The Effect of Price and Service Quality on Customer Satisfaction of Lion Air Padang Flight Service Users

Afrida, Mayvira

Faculty of Economics And Business, Baiturrahmah University, Padang

ABSTRACT

This study aims to find out how the influence of price variables and service quality on customer satisfaction of Lion Air Padang flight service users. The type of data used in this study is using quantitative data in the form of questionnaires from Lion Air (Padang-Jakarta) customers. The sample used in this study was Lion Air customers with the route (Padang-Jakarta) as many as 106 respondents. The results of the t-test show that price and service quality have a positive effect on customer satisfaction with a t-value calculated for the price of 4.465 with (sig 0.000<0.05), Service Quality with a t-value calculated 2.953 with (sig 0.004<0.05) with df=106-3=103, then t table 1.659 is obtained. The results of the F test show that price and service quality together (simultaneously) have a positive effect on customer satisfaction of Lion Air Padang flight service users with the results of the F test knowing that the F value is calculated > from the F table or 20.683 > 3.08, with a significant value of 0.000 (p<0.05). From the results of the determinant coefficient analysis, an R-Square value of 0.287 was obtained, which means that 28.7% of the variables of price and quality of service can be explained by price and quality of service, while the remaining 71.3% is influenced by other factors outside the variables used in this study.

Keywords: Customer Satisfaction, Price and Service Quality Reading

1. BACKGROUND

The rapid competition of the aviation service industry in Indonesia is not only caused by globalization, but is more due to customers who are increasingly intelligent, price-conscious, and also demanding. Advances in communication technology also play a role in increasing the intensity of competition, as it gives customers access to more information about the various products offered. This condition causes customers to have more choices in using the money they have.

For customers, the costs incurred to meet their needs and desires must be in accordance with expectations so as to cause customer satisfaction. Customer expectations and performance conveyed can lead to why two organizations on the same type of business may be judged differently by their customers.

A customer's expectations are shaped by previous purchase experiences, friend comments, and promises from a company. These customer expectations over time evolve as the customer experience grows.

Aviation service marketing is a process of adjustment between current passenger demand, potential demand, future demand, and supply from an airline.

According to Kotler and Keller (2018:138), customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or result) against their expectations. If performance fails to meet expectations, customers will be satisfied. In addition, if the performance exceeds expectations, customers will be very satisfied and happy.

Meanwhile, according to Umar in Indrasari (2019: 82) said that customer satisfaction is the level of consumer feelings after comparing what is received and what is expected. A customer, if he is satisfied with the value provided by the product and service, is very likely to become a customer for a long time.

Based on the opinions of the experts above, it can be concluded that customer satisfaction is comparing the compensation received and according to expectations, the performance produced exceeds expectations, then consumers will experience and be happy when they get something they want. There are several factors that affect customer satisfaction, namely the quality of service or service, product quality, price, situation and consumer privacy of Kotler in Suwito (2018: 257).

Price is a sum of money charged on a particular product, the industry sets prices in various methods. In large companies, pricing is generally handled by division managers as well as Kotler product line managers (2019: 131).

Based on the opinions of the experts above, it can be concluded that price is a nominal amount given for the value produced from a product or service and becomes a symbol of the transfer of ownership rights. According to Kotler in Krisdayanto (2018: 4) there are four indicators that characterize prices, namely price affordability, price suitability with product quality, price suitability with benefits, price according to ability or price competitiveness.

According to Fandy Tjiptono (2017:180), it defines service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations. Meanwhile, according to Kasmir (2017:47), service quality is defined as the action or act of a person or organization aiming to provide satisfaction to customers or employees.

Another opinion was also found by Aria and Atik (2018:16) stating that service quality is an important component that must be considered in providing excellent service quality.

Based on the opinions of the experts above, it can be concluded that service quality is the actions and abilities of employees in a company that are carried out with full commitment to provide the best and quality service to consumers, fellow employees, and company leaders. According to Tjiptono (2019:305), service quality indicators are reability, responsiveness, assurance, empathy, tangibles (physical evidence).
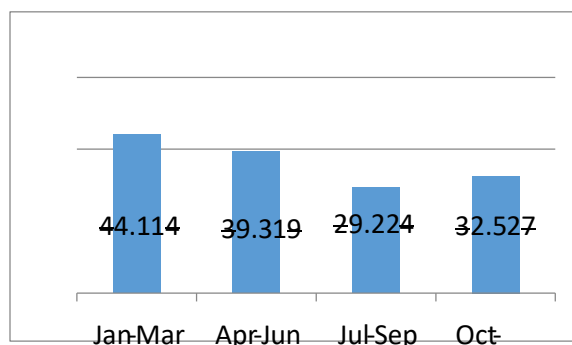
Source: Lion Air Data

Graph 1.1

Lion Air Passenger Numbers January-December 2022

From graph 1.1 above, it can be seen that the growth in the number of passengers in January-March increased by 44,114, while in July-September there was a decrease in passengers by 29,224. This is also evident from the growth in the number of passengers in the chart above which did not increase significantly.

As previously explained, one of the factors that affect customer satisfaction according to Kotler in Suwito (2018:257) is price. The following is the airline price comparison data can be seen in the following table 1.1.

Table 1.1

Compare Lion Air prices with other airline types

It	Route	Lion Air	Garuda Airlines	Citylink	Suoer Air Jet
1	Padang-Batam	IDR 995,650	IDR 3,558,900	IDR 1,002,920	IDR 2,550,600
2	Padang-Medan	IDR 2,070,800	IDR 3,985,000	IDR 2,229,637	IDR 2,432,400
3	Padang-Jakarta	IDR 970,600	IDR 1,892,200	IDR 1,064,691	IDR 988,800

Source : www.tiket.com

Table 1.1 shows that the difference in airline payment rates. where on the Padang-Jakarta route with Lion Air is cheaper than other airlines with a tariff of Rp.970,600. While Garuda Airlines is the most expensive airline among other airlines. From this data, we can also see the difference in the price provided.

The results of Muhammad Ridho Almuthahar (2022) research entitled "The Influence of Price and Service Quality on Customer Satisfaction of Lion Air Indonesia" with the results of the study showing that price and service quality have an effect on customer satisfaction.

This is certainly not enough as a basis to state Lion Air's customer satisfaction Lion Air in the good category. Referring to the background that has been described by the author, the author is motivated to raise this problem as research material entitled "The Influence of Price and Service Quality on Customer Satisfaction of Lion Air Padang Flight Service Users".

Problem Formulation

Based on the above background, the following problems can be formulated:

1. Does price affect Lion Air customer satisfaction
2. Does service quality affect Lion Air customer satisfaction
3. Does price and service quality affect Lion Air customer satisfaction

1.1 Research Objectives

Based on the formulation of the problem above, the objectives of this research can be determined as follows:

1. To find out the effect of price on customer satisfaction on Lion Air.
2. To find out the influence of service quality on customer satisfaction at Lion Air.
3. To find out the influence of price and service quality on customer satisfaction at Lion Air

Benefits of Research

The research conducted will provide several uses or benefits, among others:

1. For Researchers
   This writing is expected to help insights, knowledge and experience regarding the influence of price and service quality on Lion Air customer satisfaction.

2. Share Lion Air
   This research is expected to be an input and consideration for companies in increasing customer satisfaction. 3. For the Next Researcher

   This research can be used as a guideline or reference so that further research can be even better, and get additional information and references about the influence of price and service quality on customer satisfaction of Lion Air service users.

4. For Campus

   From this research, it can provide insight and reference to students of Baiturrahmah University of Padang who want to research the same thing, namely: The Influence of Hara and Service Quality on Customer Satisfaction of Lion Air Aviation Service Users.

2. THEORETICAL STUDIES Customer Satisfaction

According to Tjiptono and Diana (2019), customer satisfaction is the result of purchasing and using products obtained by customers by comparing compensation and purchase costs with expected results. Meanwhile, according to Umar in Indrasari (2019: 82) said that customer satisfaction is the level of consumer feelings after comparing what is received and what is expected. A customer, if he is satisfied with the value provided by the product and service, is very likely to become a customer for a long time.

According to Kotler and Keller (2018:138), customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or result) against their expectations. If performance fails to meet expectations, customers will be satisfied. In addition, if the performance exceeds expectations, customers will be very satisfied and happy.

Based on the opinions of the above, it can be concluded that customer satisfaction is comparing the compensation received and according to expectations, the performance produced exceeds expectations, then consumers will experience and be happy when they get something they want.

According to Kotler in Suwito (2018: 257) there are several factors that affect customer satisfaction, namely:

1) The quality of the service or service, that is, consumers will feel satisfied if the service they get is as good as expected.
2) Product quality, that is, consumers will feel satisfied if the products they use are of high quality.
3) Price, which is a product that has the same quality but is relatively cheap, will provide more value to consumers.
4) Situation, which is the situation or condition experienced by the consumer.
5) Consumer personality, which is the characteristics of consumers who meet the personal needs of consumers.

Price

According to Kotler (2019: 131), price is a sum of money charged on a particular product. The industry determines prices in various methods. In large companies, pricing is generally handled by division managers as well as product line managers.

According to Alma (2018:171) price is the value of an item expressed in money. Price is a value that must be paid by the buyer for the purchase of an item (Insani and Madiawati, 2020). Another opinion was also put forward by Harman Malau (2017: 126) who stated that price is the basic measure of an economic system because price affects the allocation of production factors.

Based on the above experts, it can be concluded that price is a nominal amount given for the value produced from a product or service and becomes a symbol of the transfer of ownership rights.

According to Harman Malau (2017: 126) Factors that can affect prices in the market are as follows:

1. Production costs are the costs incurred to carry out the production process. Production costs consist of raw material costs, namely costs related to direct costs in carrying out production.
2. Direct labor costs are labor that is directly involved in the production process, for example wages.

3. Factory overhead is costs other than direct materials and direct labor, for example machine depreciation and rent.

According to Kotler in Krisdayanto (2018: 4) there are four indicators that characterize the price, namely:

1. Affordability of Consumer prices can reach the prices that have been set by the company. There are usually several types of products in one brand, the price also differs from the cheapest to the most expensive.
2. The suitability of prices and the quality of the product are often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. If the price is higher, people tend to think that the quality is also better.
3. Compatibility of price with benefits Consumers decide to buy a product if the perceived benefits are greater or equal to those that have been spent to get it. If consumers feel that the benefits of the product are less than the money spent, then consumers will think that the product is expensive and consumers will think twice about making a repeat purchase.

Price according to ability or price competitiveness Consumers often compare the price of one product with another. In this case, the high price of a product is highly considered by consumers when buying the product.

Quality of Service

According to Fandy Tjiptono (2017:180), it defines service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations. Meanwhile, according to Arianto (2018:83), service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations.

According to Kasmir (2017:47), service quality is defined as the action or act of a person or organization aiming to provide satisfaction to customers or employees. Another opinion was also found by Aria and Atik (2018:16) stating that service quality is an important component that must be considered in providing excellent service quality.

Lewis and Booms (in Tjiptono 2017:142) stated that service quality can be interpreted as a benchmark for how well the level of service provided is able to meet the expectations or expectations of customers.

Based on the above experts, it can be concluded that service quality is the actions and abilities of employees in a company that are carried out with full commitment to provide the best and quality service to consumers, fellow employees, and company leaders.

Menururt Kasmir (2017:6-7) there are several factors that affect the quality of service, namely:

1 The number of workers, the number of workers in a company
2 The quality of the workforce, including the knowledge and skills possessed by the workforce
    3 Employee motivation, an encouragement that employees have to do an activity or work.

4   Leadership, the process of influencing individuals is usually carried out by superiors to subordinates so that they can act in accordance with the will of their superiors in order to achieve the company's goals.

5   Organizational culture, a system in a company that is embraced by all members 6 Employee well-being
7 The work environment and other factors include the facilities and infrastructure used.

The service quality indicators according to Tjiptono (2019:305) are:

1.   Reliability is the ability to provide the promised service promptly, accurately, and satisfactorily.
2.   Responsiveness (responsiveness) is the desire of the staff to help customers and provide responsive service.
3.   Assurance includes the knowledge, competence, courtesy, and trustworthiness of the staff; free from danger, risk or doubt.
4.   Empathy includes ease of building relationships, good communication, personal attention, and understanding of the individual needs of customers.
5.   Physical Evidence (tangibles) Includes physical facilities, equipment, employees, and means of communication.

Conceptual Framework
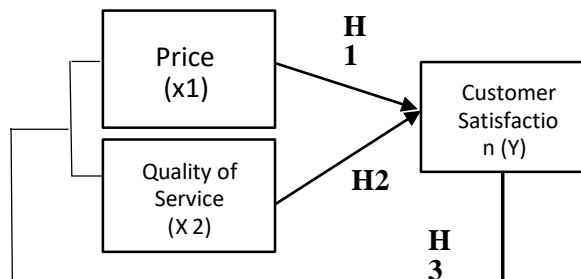
Figure 2.1
Conceptual

Framework

Hypothesis
        A hypothesis is a temporary answer to a problem that is still temporary because it still has to be proven. The hypotheses in this study are:

H1: Price has a positive and significant effect on customer satisfaction of Lion Air flight service users

H2: Service quality has a positive and significant effect on customer satisfaction of Lion Air flight service users H3: Price and service quality simultaneously affect customer satisfaction of Lion Air flight service users.

3. RESEARCH METHODS

According to Sugiyono (2018:24), it is stated that research methods are a scientific way to obtain data with certain purposes and uses. The research method used in this study is an associative research method, namely research that connects between two or more variables, with a causal relationship, namely a causal relationship. This study was conducted to determine the influence of Price (X1) and Service Quality (X2) on Customer Satisfaction (Y) of Lion Air Padang flight service users.

Population and Sample

According to Sugiyono (2018:117) states that a population is a generalization consisting of objects/subjects that have certain qualities and characteristics that are determined by the research to be studied and then drawn conclusions.

The population in this study is all users of Lion Air Padang flight services on the Padang-Jakarta route in 2022.

According to Sugiyono (2018:148), the sample is part of the number and characteristics of the population, the sample used in this study is 106 respondents. By using the Slovin Formula.

Techniques and Sample Withdrawal

According to Sugiyono (2018:139) the sampling technique is a sampling technique to determine the sample to be used in the study, The sampling technique used in this study is *the Non Probability Sampling* technique using *the accidental sampling* method. *Accidental sampling* is a technique for determining samples by chance, or anyone who happens to meet a researcher who is considered suitable for the characteristics of the specified sample will be used as a sample.

The data collection method is an important step in research activities. This aims to obtain data objectively and accurately according to research needs. When viewed in terms of data collection methods or techniques, data collection techniques can be carried out with questionnaires (Sugiyono, 2018:223-224). Questionnaire questionnaire is a technique of collecting data in which respondent participants fill in questions or statements and then after filling them out return them to the researcher (Sugiyono, 2018:230).

4. RESULTS AND DISCUSSION

Normality Test

Table 4.1

Normality Test

Variable	Asymp. Sig(2Tailed)	Information
Customer Satisfaction	0,079	Usual
Price	0,367	Usual
Quality of Service	0,803	Usual

Source: Data Processing Results, 2023

From table 4.1, it is known that the value of Asymp.Sig (2-tailed) for the variable Customer Satisfaction (Y) is 0.079, the variable Price (X1) is 0.367 and the variable Quality of Service (X2) is 0.803 from all the variables of the research whose value is greater than the significant level used in this study ($\alpha= 0.05$). Thus, it can be concluded that all research variables are normally distributed, thus multiple linear regression analysis can be carried out because they have been normally distributed.

Multicollinearity Test

Table 4.2

Multicollinearity Test Results

Variable	Tolerance	Vif	Information
Price (x1)	0,897	1,115	Free multicollinearity
Quality of Service (X2)	0,897	1,115	Free multicollinearity

Source:Data Processing Results, 2023

Based on table 4.12 above, it can be seen that the tolerance value of the price and service quality variables is more than 0.1 and the VIF value of each variable is less than 10. This shows that there is no meaningful relationship between the independent variables. Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be implemented because there are no cases of multicollinearity between fellow independent variables.

Autocorrelation Test

Table 4.3

Autocorrelation Test Results

Type	Durbin-waston	Information
1	1,449	No autocorrelation occurs

Based on table 4.3 above, it can be concluded that the Durbin-Watson value of 1.449 is located between (2) to (+2), so there is no autocorrelation.
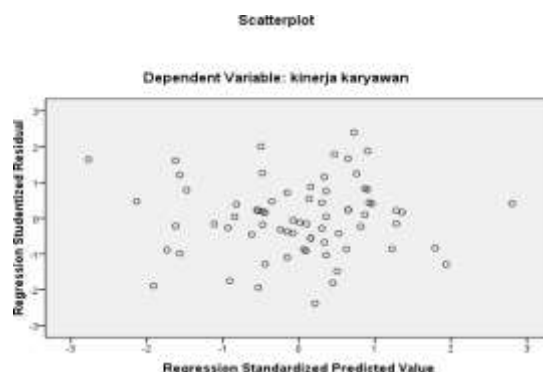
Heteroscedasticity Test

Figure 4.4

Heteroscedasticity Test Results

Based on figure 4.4 above, it can be concluded that there is no case of heteroscedasticity because the distribution is above and below the 0 axis and is not in the form of a pattern.

Multiple Linear Regression Analysis

Test t (Partial Test)

Table 4.5

Partial Test Results (T-Test)

Type	B	T	Sig
(Constant)	5.765	2.069	0,039
Price (x1)	0,350	4.465	0,000

Type	B	T	Sig
Quality of service (X2)	0,170	2.953	0,004

Source: Data Processing Results, 2023

Based on table 4.5 above, the conclusion of the t-test can be drawn as follows:

a.   The price has a tcal value of 4.465 and a sig value (0.000<0.05) with df = 106-3 = 103, then the table is obtained at 1.659. From the results above, it can be seen that the tcount or 4,465 > 1,659, meaning that H1 is accepted and H0 is rejected. So it can be concluded that Price has a positive and significant effect on Customer Satisfaction of Lion Air flight service users

b.   Service Quality has a tcal value of 2.953 and a sig value of (0.004<0.05) with df=106-3=103, then obtain table of 1,659. From the results above, it can be seen that the calculation is 2.93>1.659, meaning that H2 is accepted and H0 is rejected. Therefore, it can be concluded that Service Quality has a positive and significant effect on Customer Satisfaction of Lion Air flight service users

Test F (Simultaneous Test)

The F test is used to see the overall influence of independent variables with dependent variables.

From the results of the SPSS program, it is known that the Fcal value in the Anova table is as follows:

Table 4.6

Simultaneous Test Results (Test F)

Type	F	Sig
1 Regression	20,683	0,000

Source: Data Processing Results, 2023

From the results of the calculation above, it can be seen that the value of fcal 20.683 > from the ftable 3.08 with a significant value of 0.000 is less than 0.05, meaning that H0 is rejected and H3 is accepted. It can be said that price and service quality simultaneously have a significant positive effect on customer satisfaction of Lion Air Padang flight service users.

Determinant Coefficient *Test (R-Square)*

The determination coefficient is useful for seeing the contribution of the influence of the independent variable to the bound variable. To find out how much price and service quality contribute to customer satisfaction of Lion Air Padang lighting service users, see table 4.7.

Table 4.7
R-Square Test

Type	R-Square
1	0,287

Source:Data Processing Results, 2023

Based on table 4.7 In the results of the determination coefficient test, it can be seen that the influence of Price (X1) and Service Quality (X2) on Customer Satisfaction (Y) is obtained the determination coefficient written R square of 0.287 can be explained that the magnitude of the proportion of the influence of price and service quality is 28.7% While the remaining 71.3% was influenced by other factors outside the variables used in this study.

5. COVER Conclusion

Based on the results of the research and discussion that have been described, the following conclusions can be drawn:

1. Price has a positive and significant effect on customer satisfaction of Lion Air Padang flight service users. This is evidenced by t calculation of 4.465 > t table 1.659, with a significant value of 0.000 < 0.05 H1 accepted H0 rejected.
2. Service quality has a positive and significant effect on customer satisfaction of Lion Air Padang flight service users. This is evidenced by t calculation of 2.953 > t table 1.659, with a significant value of 0.004 < 0.05 H1 was accepted and H0 was rejected.
3. Based on the F Test, it is known that the f value is calculated at 20.683 > the f table is 3.08 with a significance of 0.000 less than 0.05, meaning that H0 is rejected and H3 is accepted. This means that together (simultaneously) the variables of price and service quality have a positive and significant effect on customer satisfaction.

Suggestion

Based on the results of the discussion research and conclusions that have been described above, there are several suggestions that may be useful for the researcher to suggest, namely the following:

1. For Companies
   It is hoped that the company will continue to improve the quality of service well so that customers are more satisfied with the services provided by Lion Air.

2. For the Next Researcher, this research can be used as a reference material to research the same or different variables, besides that the researcher hopes that the next researcher will look for other factors that can affect Customer Satisfaction (Y). So that researchers add insight for researchers and can improve the previous researches.

BIBLIOGRAPHY

Alma, Buchari. 2018. Marketing Management and Service Marketing. Bandung: Alfabeta

Almuthahar, M. R., Tinggi, S., & Aerospace, T. (n.d.). Customer satisfactionAIRLINEilion Air Indonesian.*4*(2), 302–306.

Aria Mulyapradana and Atik Indah Lazulfa, 2018, Administrative Governance to Improve the Quality of Administrative Services at PT. BAM Tegal Regency. Journal of the Ganesha Medan Polytechnic Institution. 1(2) : 1-17.

Bima, M. S. (2022). *Passenger Satisfaction of Wings Air at Sultan Airport Source: Ministry of Transportation of the Republic of Indonesia Service to Passenger Satisfaction of Lion Air Airline at Abdulrachman Air* Banda. *4*(2), 341–350.

Brama Kumbara, V. (2021). Customer value determination and purchase decision: product quality analysis, product design and endorsement. *Journal of Applied Management Sciences*, *2*(5), 604– 630. https://doi.org/10.31933/jimt.v2i5.568

Estamarinda, E., Akila, & Sinarti, T. (2021). The Effect of Service Quality and Price on Customer Satisfaction at Hompizz Pizza Palembang. *Journal of Manivestsi*, *3*(1), 69–82.

Fandy Tjiptono, Service Marketing Management, PT Indeks Kumpulan Gramedia, Jakarta 2017

Febri, E., Sudarwanto, T., & Prio Santoso, R. (2019). The Influence of Service Quality and Price to customer satisfaction at Bakso Mama 1 Jombang. *Journal of Geoeconomics*, *10*(2), 164– 180. https://doi.org/10.36277/geoekonomi.v10i2.100

Ghozali, Imam. 2018. Multivariate Analysis Application with IBM SPSS Program 25. Diponegoro University Press: Semarang

Harman Malau. 2017. Marketing Management. Bandung: Alfabeta.

Haryoko, U. B., Delimah Pasaribu, V. L., & Ardiyansyah, A. (2020). The Effect of Price and Service Quality on Consumer Satisfaction in Wedding Organizers. *Point*, *2*(1). https://doi.org/10.46918/point.v2i1.566

Ibrahim, M. (2019). to customer satisfaction. *Journal of Management and Business Research (JRMB), Faculty of Economics, UNIAT, 4*(1), 175–182.

Indrasari, M. (2019). Marketing and Customer Satisfaction. Surabaya: Unitomo Press.

Indrasari, Meithiana. 2019. Marketing and Customer Satisfaction. Surabaya: Unitomo Press

Insani, N. A., & Madiawati, P. N. 2020. The Influence of Service Quality, Price and

Promotion to Customer Loyalty. MEA Scientific Journal (Management, Economics, and
    Accounting) Vol.4 No.3, 2020.

Cashmere. (2017). Customer Service Excellent. Depok: King Grafindo Persada.

Cashmere. 2017. Excellent Customer Service: Theory and Practice. PT Raja Grafindo Persada:
    Jakarta.

Kotler, P. (2019). Marketing Management. Millennium Edition. Jakarta: Prenhalindo.

Kotler, P. and Kevin Lane Keller. 2018. Consumer Behavior (attitudes and marketing).
    Translation: Firmansyah, M. A. Pasuruan: CV. Qiara Media Publisher.

Kotler, P., and Keller, K., (2018), Marketing Management (Edition 12 Volume 2), PT Indeks
Krisdayanto, I., Haryono, A. T., & Gagah, E. (2018). Analysis of the influence of price, service
quality, facilities, and location on consumer satisfaction at i café lina putra net bandungan

Lewis, and Booms. In Fandy Tjiptono & Gregorius Chandra, Quality

Nuraeni. (2021). Analysis of the Influence of Service Quality and Price on Customer Satisfaction
    in Using Grab Online Transportation Services (Case Study on 2016 S1 Management Study
    Program Students, Faculty of Economics, University of Singapore, Karawang). *Journal of
    Economics and Business*, *8*(1), 94–100.

Customer, Banyumedia Publishing 2017

Sintya, L. I., Karuntu, M. M., Sam, U., & Manado, R. (2018). The Effect of Price and Service
    Quality on Customer Satisfaction of Online Go-Jek Transportation Services in Feb Unsrat
    Manado Students. *EMBA Journal: Journal of Research in Economics, Management,
    Business and Accounting*, *6*(3), 1778–1787.

Sugiyono (2019). Quantitative, Qualitative, and R&D Research Methods Bandung: Alphabet.

Sugiyono. (2018). Quantitative Research Methods. Bandung: Alfabeta

Tjiptono, Fandy., & Gregorius Chandra. (2017). Strategic Marketing 3rd Edition. Yogyakarta:

Tjiptono. 2019. Marketing Strategy Principles & Application. Edition 1. Yogyakarta. Andy.

Tjiptono. Fandy & Diana. Anastasia. 2019. Customer Satisfaction-Concepts, Measurements, and Strategies. Yogyakarta : ANDI. ISBN 978 – 623 – 01 – 0194 – 6.

Tua, G. V. M., Andri, & Andariyani, I. M. (2022). The Effect of Product Quality and Price on the Purchase Decision of Dab Decker Submersible Water Pump Machine at Cv. Citra Nauli Electricsindo Pekanbaru. *Multidisciplinary Scientific Journal*, *1*(04), 140–154. https://doi.org/10.56127/jukim.v1i04.266