

ANALYSIS OF THE INFLUENCE OF LOCATION ON PURCHASING DECISIONS IN KWETIAU MEDAN ALKAP, PANTAI INDAH KAPUK

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Abstract - Kwetiau Medan Alkap Restaurant has more than 5 branches in 2024. This study aims to identify the factors influencing purchasing decisions at the Kwetiau Medan Alkap Restaurant located in PIK Extension. The study aims to analyze the effect of location and its dimensions on customer purchasing decisions at Kwetiau Medan Alkap, Pantai Indah Kapuk. Data was collected through a questionnaire distributed to 100 respondents, who were sampled using Probability Sampling techniques. This research employs a quantitative approach with the assistance of Statistical Product and Service Solution (SPSS) software. The results indicate that the location variable has a positive and significant effect on the purchasing decision variable at Kwetiau Medan Alkap, Pantai Indah Kapuk. T-Test and F-Test results show that the location variable and its dimensions have both partial and simultaneous effects on purchasing decisions at Kwetiau Medan Alkap, Pantai Indah Kapuk. Therefore, Kwetiau Medan Alkap should ensure a strategic location by considering accessibility, the distance between customers' business centers and the restaurant, the road infrastructure, public facilities, and religious facilities that can influence customer purchasing decisions.

Keywords – Location, Customer decision, Restaurant, Pantai Indah Kapuk, Chinese Food

INTRODUCTION

The food and beverage (F&B) industry encompasses a range of manufacturing activities centered around the production and marketing of food and beverages. In recent years, the F&B sector has experienced rapid growth across various cities in Indonesia. This industry appeals to a broad demographic, attracting consumers from all socioeconomic backgrounds. The persistent demand for food and beverages underscores their essential role as basic human needs, contributing to the F&B sector's resilience and timelessness.

Statistics demonstrate the robust growth of the F&B industry in Indonesia. As shown in Table 1.1 below, the average monthly expenditure on food and beverages has consistently increased, while inflation rates have remained relatively stable. This stability is notable, even in 2022 when inflation surged, indicating that consumer spending in this sector continues to thrive.

Table 1. Average Monthly Expenditure per Capita on Food and Beverages (in Rupiah)

Year	Expenditure (Rp)	Annual Inflation (%)
2019	572,551	2.72
2020	603,236	1.68
2021	622,845	1.87
2022	665,757	5.51

Source: Processed by the Author

The continuous increase in average monthly expenditure reflects consumers' commitment to food and beverage experiences, supported by the proliferation of culinary tourism in Indonesia. Culinary tourism involves visits to places related to food, such as food festivals, restaurants, and locations offering a variety of flavorful dishes.

One prominent culinary tourism destination is Pantai Indah Kapuk (PIK) in Jakarta, which has gained popularity due to the development of its reclaimed island. PIK is recognized as the second most-visited area, attracting approximately 900,000 visitors daily in 2023, according to Kemenparekraf. This influx has fostered the emergence of several culinary centers, including Food Street, Batavia Cove, and Pantjoran, each boasting unique concepts and offerings. For instance, Food Street mimics street food with a more comfortable ambiance, while Batavia Cove presents a modern coastal view, and Pantjoran combines traditional Chinese culinary elements with a contemporary twist.

Among these culinary establishments, Kwetiau Medan Alkap stands out. Specializing in Chinese cuisine with a distinct Medan flavor, this restaurant has garnered a positive reception from visitors at Pantjoran PIK. Initially established in 1985 in Pasar Alkap, the restaurant expanded with its second branch in Jelambar in 2015, though this location faced challenges and was closed by 2017 due to poor patronage.

According to the restaurant owner, the Jelambar branch recorded extremely low sales, with some days yielding only 5 to 6 customers. However, Kwetiau Medan Alkap made a successful comeback by opening a third branch in Pantjoran Extension in 2020. Despite the challenges posed by the COVID-19 pandemic, this location flourished and expanded rapidly, with more than four new branches opened in 2022-2023.

The strategic location of Kwetiau Medan Alkap in Pantjoran PIK is believed to be a significant factor contributing to its success. Pantjoran PIK, situated on Golf Island, a reclaimed area managed by Agung Sedayu, is easily accessible via motorcycle or car, with ample parking facilities. The operational hours extend from 07:00 to 23:00 WIB, with peak visitor times on weekends from 17:00 to 22:00 WIB. Visitors enjoy free entry, making it a popular spot for both dining and leisure.

Pantjoran PIK offers various attractions, including photo spots like pagodas, murals depicting traditional Chinese village life, and statues of Kwan Yin. The facility includes essential amenities such as handwashing areas, restrooms, and spaces for live music. Customer reviews highlight the authentic dining experience, elegant Chinese architecture, and a wide range of Chinese dishes available, contributing to its reputation as a strategically advantageous location for Kwetiau Medan Alkap. Based on interviews with the restaurant owner, the sales volume in 2023 reached an impressive 28,152 portions. This data indicates a strong correlation between the location and purchasing decisions.

LITERATURE REVIEW

Purchase decisions are defined as consumer behavior that involves how individuals, groups, and organizations select, buy, and use goods, services, ideas, or experiences to satisfy their needs and wants (Soetanto et al., 2020). Mukti and Aprianti (2021) emphasize that this stage is where buyers ultimately decide to purchase a product. Islamiah et al. (2019) further explain that a purchase decision represents the choice made by a customer to buy the desired goods or services. From these definitions, it can be concluded that a purchase decision is a commitment made by a customer to proceed with buying based on previous considerations.

Soetanto et al. (2020) outline several dimensions of purchase decisions: product choice, where consumers must decide what to buy and other objectives; brand choice, which involves selecting a brand due to its unique characteristics; provider choice, where factors like location, price, product availability, and convenience are considered; timing of purchase, indicating when consumers decide to buy; quantity of purchase, reflecting how much they plan to buy; and payment methods, which are crucial as customers select the most convenient options, whether cash or bank transfer.

Indicators of purchase decisions, according to Putranti and Budiatmo (2020), include decisions regarding product type, timing of purchase, and post-purchase behavior. Martianto et al. (2023) identify four indicators: strong belief in a product, tendencies when ordering items, promoting products to family and friends, and making repeat purchases. Additionally, Susanti et al. (2021) list four more indicators: satisfying needs, perceived benefits of the product, price suitability, and repeat purchases when customers are satisfied with prior purchases.

Furthermore, consumer behavior is influenced by customer satisfaction, which refers to the perceptions and attitudes customers have when purchasing products or services that meet their expectations (Tao, 2014; Sudibyoy & Rachmawati, 2023). Kotler and Keller (2014) define satisfaction as a reflection of emotions after assessing performance outcomes, while Zulkarnaen W. Amin (2018) notes that it reflects feelings of pleasure or disappointment after comparing received services or products with expectations (Bintarto et al., 2021). This indicates that customer satisfaction arises when their needs are met, requiring restaurants to understand and fulfill these expectations, thereby fostering innovation, communication, and evaluation of their performance.

Regarding location, Fauji and Faddila (2020) describe it as facilitating the sale of goods and services, with two options for service accommodation: the customer arriving at the service location or the provider's location. Imanulah et al. (2022) explain that location consists of company activities making products available to target buyers. According to Faisal et al. (2023), a strategic location aims to optimize company profits by enabling efficient operations at low costs while allowing future expansion.

Dimensions of location, as outlined by Imanulah et al. (2022), include resource availability (such as raw materials and transportation), personal entrepreneur considerations, lifestyle considerations prioritizing family harmony, and consumer accessibility to ensure closeness to the market. Euis and Oktavian (2020) identify various indicators for location selection, including accessibility, visibility, traffic (considering both pedestrian flow and traffic congestion), parking facilities, potential for restaurant expansion, supportive environments for selling products, competition among similar businesses, and

government regulations regarding the location. Sembiring and Sunargo (2022) add five indicators: ease of access by personal or public transportation, proximity to business centers, adequate road facilities, availability of public amenities, and nearby places of worship.

Finally, customer expectations are defined as consumers' anticipations or beliefs about what they will receive. Olson and Dover (as cited in Zeithaml, 1993) explain that customer expectations serve as a benchmark for evaluating product performance. However, there are areas of contention regarding the specific nature of these standards, the number of standards utilized, and the sources of these expectations (Pratiwi, 2010).

METHODS

According to Dewantara & Aditya (2023), the subject of research refers to the location or area designated for data collection regarding a predetermined research object. In this context, the research subject is the area where data will be gathered to address the research questions. Conversely, the research object represents a phenomenon or issue that will be investigated, focusing on the specific variables that are central to the research process.

The primary reason for selecting Kwetiau Medan Alkap is its remarkable growth, having opened over four branches within less than four years, including locations in PIK Extension, Old Shanghai, Mall of Indonesia, Citra Land, and expansion to Surabaya at G-Walk and Pasar Atom. This rapid growth is noteworthy, especially considering its prior branch in Dutamas had to close.

Data Collection Techniques, The study employs a quantitative research method. Aulia & Yulianti (2019) state that quantitative research is based on positivism and follows a systematic, objective, measurable, rational, and concrete approach. This method transforms raw data into numerical form for analysis. Quantitative research can be descriptive, correlational, or associative, depending on the relationship between the variables. According to Ali et al. (2022), quantitative research is popular across various fields, including science and sociology. This approach is also applicable in educational research, distinguishing it from qualitative research.

Population and Sample , Amin et al. (2023) describe population as all individuals within a targeted group for research outcomes. This study focuses on consumers who purchased food at Kwetiau Medan Alkap. The targeted population consists of the highest number of purchasers over the past six months.. According to Salsabila et al. (2023), a sample is utilized to measure and observe characteristics within a population. This research will employ non-probability sampling. Jasmalinda (2021) defines non-probability sampling as a method that does not provide equal chances for all population segments. The purposive sampling technique will be used, as described by Lukitaningsih & Lestari (2023), to select individuals aged 17 years and older who have purchased food at the restaurant. The age threshold is based on Iskandar (2022), suggesting that individuals above 17 are more mature in their food choices.

Data Analysis Techniques, The analysis will employ multiple regression analysis to assess relationships between four dependent variables and one independent variable (Padilah & Adam, 2019). The data will be processed using SPSS (Statistical Program for Social Science) for analysis, including tests for validity and reliability. Sanaky (2021) emphasizes the need for valid instruments to ensure the accuracy of collected data. The validity of this research will be tested through construct validity, as outlined by Mukhlisa (2023), using correlation coefficients to evaluate the data's precision. Reliability testing, as described by Rosita, Hidayat, and Yuliani (2021), assesses the consistency of the responses used to collect research evidence. This ensures the reliability of the research instruments utilized.

RESULTS AND DISSCUSSION

Respondent Analysis

In this study, data was collected from 100 consumers of Kwetiau Medan Alkap restaurant, located in Pantjoran PIK. Respondents were selected based on specific qualifications, including name, age, and income level. The demographic analysis revealed that most respondents were between the ages of 24 and 25, with 22 respondents aged 24 and 23 respondents aged 25. Additionally, a higher proportion of respondents were male, accounting for 59% of the sample, while females made up 41%. Income distribution analysis indicated that most respondents had a monthly income ranging from IDR 3,766,000 to IDR 4,842,000, suggesting a relatively homogenous socio-economic background among the participants.

Data Analysis

The data analysis involved several steps, including validity and reliability testing of the measurement instruments. Validity tests indicated that all items measuring the variables of location and purchasing decisions were valid, with R values exceeding the critical threshold. Reliability tests demonstrated that both variables achieved Cronbach's Alpha above 0.6, indicating acceptable reliability.

Table 2. Analysis Regresion Test

Model	Coefficients ^a	
	Unstandardized Coefficients	
	B	Std. Error
1 Constanta	-11,151	1,523
Location	,319	,065

a. Dependent Variable: purchase decisions

Source :Results by reseacher's data, 2024

Classical assumption tests, including normality and heteroscedasticity tests, confirmed that the data followed a normal distribution and exhibited no signs of heteroscedasticity. The simple regression analysis yielded a significant relationship between the location variable and purchasing decisions, with an equation of $Y = -11.151 + 0.319X$.

Table 3. Result of T-Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 Constanta	-11,151	1,523		-7,280	,000
X1.	,359	,060	391	5,993	,000
X1.2	,209	,068	,208	3,084	,003
X1.3	,319	,065	,275	4,927	,000
X1.4	,107	,036	,144	2,955	,004
X1.5	,383	,044	,264	6,437	,000

a. Dependent Variable: purchase decisions

Source :Results by reseacher's data, 2024

Furthermore, the partial (t-test) analysis was performed to evaluate the influence of several dimensions on purchasing interest. For the accessibility dimension (X1.1), the calculated T-value (Thitung) was 5.993, exceeding the T-table value (Ttabel) of 1.98552, with a significance level of 0.000, indicating a positive impact and leading to the acceptance of Hypothesis H1. Similarly, the proximity to business centers (X1.2) demonstrated a Thitung of 3.084, which also surpassed the Ttabel, resulting in the acceptance of Hypothesis H2, with a significance of 0.003. The road facilities dimension (X1.3) showed a Thitung of 4.927, reinforcing a positive effect on purchasing interest, thereby accepting Hypothesis H3, as its significance was recorded at 0.000. The public facilities dimension (X1.4) had a Thitung of 2.955, which confirmed its beneficial impact on purchasing decisions, leading to the acceptance of Hypothesis H4 with a significance level of 0.004. Lastly, the religious facilities dimension (X1.5) exhibited a Thitung of 6.437, indicating a strong positive influence on purchasing interest, thus accepting Hypothesis H5, supported by a significance of 0.000. Collectively, these results highlight the significant role each dimension plays in shaping customer purchasing decisions.

Table 4. Result of F-Test ANOVA^a

Model	Sum of Squares	df.	Mean Square	F	Sig
Regression	617,952	1	154,48	632,381	,000 ^b
Residual	23,208	95	,244		
Total	641,160	99			

a. Dependent Variable: purchase decisions

b. Predictions : (constant),Place

Source :Results by reseacher's data, 2024

The F-test was utilized to assess the simultaneous impact of the location variable on purchasing decisions, comparing the F calculated value (Fhitung) against the F table value (Ftabel) to determine the outcome. The decision criteria stated that the null hypothesis (H0.6) would be accepted (and the alternative hypothesis H6 rejected) if Fhitung was less than Ftabel at a significance level (Sig F) greater than 0.05, or vice versa. As presented in Table 4.12, the Fhitung value was 632.381 with a significance of 0.000. Since Fhitung (632.381) was significantly greater than Ftabel (2.31) and the significance level (0.000) was less than 0.05, it was concluded that the location variable has a positive and significant effect on purchasing decisions. Therefore, Hypothesis H6 was accepted. This finding aligns with the research conducted by Viana & Hartati (2022), which also reported a significance level below 0.05, affirming the substantial impact of location on customer purchasing behavior.

Table 5. Result of R square -Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,982a	,964	,962	,49426

a. Predictions : (constant), Place

Source :Results by reseacher's data, 2024

The R Square test results, presented in Table 4.13, indicate that the Adjusted R Square value is 0.962, signifying that 96.2% of the variance in purchasing interest is explained by the location variable. The remaining 3.8% (100% - 96.2%) is influenced by other factors not examined in this study, such as emotional responses, price, and costs, as posited by Kotler (2019) and Pitana & Diarta (2009). This percentage was derived from the coefficient of determination formula, similar to the methodology used in Larasati & Gilang (2017). In comparison, Viana & Hartati (2022) reported an adjusted R Square value of 0.465, suggesting that the independent variables (product quality, price, and location) account for 46% of the variance in purchasing decisions, while 54% remains attributable to variables outside their analysis.

DISCUSSION

The findings from this study provide significant insights into consumer behavior in the context of Kwetiau Medan Alkap restaurant, particularly regarding the influence of location on purchasing decisions. The demographic analysis indicates a predominantly young consumer base, with a significant representation of males. This demographic trend suggests that the restaurant's marketing strategies might benefit from targeting younger consumers and tailoring promotional efforts to appeal specifically to their preferences.

The income distribution of respondents highlights that the majority fall within a relatively narrow range of monthly earnings. This homogeneity suggests that price sensitivity may play a crucial role in purchasing decisions among this group. Therefore, competitive pricing and value-for-money offerings could be essential strategies for attracting and retaining customers.

The data analysis confirmed the validity and reliability of the measurement instruments, ensuring that the insights derived from the study are robust. The significant relationship identified between location and purchasing decisions underscores the importance of strategic placement for restaurants. The positive regression coefficient indicates that as the appeal of the location increases, so too does the likelihood of consumers choosing to dine there. This finding aligns with previous research emphasizing that the location is a pivotal factor in restaurant choice, as it often influences consumer perceptions of accessibility, ambiance, and overall dining experience.

Furthermore, the adjusted R-square value of 0.962 indicates that the location variable accounts for a substantial portion of the variance in purchasing decisions. This suggests that location should be a primary focus for restaurant management, influencing not only physical site selection but also marketing campaigns that highlight the restaurant's unique location attributes.

Overall, these findings reinforce the notion that restaurants like Kwetiau Medan Alkap must prioritize their location strategy to enhance consumer attraction and retention, ultimately driving sales and ensuring long-term success in a competitive market. Future research could expand on these findings by exploring other factors influencing consumer choices, such as menu variety, service quality, and brand

reputation, to provide a more comprehensive understanding of the dynamics at play in restaurant patronage.

CONCLUSION

The findings of this study reveal significant insights into the influence of location on purchasing decisions at Kwetiau Medan Alkap, Pantai Indah Kapuk. The results of the F-test indicate a strong positive and simultaneous impact of the location variable on the purchasing decisions of customers, underscoring the importance of strategic placement in attracting patrons. Specifically, the accessibility dimension showed a substantial influence of 35.9%, while proximity to business centers, road facilities, public amenities, and religious facilities also demonstrated noteworthy contributions to purchasing decisions, with respective influences of 20.9%, 31.9%, 10.7%, and 38.3%. This emphasizes that a well-considered location can significantly enhance customer interest and the likelihood of transactions. Additionally, the R^2 value of 96.2% suggests that location is a crucial determinant of purchasing decisions, while the remaining 3.8% indicates that other variables may also play a role. This finding highlights the need for further investigation into other factors affecting customer behavior. The recommendations provided emphasize the necessity for Kwetiau Medan Alkap to prioritize strategic location selection for potential new branches, ensuring accessibility and proximity to key business centers, as well as other essential facilities.

Limitations of the Research provides valuable insights, it is essential to acknowledge its limitations. The study primarily focused on specific dimensions of location, and the generalizability of the findings may be limited. Future researchers are encouraged to explore other factors, such as brand image, customer preferences, and competitive dynamics, that could also influence purchasing decisions in the context of Kwetiau Medan Alkap.

Contributions of the Research represents a pioneering effort to examine the impact of location on customer purchasing decisions at Kwetiau Medan Alkap, particularly in the Pantai Indah Kapuk area. The findings contribute to the existing body of literature on restaurant location strategy, providing practical implications for business owners and marketers in the food service industry. The author acknowledges the contributions of previous researchers whose works laid the groundwork for this study.

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