

The Role of Brand Image and Service in the Sustainability of Service Purchasing Decisions at PT. LESKATMELIN Bandung

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Abstract

This study aims to test the hypothesis of the influence of brand image and service quality on service purchasing decisions at the electricity engineering competency certification agency PT LESKATMELIN Bandung City. The research method used is quantitative with a descriptive analysis approach. Data was collected through interviews and filling out questionnaires to service user customers at PT LESKATMELIN Bandung City. The results showed that partially brand image has a positive and significant influence on purchasing decisions and service quality has a positive and significant influence on purchasing decisions. The results of the study simultaneously show that brand image and service quality together have a positive and significant influence on service purchasing decisions at the electricity engineering competency certification agency PT. LESKATMELIN Bandung City. This research has a contribution to the company as well as knowledge in the field of management, especially marketing and can be used as further reference material in this field.

Keywords

Brand Image, Service Quality and Purchasing Decision

1. Introduction

Energy sources, especially electrical energy, are used by humans to help with daily work. Electrical energy is obtained from power plants. Power generation is the business of generating electricity and operating generating facilities that produce electrical energy from various energy sources, such as hydropower (hydroelectric), coal, gas (gas turbines), fuel oil, diesel and renewable energy, solar power, wind, ocean currents, geothermal (thermal energy) nuclear power and others. (Septiyono, 2023: xvi).

Managing electrical energy certainly has a high enough risk so that the government stipulates that every technical personnel in the electricity business must have a certificate of competence in order to meet the safety provisions of electricity to realize the condition of electrical power installations that are safe, reliable and environmentally friendly as stated in Law No. 30 of 2009 concerning electricity.

PT LESKATMELIN is an institution that provides certification services for electricity engineering personnel. Data obtained from PT LESKATMELIN shows that the certificates issued each year have increased and decreased erratically, as follows:



Figure 1

**Certificate of Competency Recapitulation PT. LESKATMELIN
2020 -2023**

The data above shows that the number of certificates issued always changes every year, and in 2023 the certificate issued is the least compared to other years. In 2020 there were 1,246 certificates issued, in 2021 there was a decrease of 468 so that only 778 certificates were issued, while in 2022 there were 1,273 certificates and the lowest was in 2023 with only 594 certificates.

Competition between certification bodies for electricity engineering personnel is certainly very tight, there are new companies that have sprung up and make companies have to work harder to be chosen by consumers.

The decline occurred due to the decline in purchasing decisions. Purchasing decisions are a consumer process in selecting based on observations and consumer needs at that time and determining their choices (Labesi, 2019: 3780). According to Parulian Simanungkalit as director, the decline occurred because PT LESKATMELIN did not get a Certificate of Award from the Directorate General of Electricity which resulted in the company's brand image not increasing. Brand image is a consumer assessment of certain brands in a market (Harto, Rozak and Rukmana, 2022 : 69) besides that purchasing decisions are also influenced by service quality. Service quality is an effort to deliver services to meet the needs and desires of consumers and the accuracy of delivery to balance consumer expectations (Arief and Subaida, 2021 : 51).

1.1 Objectives

1. To determine, describe and analyze the condition of brand image, service quality and purchasing decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City.
2. To find out, and analyze how much influence brand image has on purchasing decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City.
3. To find out, and analyze how much influence the quality of service has on purchasing decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City.
4. To determine and analyze how much influence brand image and service quality have on purchasing decisions for services at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City.

2. Literature Review

Brand Image is a clue used by consumers to evaluate products when they do not have sufficient knowledge about a product (Azhari and Fachry, 2020: 40). Meanwhile, the definition of brand image according to (Ani, Lumanauw and Tampenawas, 2023: 664) is a representation of the overall perception of the brand formed from information and past experiences with the brand. According to (Harto, Rozak and Rukmana, 2022: 69) Brand image is a

consumer assessment of certain brands in a market. Based on the understanding of brand image from various opinions, it can be concluded that brand image is a consumer assessment of a brand formed from a collection of information or experiences felt by consumers.

Service quality can be interpreted as the level of customer satisfaction (Ani, Lumanauw and Tampenawas, 2023: 664). Service quality is an effort to deliver services to meet the needs and desires of consumers and the accuracy of delivery to balance consumer expectations (Arief and Subaida, 2021: 51). Service quality is a service that centers on efforts to meet customer needs and desires as well as its delivery to balance expectations and what is provided (Indrasari, 2019: 62). If it is concluded from the above opinion, service quality is an effort to deliver services according to the needs and desires of customers so that they feel satisfied.

Purchasing decisions are the result or choice of consumers through several stages such as seeing the brand they want (Sakiendi et al., 2022: 199). According to (Nurliyanti, Susanti, and Hadibrata, 2022: 225) purchasing decisions are a process where consumers identify products by finding information about certain products or brands and evaluating how good the product and its alternatives are and then deciding on the most desirable product. Purchasing decision are a consumer process in selecting based on observations and current consumer needs and making choices (Labesi, 2019: 3780). Based on this opinion, it can be concluded that purchasing decisions are the process that consumers go through to select various products until they finally decide to make a purchase.

3. Methods

In this study, the research method used is a quantitative method with a descriptive analysis approach. Quantitative methods use numbers in data collection and presentation. Researchers use literature, interviews and questionnaire data collection techniques to obtain the necessary information.

Researchers used a questionnaire as a data collection technique. The questionnaire contains statements that have been completed with the available answer choices or commonly referred to as closed questionnaires. Researchers used Google Form to fill out the questionnaire and distributed it via the WhatsApp application. In addition to primary data obtained from the field, researchers also use secondary data or pre-existing data and can be obtained from companies or other materials such as course materials, previous research, websites and others. Secondary data is supporting data for primary data.

The research instrument used is a tool to measure phenomena, one of which uses a questionnaire or other tools according to the needs and objectives of the study. In this study, researchers used quantitative methods with a descriptive analysis approach. Researchers use data collection techniques such as literature studies, interviews and questionnaires. Researchers use primary and secondary data.

4. Result

The Influence of Brand Image on Service Purchasing Decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City

Based on the results of the study, it shows that brand image has a positive and significant effect on purchasing decisions. These results have similarities with previous research conducted by Dani Adiatma in 2021 with the title "The Effect of Brand Image and Service Quality on Purchasing Decisions at J & T Express Services".

The results of the study can be seen from the partial T test results where the t-count value is $4.346 > 1.664$ which is the t-table, the significance value also shows $0.000 < 0.10$ and the correlation coefficient results which show a value of 0.863.

These results show that improving brand image means making improvements to purchasing decisions, so that the

brand image of PT LESKATMELIN must be continuously improved, one of which is by sponsoring electricity activities so that people, especially those in the electricity sector, know more about the company PT LESKATMELIN.

The Effect of Service Quality on Service Purchasing Decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City

Based on the results of the study, it shows that service quality has a positive and significant effect on purchasing decisions. These results have similarities with previous research conducted by Dani Adiatma in 2021 with the title "The Effect of Brand Image and Service Quality on Purchasing Decisions at J & T Express Services". The results of the study can be seen from the partial T test results where the t-count value is $8.342 > 1.664$ which is the t-table, the significance value also shows $0.000 < 0.10$ and the correlation coefficient results which show a value of 0.912.

The results of the service quality itself are greater than the brand image, this means that service quality has a greater influence on improving purchasing decisions so that improving service quality must be more dominant than the brand image variable.

The company can improve the quality of service by providing a guarantee to notify those whose certificates are about to expire so that no one feels disadvantaged because they have to carry out a recertification test. Of course this will increase the number of certificates issued at the company PT LESKATMELIN.

The Effect of Brand Image and Service Quality on Service Purchasing Decisions at the Electricity Engineering Competency Certification Institute PT. LESKATMELIN Bandung City

Based on the results of the study, it shows that brand image and service quality have a positive and significant effect on purchasing decisions. These results have similarities with previous research conducted by Dani Adiatma in 2021 with the title "The Effect of Brand Image and Service Quality on Purchasing Decisions at J & T Express Services".

The results of the study can be seen from the results of the F test which shows that the f-count value is $252.983 > 2.37$ f - table with a significance value of $0.000 < 0.10$ and the results of the coefficient of determination test of 0.863 or 86.3% which means that only 13.7% of purchasing decisions are influenced by other factors studied. Among the two independent variables studied, companies can emphasize service quality to get more purchasing decisions.

5. Discussion

5.1 Numerical Result

In the brand image variable from distributing questionnaires as many as 7 statements obtained from 5 dimensions of brand image variables, namely brand identity, brand personality, brand association, brand attitude and behavior, and brand benefits and advantages. The following are the results of the brand image variable questionnaire with the following scores:

Table 1
Respondents' Responses Regarding Brand Image

No.	Statement	Response Score					N	SUM	Mean	Category
		STS	TS	KS	ST	SS				
		1	2	3	4	5				
Brand Identity										
1	PT LESKATMELIN has a memorable company name.	7	11	34	24	7	83	262	3,16	Good enough
2.	PT LESKATMELIN has a recognizable logo.	3	13	32	29	6	83	271	3,27	Good enough
Brand Personality										
3.	PT LESKATMELIN has a distinctive feature as a differentiator from similar companies.	6	16	29	27	5	83	258	3,11	Good enough
Brand Association										
4.	PT LESKATMELIN is a company that is often seen in activities as a sponsorship partner.	8	16	36	18	5	83	245	2,95	Good enough
Brand Attitude and Behavior										
5	PT LESKATMELIN provides good service.	3	7	25	37	11	83	295	3,55	Good
Brand Benefits and Advantages										
6	PT LESKATMELIN has services that vary according to electricity needs.	3	11	23	34	12	83	290	3,49	Good
7.	LESKATMELIN has a certificate of appreciation.	3	11	27	30	12	83	286	3,45	Good
Average								272	3,28	Good enough

Based on the table above, it is known that the average score of the brand image variable is 3.28 which is in the good enough category, with details of the highest score obtained in the dimension of brand attitudes and behavior with a score of 3.55 which gets a good category with the statement "PT. LESKATMELIN provides good service". The lowest score is obtained in the brand association dimension which contains the statement "PT LESKATMELIN is a company that is often seen in activities as a sponsoring partner" with a score of 2.95 or a fairly good category.

In the service quality variable from distributing questionnaires of 10 statements obtained from 5 dimensions of service quality variables, namely physical evidence, reliability, responsiveness, assurance and empathy. The following are the results of the service quality variable questionnaire with the following scores:

Table 2
Respondents' Responses Regarding Service Quality

No.	Statement	Response Score					N	SUM	Mean	Category
		STS	TS	KS	ST	SS				
		1	2	3	4	5				

Physical Evidence										
1.	PT LESKATMELIN has complete facilities.	1	11	37	26	8	83	262	3,35	Good enough
2.	PT LESKATMELIN has well-groomed employees	0	7	24	42	10	83	304	3,66	Good
Reliability										
3.	PT LESKATMELIN has employees who have the ability and knowledge in their fields.	2	8	24	37	12	83	298	3,59	Good
4.	PT LESKATMELIN has employees who are able to handle customer problems.	2	15	24	38	4	83	276	3,33	Good enough
Responsiveness										
5.	PT. PT LESKATMELIN has employees who are initiative and solutive in dealing with problems.	3	7	39	25	9	83	279	3,36	Good enough
6.	PT LESKATMELIN has employees who are fast in handling customers	3	14	27	32	7	83	275	3,31	Good enough
Guarantee										
7.	PT LESKATMELIN guarantees security, especially regarding the data provided by customers.	4	8	20	38	13	83	297	3,58	Good
8.	PT LESKATMELIN provides compensation to customers who feel aggrieved.	5	12	29	29	8	83	272	3,28	Good enough
Empathy										
9.	PT LESKATMELIN has employees who are friendly to customers.	0	8	27	38	10	83	299	3,60	Good
10.	PT LESKATMELIN has employees who are able to understand customer needs and wants.	4	10	32	27	10	83	278	3,35	Good enough
Average								286	3,44	Good

Based on the table above, the service quality variable has an average score of 3.44 which is in the good category with details of the highest score being in the empathy dimension with the statement "PT. LESKATMELIN has employees who are friendly to customers with a score of 3.60 which is in the good category, while the lowest score is in the guarantee dimension with an average score of 3.28 which is in the good enough category with the

statement "PT. LESKATMELIN provides compensation to customers who feel harmed".

In the purchasing decision variable from distributing questionnaires, there are 9 statements obtained from 5 dimensions of purchasing decision variables, namely product choice, brand choice, supplier choice, purchase time and purchase amount. The following are the results of the purchasing decision variable questionnaire with the following scores:

Table 3
Respondents' Responses Regarding Purchase Decision

No.	Statement	Response Score					N	SUM	Mean	Category
		STS	TS	KS	ST	SS				
		1	2	3	4	5				
Product Selection										
1.	PT LESKATMELIN has varied services in the field of electricity certification.	3	12	25	34	9	83	283	3,41	Good
2.	PT LESKATMELIN provides quality services.	2	13	26	29	10	83	281	3,39	Good enough
Brand Choice										
3.	PT LESKATMELIN is a company that can be trusted.	3	9	27	32	12	83	290	3,49	Good
4.	PT LESKATMELIN has a good reputation.	4	9	30	28	12	83	284	3,42	Good
Choice of Distributor										
5.	PT LESKATMELIN has a strategic location that is easy to reach.	8	14	24	29	8	83	264	3,18	Good enough
Purchase Time										
6.	I made a purchase of electricity certification services because of the promo	3	15	34	23	8	83	267	3,22	Good enough
7.	I purchase electricity certification services out of necessity.	1	8	23	32	19	83	309	3,72	Good
Purchase Quantity										
8.	I selected one certification at a time.	2	11	37	24	9	83	276	3,33	Good enough
9.	I selected more than one certification at a time.	4	12	30	30	7	83	273	3,29	Good enough
Average								281	3,38	Good enough

Based on the table above, the purchasing decision variable has an average score of 3.38 which is included in the good enough category, with details of the highest score in the dimension of purchase time which contains the statement "I purchase electricity certification services because of necessity" getting a score of 3.72 including the good category, while the lowest score is in the dimension of choice of distributor with an average score of 3.18 including the good enough category which contains the statement "PT. LESKATMELIN has a strategic location so

it is easy to reach".

5.2 Graphical Result

Correlation coefficient analysis

This analysis is used to determine the strength of the relationship between the independent variable and the dependent variable. The following calculation results are obtained:

Table 4
Correlation Coefficient Analysis Results

Correlation				
		Citra Merek	Kualitas Layanan	Keputusan Pembelian
Brand Image	Pearson Correlation	1	,840**	,863**
	Sig. (2-tailed)	.	0,000	0
	N	83	83	83
Service Quality	Pearson Correlation	,840**	1	,912**
	Sig. (2-tailed)	0,000	.	0,000
	N	83	83	83
Purchase Decision	Pearson Correlation	,863**	,912**	1
	Sig. (2-tailed)	0,000	0,000	.
	N	83	83	83
**. Correlation is significant at the 0.01 level (2-tailed)				

Table 5
Correlation Coefficient Interpretation

Coefficient Interval	Relationship Level
0,000 - 0,199	Very Weak
0,200 - 0,399	Weak
0,400 - 0,599	Medium
0,600 - 0,799	Strong
0,800 - 1,000	Very Strong

It is known from the table of correlation coefficient analysis results that :

- 1) The relationship value of the brand image variable and purchasing decisions is 0.863, which means that the relationship between the brand image variable and purchasing decisions is "Very Strong".
- 2) The value of the relationship between service quality variables and purchasing decisions is 0.912, which means that the relationship between service quality and purchasing decisions is "Very Strong".

Coefficient of determination analysis

The coefficient of determination is used to measure how well the model can explain dependent variations. The coefficient of determination is a percentage and shows the volatility of the dependent variable value explained by the regression model.

Table 6
Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,929 ^a	0,863	0,860	2,534
a. Predictors: (Constant), Service Quality, Brand Image				
b. Dependent Variable: Purchase Decision				

Based on the results of the coefficient of determination, it can be seen that the strength of the coefficient of determination is indicated by the adjusted R Square value of 0.863. This means that the brand and service quality variables have an influence on purchasing decisions by 86.3%, while the remaining 13.7% is from variables not examined.

5.3 Proposed Improvements

1. PT LESKATMELIN Bandung City can strengthen Brand Image by focusing on brand association so that the brand is well known and can be attached to the customer's memory. It would be nice if the company could participate as a sponsor in events related to electrical energy sources so as to form good brand associations and form customer memories about LSK PT LESKATMELIN Bandung City.
2. PT. LESKATMELIN Bandung City can improve service quality by providing guarantees to its customers, such as guaranteed notice of renewal of electricity certificates so that no customers experience expired certificates and have to recertify at a price greater than the certificate extension.
3. PT LESKATMELIN Bandung City also needs to improve purchasing decisions by making the competency test site more flexible. The company should open an announcement regarding the number, ovation and domicile of prospective assistants. So that prospective assessors from various companies with the same domicile can form a team and carry out the electricity competency test in the same place as their domicile so as to minimize transportation costs for the assessment team to visit the competency test site at the domicile.
4. For future researchers, researchers suggest using other variables or adding other variables such as promotion and location to influence buyer decisions.

5.4 Validation

Hypothesis

Table 7

T test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
111.	(Constant)	0,636	1,287		0,494	0,622
	Brand Image	0,425	0,098	0,330	4,346	0,000

	Service Quality	0,572	0,639	0,634	8,342	0,000
a. Dependent Variable : Purchase Decision						

Based on this table, it can be seen that the brand image variable has a t-count of $4.346 > 1.664$ t - table and the significance value is $0.000 < 0.10$, this means that partially the brand image variable has a positive and significant effect on purchasing decisions. While the service quality variable has a t-count value of $8.342 > 1.664$ t - table and the significance value is $0.000 < 0.10$ so it is stated that the service quality variable has a positive and significant effect.

Table 8
F TEST

ANOVA ^a						
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3249,597	2	1624,799	252,983	,000 ^b
	Residuals	513,804	80	6,423		
	Total	3763,401	82			
a. Dependent Variable: Purchase Decision						
b. Predictors : (Constant), Service quality, Brand Image						

The table above shows that the f-count is $252.983 > 2.37$ f-table and also gets a significance value of $0.000 < 0.10$ so that it can be said that the brand image variable and service quality have a positive and significant effect simultaneously.

Multiple linear regression analysis

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 0.636 + 0.425 (X_1) + 0.572 (X_2)$$

From the regression equation above, it can be described as follows:

- 1) The constant value obtained is 0.636. The constant magnitude indicates that if the independent variable is assumed to be constant, the dependent variable, namely the purchase decision, will increase by 0.636%.
- 2) Brand image has a coefficient value of 0.425, which means that if the brand image variable is 1 unit, the purchasing decision increases by 0.425%.
- 3) Service quality has a coefficient value of 0.572, which means that if the service quality variable is 1 unit, the purchasing decision increases by 0.572%.
- 4) So, it can be concluded that brand image and service quality have a positive influence on service purchasing decisions at the electricity engineering personnel certification agency PT LESKATMELIN Bandung City. If the brand image and service quality increase, the purchasing decision will also increase.

6. Conclusion

Based on the results of research conducted at PT LESKATMELIN Bandung City, it can be concluded that:

1. From the entire questionnaire distributed, the brand image variable has a score of 3.28 or a fairly good category, from the questionnaire it is known that the lowest score is in the brand association dimension with a score of 2.95 with a fairly good category where the company is considered to rarely be a sponsorship in various electricity activities so that people do not really know the existence of the company as a certification body for electricity engineering personnel.
2. From the entire questionnaire distributed, the service quality variable received a score of 3.44 or included in the good category, from the questionnaire it is also known that the lowest score is in the guarantee dimension, more precisely in the statement "PT. LESKATMELIN provides compensation to customers who feel aggrieved" with a score of 3.28 or a fairly good category.

where the company is considered not to compensate for customers who feel aggrieved, especially to customers who are late in renewing their electricity certification due to lack of notification and finally they have to do a recertification test.

3. From the entire questionnaire distributed, the purchasing decision variable received a score of 3.38 which is in the fairly good category, from the questionnaire it can be seen that the lowest score is in the dimension of choice of distributor with a score of 3.18 with a fairly good category where customers think that the location of PT LESKATMELIN is not easy to reach because it is in a housing complex and it is hoped that the company can be more informative in presenting information about prospective assessors who have registered and in which area, so that they can join and form a test team and then conduct certification tests at the location of the prospective assessor so that it can save transportation costs for assessors who will test in that place.
4. Based on the results of the partial hypothesis test or t test, brand image has a t-count of $4.346 > 1.664$ t-table with a significance value of $0.000 < 0.10$, which means that there is a positive and significant influence on purchasing decisions. The results of the partial hypothesis test or service quality t test have a t-count of $8.342 > 1.664$ t-table, which means that there is a positive and significant influence on purchasing decisions. The results of the simultaneous hypothesis test or f test, namely the f-count of $252.983 > 2.37$ f-table with a significant value of $0.000 < 0.10$, which means that the brand image variable and service quality have a positive and significant effect simultaneously. So, it can be concluded that brand image and service quality on purchasing decisions have a positive and significant effect both partially and simultaneously.

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Biography

Hadi Ahmad Sukardi is a lecturer at Sangga Buana YPKP University Bandung who is placed in the Management Study Program, besides being a lecturer he is the Editor of the JEMPER Journal, Head of the Management Laboratory and Chief Executive of the USB Investment Gallery and is currently undergoing a Doctoral Study Program in Management Science at the Indonesian Education University.

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