3], Lilla Rahmawati[4]
[1,2,3,4] Digital Business, Informatics and Business Institute of Darmajaya, Lampung, Indonesia
Email: sheptiningsih07@gmail.com, trufimurdiani@darmajaya.ac.id,
herlina@darmajaya.ac.id, lillakeling@darmajaya.ac.id

Article Info	ABSTRACT
	This study analyzes the implementation of digital marketing strategies on TikTok social media as a means of increasing brand awareness and purchase intention in Sinar Mas, with a case study of TikTok @sinar_masid accounts. Digital marketing has become the dominant strategy in the modern era, allowing companies to reach a wider and more efficient audience. TikTok, with its large number of active users, offers great potential to increase market reach and brand awareness. A high level of brand awareness influences consumer purchasing decisions, and customer engagement through active interaction on social media contributes to loyalty and purchase intent. The results of the study show that Sinar Mas' digital marketing strategy on TikTok positively and significantly affects Brand Awareness and Customer Engagement. Furthermore, Brand Awareness and Customer Engagement also positively and significantly affect Purchase Intention. It confirms that investing in effective digital marketing on TikTok is essential to build brand awareness, increase customer engagement, and drive consumer purchase intent.

Corresponding authors:

Digital Business, Informatics and Business Institute of Darmajaya, Lampung, Indonesia
Email: sheptiningsih07@gmail.com, trufimurdiani@darmajaya.ac.id, herlina@darmajaya.ac.id,
lillakeling@darmajaya.ac.id

1. **INTRODUCTION**

The development of digital technology has significantly changed the marketing landscape, where *digital marketing* is now the main strategy that companies use to reach a wider *audience* efficiently. *Social media platforms* like TikTok, with a huge and active user base, offer strategic opportunities for companies to increase market reach and build strong *brand awareness*. Through creative and relevant content, TikTok allows companies like Sinar Mas to optimize their digital marketing to strengthen their position in an increasingly competitive market [1].

Despite this great potential, there are still challenges in designing an effective *digital marketing* strategy to maximize customer *engagement* and increase *purchase intent*. So far,

studies on the interaction between *digital marketing strategies, brand awareness, engagement,* and *purchase intention* on the TikTok platform, especially in companies as large as Sinar Mas, are still relatively limited. Therefore, this study aims to fill this gap by analyzing how the implementation of *digital marketing* strategies on official TikTok accounts @sinar_masid affect increasing *brand awareness* and user engagement as well as its impact on *purchase intent.*

The existing literature underlines the positive relationship between *digital marketing* and *brand awareness* as the main foundation in shaping *consumer* purchase intent [2], [3]. Additionally, *customer engagement* through social media, including active interactions such as comments, likes, and content sharing, contributes to customer loyalty and purchase decisions [4], [5]. The use of *influencer marketing is* also considered effective in increasing *engagement* significantly, especially through content that is able to answer the needs *of* young audiences who now dominate the TikTok platform.

As a solution, this study proposes an integrated *approach to digital marketing* strategy analysis, focusing on creative content and customer interaction simulation within the TikTok platform. This study not only examines the direct influence of *digital marketing* on *brand awareness* and *customer engagement,* but also examines the influence of these two variables on *purchase intention* in the context of fast-growing and *digital-savvy* Indonesian businesses, such as Sinar Mas. This approach is expected to provide practical insights for companies in developing *more effective and results-oriented* digital marketing strategies.

The innovative value of this research lies in its focus on TikTok platform as a strategic marketing medium in the context of a large company in Indonesia, namely Sinar Mas, which has not been explored in depth. The study also integrates *customer engagement* variables with *brand awareness* and *purchase intention,* combining quantitative approaches and case studies to provide a holistic picture of the dynamics of modern digital marketing. Thus, the results of the research are expected to be an important reference in the development of digital marketing science and business practices in Indonesia.

2. LITERATURE REVIEW

In the era of Society 5.0, marketing strategies have fundamentally transformed, placing Digital *Marketing* Strategy as a central element in business operations. Digital marketing is defined as structured planning that utilizes technology and online platforms to effectively achieve marketing goals [6]. This strategy framework is underpinned by several key approaches, including (1) *Push Marketing,* (2) *Pull Marketing* [7], (3) *Direct Marketing* [8], and (4) collaboration with *Influencer Marketing* [9]. The implementation of this approach allows companies to not only promote products, but also build a positive and sustainable customer experience [10].

One of the main goals of digital marketing implementation is to build *Brand Awareness,* which is the level of consumers' ability to recognize and remember a brand in the midst of market competition [10]. Research confirms that effective digital marketing activities, such as the use of social media, can significantly increase brand visibility to reach a *"top of mind" position* in the minds of consumers [11]. This indicator of success in building brand awareness can be observed through (1) increased user engagement, (2) growth in follower count, (3) virality of content, and (4) direct interaction with brand content [12].

In addition to brand awareness, Digital Marketing also significantly affects *Customer Engagement.* This concept is defined as the process of active and continuous interaction between customers and brands to build strong emotional connections and loyalty [13]. Research by [4] shows that the better the digital strategy implemented, the higher the level of engagement created. This engagement is manifested through three main indicators: (1)customer attention when interacting with the brand, (2) the response that customers give (such as likes and comments), and (3)their active participation in brand activities [14].

Ultimately, digital marketing efforts are geared towards influencing *Purchase Intention* or consumer purchase intention. Purchase intention is the tendency of consumers to buy a product after going through a series of evaluation processes influenced by various marketing stimuli [15]. In digital contexts, especially on platforms like TikTok, relevant and engaging ad content has been shown to directly increase purchase intent [16].

The relationship between these variables is sequential and mutually reinforcing. *High Brand Awareness*, built through digital strategies, directly fosters trust and positive perceptions that drive *Purchase Intent*. On the other hand, deep customer Engagement creates a strong emotional bond, which also proves to be a significant driver of consumer purchase intent. Thus, brand awareness and customer engagement serve as crucial mediators that bridge digital marketing activities with purchasing decisions.

Conceptually, the theoretical framework shows that Digital *Marketing* Strategy acts as an independent variable that affects *Brand Awareness* and *Customer Engagement*. These two variables then positively affect the dependent variable, namely *Purchase Intention*. Success in influencing this purchase intention is often reflected in indicators such as (1) product reviews, (2) product recommendations from other parties, and (3) consumer perception of the quality of the product content presented [17]. This framework confirms that a comprehensive digital strategy is essential for building brand assets, fostering customer relationships, and ultimately driving sales conversions.

3. METHODS

This study uses an exploratory quantitative approach, which aims to explore a phenomenon that is not widely known in order to gain a better understanding and develop new hypotheses [18]. The quantitative approach was chosen because the research data used was in the form of numbers and analyzed using statistical tests to present the significance of the relationship between variables [18]. This study examines the relationship between the variables of *Digital Marketing Strategy, Brand Awareness, Customer Engagement,* and *Purchase Intention.*

Based on a literature review, this study tested four main hypotheses. The first hypothesis (H1) is that the implementation of *Digital Marketing* has a positive effect on increasing *Brand Awareness*. The second hypothesis (H2) states that the implementation of *Digital Marketing* has a positive effect on increasing *Customer Engagement*. Furthermore, the third hypothesis (H3) tests the positive influence of *Brand Awareness* on *Purchase Intent*. Finally, the fourth hypothesis (H4) is that *Customer Engagement* has a positive influence on *Purchase Intention*. The relationship between such variables and hypotheses is visually depicted in the following theoretical framework of thought:
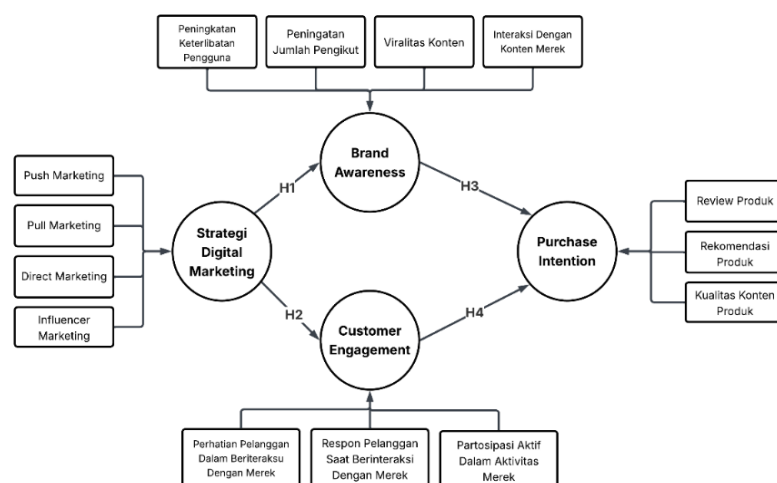

Figure 1. Theoretical Framework

The data sources used in this study are primary data, i.e. data collected directly from primary sources for specific research purposes [18]. The most strategic data collection technique in the study was through the dissemination of questionnaires [18]. This

questionnaire was designed to measure the research variables using a five-point Likert Scale, where respondents gave a rating from 1 (Strongly Disagree) to 5 (Strongly Agree).

The population in this study is all followers of the TikTok account @sinar_masid, which amounts to 59,001 users, as well as other users who have interacted with the account. Populations are defined as large groups whose research results are expected to be generalized [19]. The sampling technique used is *purposive sampling,* where respondents are selected based on certain criteria relevant to the research objectives [19]. The criteria set for respondents were: (1) at least 17 years old; (2) domiciled in Lampung Province; (3) be an active user of social media; and (4) have interacted online with @sinar_masid's TikTok account.

The number of samples was determined using G*Power software by targeting 129 respondents to ensure valid and reliable results. The characteristics of the respondents collected in the questionnaire included gender, age, frequency of use of TikTok, status of following @sinar_masid account, and level of engagement with the content of the account.

The data analysis technique in this study uses *the Partial Least Square* (PLS) method with the help of SmartPLS software version 4. PLS is a *Structural Equation Model* (SEM) solution method that has high flexibility, does not require normally distributed data, and can be used on samples that do not have to be large. The SEM-PLS approach was chosen for its ability to test the relationship between theory and data simultaneously, as well as analyze pathways with latent variables [20]. The data analysis process is carried out in two main stages. The first stage is measurement *model testing (outer model)* to evaluate the validity and reliability of each indicator and its construct. The second stage is *structural model testing (inner model),* which aims to test the research hypothesis and find out whether there is an influence between latent variables in the proposed model.

4. RESULTS AND DISCUSSION

This study succeeded in collecting data from 150 respondents who met the criteria. The characteristics of the respondents were dominated by women (60.7%), in the late teenage range (17-25 years) of 83.3%, and were active TikTok users who accessed the platform every day (63.3%). The majority of respondents (62.7%) also stated that they follow @sinar_masid TikTok account. Before further analysis, a data normality test was carried out.

Table 1. Descriptive and Normality Test

Variabel	Item Code	Mean	min	max	Std. deviation	kurtosis	Skewness
SDM	SDM1	3.513	1.000	5.000	0.929	0.736	-0.493
	SDM2	3.727	1.000	5.000	0.901	0.884	-0.811
	SDM3	2.900	1.000	5.000	1.094	-0.526	0.108
	SDM4	3.387	1.000	5.000	1.100	-0.453	-0.512
BA	BA1	3.620	1.000	5.000	0.998	0.440	-0.763
	BA2	3.853	1.000	5.000	0.905	0.318	-0.523
	BA3	3.673	1.000	5.000	0.920	0.373	-0.495
	BA4	3.853	1.000	5.000	0.934	0.524	-0.645
CE	CE1	3.313	1.000	5.000	1.072	-0.233	-0.162
	CE2	3.620	1.000	5.000	0.978	0.568	-0.687
	CE3	3.347	1.000	5.000	0.931	0.470	-0.196
PI	PI1	3.767	1.000	5.000	0.912	0.650	-0.636
	PI2	3.847	1.000	5.000	0.943	0.886	-0.795
	PI3	3.920	1.000	5.000	0.935	1.229	-0.928

The results showed that the skewness value was in the range of -2,000 to +2,000 and the kurtosis value was between -7,000 to +7,000, which indicated that the distributed data was normal and feasible to analyze using SEM-PLS according to the criteria set by Hair et al. (2017).

4.1. Test Results of Measurement Model *(Outer Model)*

Tabel 2. *Convergent Validity, Composite Reliabillity & Cronbach's Alpha*

Variabel	Item Code	Outer Loading	Cronbach's alpha	rho_a	rho_c	AVE
SDM	SDM1	0.828	0.783	0.787	0.860	0.606
	SDM2	0.748				
	SDM3	0.744				
	SDM4	0.789				
BA	BA1	0.847	0.806	0.818	0.873	0.633
	BA2	0.711				
	BA3	0.813				
	BA4	0.805				
CE	CE1	0.856	0.789	0.792	0.876	0.702
	CE2	0.837				
	CE3	0.821				
PI	PI1	0.872	0.811	0.816	0.888	0.726
	PI2	0.863				
	PI3	0.819				

The measurement model is carried out to ensure the validity and reliability of the entire construct used. The results of *the convergent validity* test showed that all *outer loading* values of each indicator were above the threshold of 0.50, and the *Average Variance Extracted* (AVE) value for all variables (Digital Marketing Strategy*, Brand Awareness, Customer Engagement,* and *Purchase Intention*) was greater than 0.50. Furthermore, the reliability test showed that all constructs had *Cronbach's Alpha* and *Composite Reliability values* above 0.70, which signified that all research instruments were reliable. Discriminant *validity tests* through *Fornell-Larcker* and HTMT criteria were also met, which confirmed that each construct is unique and measures different concepts. Thus, the measurement model is declared valid and reliable to proceed to the testing stage of the structural model.

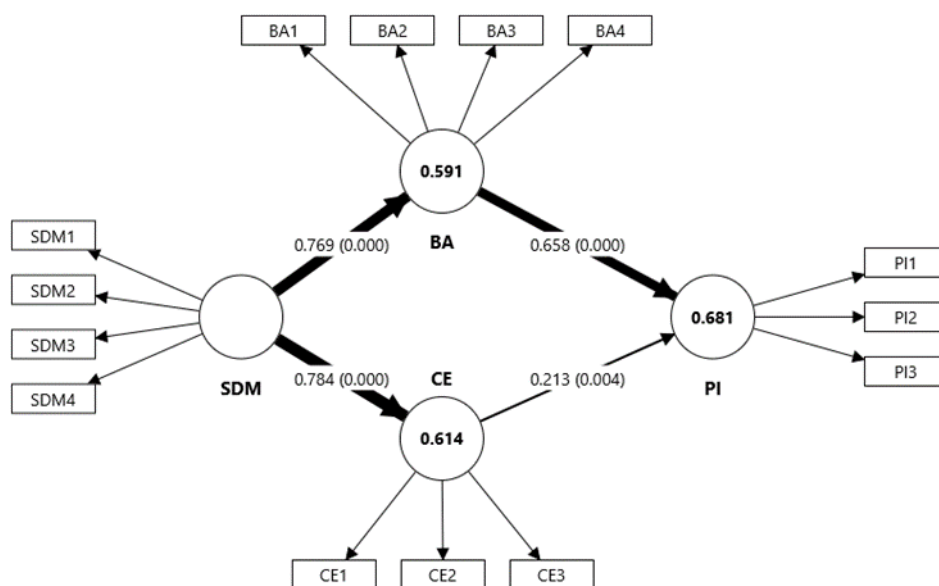### 4.2. Test Results of Measurement Models *(Inner Model)*

Figure 2. Structural Models *(Inner Model)*

Structural model testing aims to assess the predictive ability of the model. The results of the analysis showed that *the R-Square Adjusted* value for the *Brand Awareness* (BA) variable was 0.589 and for *Customer Engagement* (CE) was 0.612. This means that

the *Digital Marketing* Strategy (HR) variable is able to explain 58.9% variation in *Brand Awareness* and 61.2% variation in *Customer Engagement,* both of which fall into the "medium" category. Meanwhile, the *R-Square Adjusted* value for the *Purchase Intention* (PI) variable was 0.677, indicating that *Brand Awareness* and *Customer Engagement* together were able to explain 67.7% of the variation in *Purchase Intent,* which falls into Chin's "good" category (in [21]). The results of *the f-Square* test also showed that the influence of HR on BA (1,447) and CE (1,594) was classified as "large".

4.3. Testing Hypothesis

Table 3. Hypothesis Testing Results

Hipotesis	Path	std. beta	std. error	T statistics	P values	Decision
H1	**SDM -> BA**	0.769	0.038	20.032	0.000	Diterima
H2	**SDM -> CE**	0.784	0.039	20.213	0.000	Diterima
H3	**BA -> PI**	0.658	0.078	8.403	0.000	Diterima
H4	**CE -> PI**	0.213	0.073	2.906	0.004	Diterima

Based on *the bootstrapping* analysis, the four hypotheses proposed in this study proved to be accepted.

H1: Digital *Marketing* (HR) strategy has a positive and significant effect on *Brand Awareness* (BA) Std. Beta 0.769, T-stats 20,032, P-value 0.000).

H2: Digital *Marketing* (HR) strategy has a positive and significant effect on *Customer Engagement* (CE) Std. Beta 0.784, T-stats 20,213, P-value 0.000).

H3: *Brand Awareness* (BA) has a positive and significant effect on *Purchase Intention* (PI) Std. Beta 0.658, T-statistic 8.403, P-value 0.000).

H4: *Customer Engagement* (CE) has a positive and significant effect on *Purchase Intention* (PI) Std. Beta 0.213, T-statistic 2.906; P-value 0.004).

These results statistically confirm that the entire causality pathway in the proposed framework of thought is valid and significant.

4.3. Discussion

The results of this study confirm the crucial role of Sinar Mas' *Digital Marketing* strategy on TikTok in building brand assets and encouraging purchase intent. The acceptance of H1 and H2 shows that content presented through @sinar_masid accounts, both through *Pull Marketing* and *Push Marketing* strategies, is very effective in reaching a wide audience and increasing brand awareness. More than that, this strategy not only disseminates information, but also manages to build strong interactive relationships with *audiences*, which is reflected in the high influence on customer *engagement*. The TikTok *platform*'s ability to present entertaining and easy-to-share content is key to Sinar Mas' success in creating an active and emotionally connected community with the brand.

Then the acceptance of H3 and H4 provides strong evidence that *Brand Awareness* and *Customer Engagement* are important mediators towards *Purchase Intention*. The significant influence of *Brand Awareness* on purchase intent (H3) indicates that when consumers have known and remembered the Sinar Mas brand, their level of trust increases, which ultimately encourages them to consider a purchase. On the other hand, the significant influence of *Customer Engagement* (H4) shows that active interaction and emotional relationships built through TikTok content are able to turn passive interest into real purchase intent. This engagement creates a sense of belonging and loyalty that is a strong driver for consumers to make a purchase.
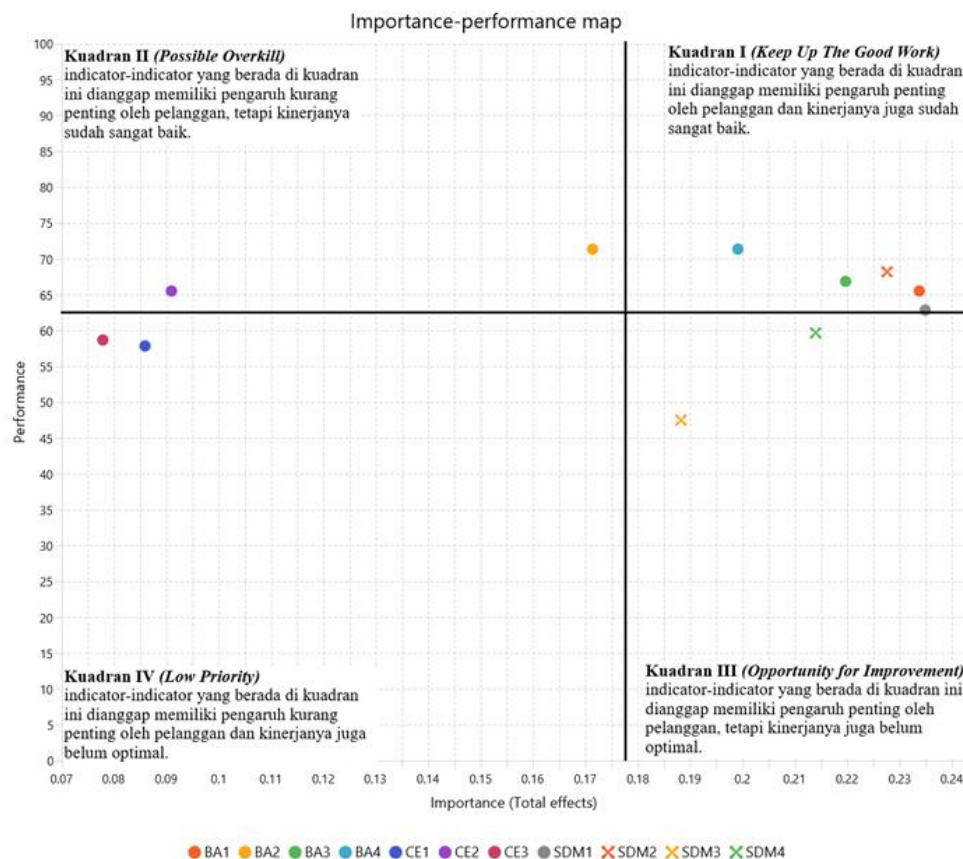
Figure 3. Importance Performance Map Analysis PI

The IPMA analysis provides clear strategic guidance for Sinar Mas to allocate resources more effectively.

Quadrant I *(Keep Up The Good Work):* Indicators such as *Pull Marketing* (SDM1), Increased User Engagement (BA1), and Content Virality (BA3) show excellent performance and are considered important by customers. Companies must maintain performance in these areas.

Quadrant III *(Opportunity for Improvement):* This area is the main focus for improvement. Direct *Marketing* (SDM3) and *Influencer Marketing* (SDM4) indicators are considered important by customers, but their current performance is considered not optimal. Sinar Mas is advised to improve the quality and frequency of campaigns involving influencers as well as optimize the direct offer strategy on the TikTok platform.

Quadrants II and IV: Indicators in the *Possible Overkill* (such as Increased Follower Count/BA2) and *Low Priority* (such as Customer Attention in Engagement/CE1) quadrants may be lower priorities, allowing companies to focus efforts on more impactful areas.

5. CONCLUSION

Based on the results of the analysis and discussions that have been carried out, several main conclusions can be drawn.

First, *the Digital Marketing* strategy implemented by Sinar Mas through the TikTok account @sinar_masid proven to have a positive and significant effect on *Brand Awareness*. This shows that various digital marketing efforts such as *Pull Marketing, Push Marketing*, and interaction through viral content have succeeded in increasing consumer recognition and memory of the Sinar Mas brand.

Second, the implementation of digital marketing strategies also shows a positive and significant influence on customer engagement. Sinar Mas' approach on the TikTok platform has proven to be effective in encouraging active interaction Sand consumer

engagement. Not only does this create a stronger relationship between customers and brands, but it also becomes an important foundation in building loyalty.

Third, *Brand Awareness* has a positive and significant influence on *Purchase Intent*. A high level of brand awareness in the minds of consumers directly increases their intention to purchase products or services offered by Sinar Mas. Trust and positive perceptions formed from strong brand awareness are the main drivers in purchasing decisions.

Fourth, *Customer Engagement* has also been proven to have a positive and significant effect on *Purchase Intention*. Consumers' emotional engagement and active interaction with TikTok accounts @sinar_masid directly contribute to increased purchase intent. This confirms that building an interactive and strong relationship with customers is an effective strategy to drive them towards a purchase decision.

Thus, the results of this study open up significant development prospects. Managerially, these findings provide a strategic roadmap for Sinar Mas to prioritize improvements in *the Direct Marketing* and *Influencer Marketing* aspects, which were identified as having low performance but considered important by *the audience.* Meanwhile, for further research in the future it can be extended this model by testing other digital platforms, applying it to different industries, or adding other variables.

REFERENCES

[1]   M. I. Firdaus, P. N. Azizah, and R. Sa'adah, "Pentingnya Digital Marketing Sebagai Strategi Pemasaran Umkm," *J. Manaj. dan Retail*, vol. 3, no. 01, pp. 78–85, 2023, doi: 10.47080/jumerita.v3i01.2530.

[2]   T. Murdiani, S. Asnusa, and M. G. Ramaputra, "Pemanfataan Media Sosial Pilihan UMKM untuk Mendukung Upaya Digital Marketing," *Pros. Semin. Nas. Darmajaya*, vol. 1, no. 0, pp. 117–125, 2022.

[3]   S. Kehinde, "The Role Of Brand Awareness In Influencing Purchase Intention In The Manufacturing Sector," no. December, 2024.

[4]   W. K. Nabila and D. A. Negoro, "Pengaruh Digital Marketing , Customer Engagemen t , dan Brand Awareness Terhadap Purchase Intention Produk Fashion Lokal Pada Generasi Z," *J. Pendidik. Tambusai*, vol. 7, pp. 20207–20218, 2023.

[5]   R. Panjaitan, "Mediating Role of Customer Engagement: Brand Image Enhancement from Social-Media Marketing," *J. Maksipreneur Manajemen, Koperasi, dan Entrep.*, vol. 12, no. 1, pp. 11–21, 2022, doi: 10.30588/jmp.v12i1.971.

[6]   R. Haryanto, A. Setiawan, R. Nurhayati, I. G. A. Mertayasa, and A. R. Nugraha, "Digital Marketing Sebagai Strategi Pemasaran Di Era Society 5.0: Sebuah Literature Review," *Edunomika*, vol. 08, no. 02, pp. 1–10, 2024.

[7]   I. R. Parinduri, M. L. I. Nasution, and Atika, "PENGARUH STRATEGI PEMASARAN PUSH DAN PULL DIGITAL MARKETING TERHADAP PURCHASE INTENTION ASURANSI JIWA DI PT. CHUBB LIFE INSURANCE MEDAN Islah," *J. Manaj. Terap. dan Keuang.*, vol. 13, no. 02, pp. 440–449, 2024, doi: 10.22437/jmk.v13i02.34133.

[8]   A. Halili, A. V. Sukmarini, and Fitriana, "Pengaruh Direct Marketing dan Personal Selling PT. Malindo Feedmill Makassar terhadap Kepuasan Pelanggan," *MUKASI J. Ilmu Komun.*, vol. 3, no. 4, pp. 344–353, 2024, doi: 10.54259/mukasi.v3i4.3235.

[9]   A. Widodo *et al.*, "Analisis Keefektifan Kerjasama dengan Influencer dalam Komunikasi Pemasaran Berdasarkan Perspektif Electronic Word of Mouth (EWOM)," *J. MAUIZOH*, vol. 9, no. 2, pp. 128–145, 2024.

[10]   J. Miranti, "Strategi Digital Marketing untuk Meningkatkan Penjualan UMKM Melon Golden dari Kota Cilegon melalui Penguatan SDM dan Ekspansi Bisnis Internasional Jelita Miranti yang terlibat . Penguatan kapasitas SDM melalui pelatihan dan pendidikan tentang efektif , m," *J. Manag. Soc. Sci.*, vol. 4, no. 1, 2025, doi: https://doi.org/10.55606/jimas.v4i1.1732.

[11]   D. I. Pramayanti, "The Impact of Digital marketing on Brand awareness in E-commerce Utilization," *Manaj. dan Akunt.*, vol. 4, no. 1, pp. 28–33, 2024, [Online]. Available: http://jibaku.unw.ac.id

[12] M. F. Akbar, H. D. L. Ati, and A. Sukarson, "PERAN TIKTOK DALAM MENINGKATKAN BRAND AWARENESS DI KALANGAN MILENIAL DAN GEN Z," *J. Media Public Relations*, vol. 4, no. 1, pp. 52–57, 2024, doi: 10.37090/jmp.v4i1.1594.

[13] N. R. Audrey, "Mediasi Brand Trust pada Pengaruh Customer Experience dan Customer Engagement terhadap Brand Loyalty Bukalapak (Studi Kasus pada Followers Akun Instagram @bukalapak)," *J. GEEJ*, vol. 7, no. 2, pp. 17–43, 2023, [Online]. Available: http://eprints.kwikkiangie.ac.id/id/eprint/4963

[14] M. I. Syarif, Suhairini, and S. Aisyah, "Pengaruh Social Media Marketing , Event Marketing Terhadap Keputusan Pembelian Dengan Customer Engagement," *J. Ekon.*, vol. 30, no. 01, pp. 48–70, 2025, doi: http://dx.doi.org/10.24912/je.v30i1.2935.

[15] Arieantony and I. O. Matusin, "Pengaruh Digital Marketing Terhadap Purchase Intention: Dimoderasi Brand Equity," *J. Ekon. Trisakti*, vol. 3, no. 2, pp. 3713–3722, 2023, doi: 10.25105/jet.v3i2.18191.

[16] E. Fernandez, M. M. Ali, and N. A. Sofiati, "Pengaruh YouTube Advertising Terhadap Purchase Intention di Agoda Melalui Brand Awareness," *J. Manaj. Dan Ilmu Sos.*, vol. 6, no. 2, 2025, doi: 10.26905/jmdk.v7i1.2538.

[17] L. Musfira and B. Astuti, "Faktor – Faktor yang Mempengaruhi Purchase Intention," *J. Inform. Ekon. Bisnis*, vol. 6, no. 1, pp. 133–144, 2024, doi: 10.37034/infeb.v6i1.812.

[18] D. Sugiyono, *Metode penelitian kuantitatif kualitatif dan R&D*. 2017.

[19] D. Firmansyah and Dede, "Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review," *J. Ilm. Pendidik. Holistik*, vol. 1, no. 2, pp. 85–114, 2022, doi: 10.55927/jiph.v1i2.937.

[20] J. F. Hair, G. T. Hult, C. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt*. 2017.

[21] A. Sulistyo, U. Sumarwan, and M. Aminah, "Faktor-Faktor yang Memengaruhi Keputusan Pembelian Buku pada Mahasiswa," *J. Manaj.*, vol. 12, no. 3, p. 474, 2021, doi: 10.32832/jm-uika.v12i3.5252.