

**THE PURCHASE DECISION: ROLE OF BRAND IMAGE, ADVERTISING  
ATTRACTIVENESS AND WORD OF MOUTH.**

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**Abstract**

*This study aims to analyze the effect of brand image, advertising attractiveness, and word of mouth on the purchase decision of Emina cosmetics. Determination of the sampling technique in this study by purposive sampling method obtained a sample of 100 respondents. The data collection method used in this study was through a questionnaire with the independent variables namely brand image, advertising attractiveness, and word of mouth and the dependent variable was purchasing decision. Data analysis in this study used multiple linear regression analysis. The results showed that brand image had a positive and significant effect on purchasing decision, advertising attractiveness had no significant effect on purchasing decision, and word of mouth had a positive and significant effect on purchasing decision.*

**Keywords:** Brand Image, Advertising Attractiveness, Word of Mouth, Purchase Decision.

**1. Introduction**

Currently, cosmetics have become a trend in their time and become a common thing for Indonesian people, especially identical with women who are often used to support their appearance. Even today, cosmetics can be said to have become a necessity for everyone who is growing. So it cannot be denied that at this time there were many types of new innovating cosmetics that began to appear. This also makes cosmetics the main need for some women to support their popularity because for women beauty is an asset that must be maintained so that it remains attractive to the eye [1].

Cosmetics is one of the important needs for most women. In addition to beauty reasons, cosmetics are often associated with professionalism where professional workers are required to look attractive so that the use of cosmetics is one way to support appearance. Cosmetics are not just tools for applying makeup. Cosmetics such as body care products or so-called bodycare are also used by women to take care of the body. On this basis, many cosmetic industries continue to try to meet consumer needs for cosmetics with various product innovations that are tailored to their demands and needs [2].

Entering the current era of globalization, business competition in the world is increasing and getting tougher. So that companies are required to be able to meet consumer needs and strive to create a product that has advantages and creates products that are different from competitors. The use of cosmetics, especially for female consumers, is an unavoidable need. Generally, a woman starts using cosmetics when she starts to grow up to be a teenager and an adult because there has been an awareness to take care of herself and want to look beautiful. The need for cosmetics, which is always there and even increasing, has led to increased competition. These cosmetic manufacturers are competing to produce various cosmetic products with various qualities and promise various kinds of benefits to support one's beauty.

This competition between business actors often makes business actors ignore the standardization of the products they will sell to consumers. Standardization has a very important role to avoid the possibility of defective or dangerous products, it is necessary to set minimum standards that must be guided in production to produce products that are feasible and safe to use. The public is also becoming increasingly worried about the news that many cosmetic products are widely circulated and are often used by the public, where many find news revealing the evil deeds of business actors that cause harm to consumers, such as news about the discovery of expired cosmetics, illegal cosmetics, cosmetics containing additives, non-halal cosmetics, fake cosmetics and so on which are traded freely to the public and cause harm to the public as consumers, both material and moral losses [3].

In an effort to meet the needs of beauty care, women will choose cosmetic products that can provide maximum satisfaction in purchasing products, so that producers will innovate in order to win the competition in the cosmetic industry. Emina is the newest local brand released in 2015 from PT.Paragon Technology & Innovation, Emina comes with emcute, girly impressions, and is intended for those who are just starting to learn makeup or want to be creative trying new things in a fun way. Not only is the packaging attractive, because it is targeted at young people, the formula is made light, but the colors are still pigmented. Emina's cosmetics are quite complete, starting from BB Cream, loose powder, eyeshadow and lipstick with many color choices ranging from soft to bold. So that teenagers can experiment with makeup [4]. Emina is apparently one of the cosmetics that carries a brand image because it already has a halal certificate from MUI and a safe license from BPOM and provides product safety guarantees [5].

According to Kotler [6] a brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and to differentiate the products or services of those of competitors. According to research by Kojongian [7], brand image is the perception and belief made by consumers, as reflected in associations that occur in consumer memory. If the company succeeds in creating a positive and strong image, the results will be felt in the long term, especially if it is always able to maintain it, namely by consistently delivering and fulfilling the promises attached to the deliberately formed image. If a product or service has a good brand image in the eyes of consumers, the purchasing decision will also increase. The results of previous studies according to Finanda [8] simultaneously have a positive and significant effect on purchasing decision. The results of this study Anggraeni & Soliha [9] show that brand image has a positive and significant effect on consumer purchasing decision. While the results of research Muhammad [10] Brand Image has no significant effect on purchasing decision.

Based on the results Suzandoko *et al* [11] The development of the world today which is running increasingly rapidly causes human lifestyles to become more advanced. The number of products on the market allows consumers to determine according to their needs and desires. One of the methods used is with attractive advertising media. The attractiveness of advertising is a means of supporting the promotion program, therefore the attractiveness of advertising is needed so that the message conveyed has the desired impact of advertisers. The uniqueness or creativity of advertising is the attraction of advertising itself [12]. The results of the study Suzandoko *et al* [11] show that the attractiveness of advertising has a significant effect on purchasing decision. The results of previous research according to Simarmata [12], the attractiveness of advertising has a positive and significant influence on purchasing decision. This is in accordance with Stephanie [13] where the attractiveness of advertising has a positive and significant influence on purchasing decision, this is very good so that it can generate and maintain

consumer memories of the products offered so as to improve consumer purchasing decision.

One of the most effective ways of marketing an item or service is through word of mouth communication so that other potential customers also get information before making a purchase decision. According to Kotler and Keller [14] word of mouth is an oral, written, and electronic communication between people related to the advantages or experiences of buying or using products or services. Often marketers encourage word of mouth communication by consumers about a promotion. This helps spread awareness beyond the consumers who started interacting directly with the promotion. Consumers share information with friends or with potential customers about attractive offers for certain products [15]. The results of the study Joesyianaini [16] show that there is a significant influence between Word of Mouth on Purchase Decision. The results of the study according to Sari & Yuniati [17] show that word of mouth has a significant effect on purchasing decision, that the experience gained by a person or individual either directly or indirectly on the use of a product, service, or the company is accompanied by satisfaction or the fulfillment of the individual's expectations. Meanwhile, according to Habir *et al* [18] Word of Mouth does not have a significant influence on purchasing decision this occurs either directly or indirectly which is not accompanied by satisfaction. In other words, the product or service consumed does not meet expectations.

Based on the phenomena and research results that have been described above, the purpose of this study is to analyze the effect of brand image, advertising attractiveness, and word of mouth on the purchase decision of Emina Cosmetics.

## 2. Methods

### a. Purchase Decision

According to Kotler [6] explains that purchasing decision are actions from consumers to want to buy or not to the product. Of the various factors that influence consumers in making purchases of a product or service, usually consumers always consider the quality, price and products that are already known to the public.

#### **Purchase Decision Indicator**

According to Tjiptono [19] purchasing decision indicators include:

- 1) Product selection
- 2) Brand choice
- 3) Choice of dealer
- 4) Purchase time
- 5) Purchase amount
- 6) Payment Method

### b. Brand Image

According to Kotler & Keller [14] explains that brand image is a strong consumer's perception and belief that provides a major advantage and can create a competitive advantage that is formed from information obtained by consumers through experience using the product.

#### **Brand Image Indicator**

According to Kotler & Keller [14] brand image indicators include:

- 1) Image maker
- 2) User image
- 3) Product image

### c. Advertising Attractiveness

According to Kotler [6] explains that the Advertising Attractiveness is any form of non-personal presentation and promotion of ideas, goods or services by a sponsor or certain advertisement that requires payment.

**Advertising Attractiveness Indicator**

According to Safina [20] indicators of Advertising Attractiveness include:

- 1) Meaningful
  - 2) Distinctive
  - 3) Believable
- d. Word of Mouth

Joesyiana [16] explains that word of mouth is a consumer act that provides or provides information to other people (interpersonal) that triggers consumers to talk about and promote both brands, products and services to other consumers.

**Word of Mouth Indicator**

According to Joesyiana [16] indicators of mouth of mouth include:

- 1) The willingness of consumers to talk about positive things about the quality of services and products to others
  - 2) Recommend company services and products to others
  - 3) Encouragement of friends or relatives to make purchases of company products and services
- e. Relationship between Variables and Hypothesis Development
- 1) The Relationship of Brand Image to Purchase Decision

According to Santika & Mandala [21] brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. consumers will choose the preferred brand but there are also influencing factors such as the attitudes of others and factors of unexpected circumstances. Consumer purchasing decision often have more than two parties from the exchange or purchase process, people who have a good perception of an item will also have an influence on purchasing decision for these goods. According to research Anwar *et al* [22] The better the brand image of a product, the greater the impact on consumer decisions in buying the product, so that there can be a positive impact and build trust in the product.

$H_1$  : Brand Image has a positive effect on purchasing decision.

- 2) The Relationship of Advertising Attractiveness to Purchase Decision

According to Chunaini [23] advertising appeal is something that moves people, talks about their wants or needs and arouses interest. An advertisement must offer creativity, so that in the eyes of consumers it looks different or unique from other advertisements. In delivering the message, it must be clear and directed, in order to create a special attraction for the advertised product. The better the attractiveness of advertising and creative advertisements will influence the purchase decision of a product to cause positive things.

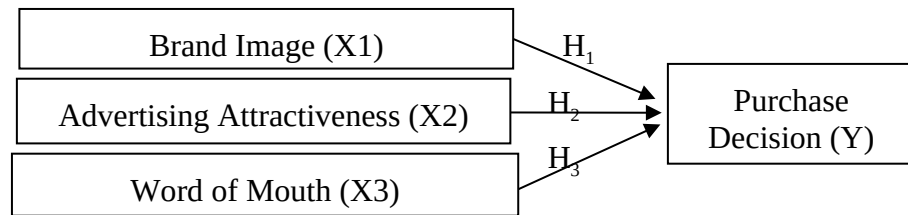
$H_1$  : The attractiveness of advertising has a positive effect on purchasing decision

- 3) The Relationship of Word of Mouth to Purchase Decision

According to Nesa [24], word of mouth is a form of promotion in the form of recommendations by word of mouth about the goodness in a product. Word of mouth has a relationship with purchasing decision. In this case, when individuals or other personal sources who already know the better tell about positive things about a product, the greater the consumer's desire to buy the product, so that it will benefit the producer company.

$H_3$  : Word of mouth has a positive effect on purchasing decision

- f. Graphic Model



**Image 1. Graphic Model**

g. Mathematical Model

Based on the graphic model above, the mathematical model is formulated as follows:

$$Y : \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3$$

Where:

Y : Dependent Variable (Purchase Decision)

$\beta_1, \beta_2, \beta_3$  : Regression Coefficient

X1 : Independent Variable (Brand Image)

X2 : Independent Variable (Advertising Attractiveness)

X3 : Independent Variable (Word Of Mouth)

h. Research methods

1) Object of research

The study in this research takes the object as the target is the buyer and consumer of Emina cosmetics at Elisha Beauty Semarang.

2) Population

The population of this study are all buyers who are also consumers of Emina Cosmetics at the Elisha Beauty shop in Semarang.

3) Sample

Determination of the sampling technique in this study using non-probability sampling with purposive sampling method. Sampling criteria in this study are:

a) Have purchased Emina brand cosmetic products

b) Minimum age 17 and over

$$n = \frac{Z^2}{4(moe)^2}$$

Information:

n : number of samples

Z : The level of confidence in determining the sample 90% = 1.96

Moe : Margin of error or maximum error that can be tolerated, here is set at 10%.

Calculation:

$$n = \frac{1,96^2}{4(0,1)^2} = 96,04$$

Based on the above formula, the sample that can be taken from a large population is 96.04 people, if rounded off, the number of samples is 100 respondents.

4) Data Type

This study was made using subject data. Subject data is a type of research data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are research subjects (respondents).

Sources of data used in this study consisted of primary data. Primary data is specifically collected by researchers to answer research questions. Researchers use data from responses to opinions of respondents who use Emina cosmetic purchases.

5) Data Collection Techniques

The data collection method used in this study was through a questionnaire. The questionnaire is a collection of data obtained through the distribution of a number of lists of questions arranged systematically to the respondents.

6) Multiple Linear Regression Analysis

Researchers used multiple linear regression research methods to determine whether there is an influence between the independent variable and the dependent variable to determine the results of the study whether there is a positive or negative relationship between the independent variable and the dependent variable. F test is a test conducted to find out whether all independent variables simultaneously have an effect or not on the dependent variable. The coefficient of determination ( $R^2$ ) test according to Ghazali [25] measures how far the model's ability to explain the variation of the dependent variable.

3. Result and Discussion

a. Validity Test and Reliability Test

Validity test is used to test whether the indicators in the questionnaire are valid or not. how strong the questionnaire items to be distributed. If the KMO value is  $> 0.5$  and the loading factor value is  $> 0.4$ , the question items or research indicators can be declared valid. The results of this study indicate that all questionnaire items in this study are valid.

According to Ghazali [25], The reliable test was used to measure whether the question items distributed to respondents from time to time remained in a stable or consistent position and the results of the Cronbach Alpha value were greater than 0.70. The results showed that the variable brand image, advertising attractiveness, word of mouth, and purchasing decision were declared valid and reliable because the results of the KMO value of all variables  $> 0.5$  and the loading factor value  $> 0.4$  and the results of the Cronbach Alpha value greater than 0. ,70. This is because the question indicators used by researchers are feasible to use.

b. Regression Analysis Result

**Table 2. Regression Analysis Results**

Model	<i>Adjusted r square</i>	Uji F		Uji t			Ket
		F	Sig.	B	t	Sig.	
Brand Image (X1) on Purchase Decision (Y)	0,741	95.381	000 <sup>b</sup>	0.202	2.710	0,008	Hypothesis accepted
Advertising Attractiveness (X2) to Purchase Decision (Y)				0.129	1.517	0,133	Hypothesis rejected
Word Of Mouth (X3) on Purchase Decision (Y)				0.610	7.425	0,000	Hypothesis accepted

Based on the variable coefficient of brand image (X1) of 0.202, advertising attractiveness (X2) of 0.129, and word of mouth (X3) of 0.610 so that the regression model equation  $Y = 0.202.X1 + 0.129.X2 + 0.610.X3 + e$  which has meaning as follows:

- 1) The regression coefficient for the brand image variable (X1) shows a value of 0.202 with a positive direction. That is, if the brand image increases, it will increase purchasing decision.
- 2) The attractiveness of advertising has no significant effect on purchasing decision.
- 3) The regression coefficient of the word of mouth variable (X3) shows a value of 0.610 with a positive direction. That is, if word of mouth increases it will increase purchasing decision.

#### Discussion

##### a. Effect of Brand Image on Purchase Decision

It is known that the Brand Image variable has a significance value of  $0.008 < 0.05$  and a standard beta coefficient of 0.202. This means that Brand Image has a significant positive influence on the Purchase Decision of Emina Cosmetics products. Therefore, it can be concluded that the statement of hypothesis 1 which reads that Brand Image has a positive effect on purchasing decision is accepted.

The higher the Brand Image that exists in a sales strategy, the higher the influence on the Purchase Decision. And vice versa, if the lower the level of the existing Brand Image, the lower the resulting Purchase Decision.

The results of this study are supported by research by Fatmawati & Soliha [26] that image of a brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase.

##### b. The Effect of Advertising Attractiveness on Purchase Decision

It is known that the advertising attractiveness variable has a significance value of  $0.133 > 0.05$  and a standard beta coefficient of 0.129. This indicates that advertising attractiveness does not affect the purchasing decision of Emina Cosmetics products in a positive direction. It can be concluded that hypothesis 2 Ad Attractiveness is rejected.

Advertising Attractiveness Variable proved to have no significant effect on Purchase Decision because there are 2 indicators that must be considered before making a Purchase Decision. The indicators are that the attraction is meaningful, the attraction must be distinctive/distinctive, and the advertising message must be believable. This is indeed true because in the Purchase Decision, especially for Emina Cosmetics products, prospective buyers must first know what Emina Cosmetics is in order to make transactions with Emina Cosmetics and this cannot be done quickly.

##### c. Effect of Word of Mouth on Purchase Decision

It is known that the Word Of Mouth variable has a significance value of  $0.000 < 0.05$  and a standard beta coefficient of 0.610. This means that Word of Mouth has a significant positive effect on the Purchase Decision of Emina Cosmetics products. Therefore, it can be concluded that the statement of hypothesis 3 which reads Word of Mouth has a positive effect on Purchase Decision is accepted.

The results of this study occur because of the influence of the Word of Mouth indicators, namely, talkers (speakers), topics (topics), tools (tools), talking parts (participation), tracking (supervision). With the many influences of these indicators, it will have a positive impact on purchasing decision on Emina Cosmetics products.

This research is supported by research according to Womma (Word of Mouth Marketing Association), Word of Mouth (Wom) is a marketing effort that triggers consumers to talk, promote, recommend, and sell our products/brands to other customers [28].

#### 4. Acknowledgement

The conclusions that can be obtained from the results of this study are as follows:

- a. Brand Image has a positive and significant effect on Purchase Decision. The higher the Brand Image that exists in a sales strategy, the higher the influence on the Purchase Decision.
- b. The attractiveness of advertising has no significant effect on purchasing decision.
- c. Word of mouth has a positive and significant effect on purchasing decision. This shows that the better the word of mouth, the higher the purchase decision.

#### Suggestion

It is hoped that future research will use indicators and constructs that are in accordance with what is currently happening, so that more relevant conclusions can be drawn.

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