

# THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON PURCHASE DECISIONS OF JOFIE BAKERY & CAKE SHOP PRODUCTS IN MEDAN

Ridho Fachrozie <sup>a\*)</sup>, Rahmi Syahriza <sup>a)</sup>, Nur Ahmadi Bi Rahmani<sup>a)</sup>

<sup>a)</sup> Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

<sup>\*)</sup>Corresponding Author: [ridhofachrozie11@gmail.com](mailto:ridhofachrozie11@gmail.com)

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**Abstract.** This study aims to investigate the impact of promotion and product quality on consumers' purchasing decisions regarding Jofie Bakery & Cake Shop products in Medan. Quantitative research methods were employed for this study. Data analysis involved descriptive analysis and multiple linear regression analysis. The research encompassed respondent profiling, data variable descriptions, validity testing, including normality, multicollinearity, and heteroscedasticity tests, and hypothesis testing comprising multiple linear regression, R2 coefficient of determination, simultaneous F-test, and partial T-test. The findings revealed that while promotion does not significantly influence the purchasing decisions of Jofie Bakery & Cake Shop products in Medan, product quality plays a significant role in shaping these decisions. This research suggests that Jofie Bakery & Cake Shop should focus on enhancing its promotion strategies, expanding its reach, and considering collaborations with other entities to broaden its product visibility and consumer base.

**Keywords:** purchasing decisions; product quality; promotion strategies

## I. INTRODUCTION

Business competition in the era of Society 5.0 is exceedingly fierce, where every company is compelled to meet consumer needs and endeavour to create products with advantages and differentiation from competitors. Technological advancements have presented numerous options for financial transactions. Electronic money, a non-cash payment method that employs electronic media, namely computer networks and the internet, has emerged. The government's role in the economy is to assist overall business development, foster healthy competition, and support weaker economies as a stabilizer [1]. Consequently, the endeavour to develop distinct products can be an effective strategy for companies to offer innovative product offerings, thereby achieving satisfaction for all parties involved. This includes buyers who acquire products that align with their needs and preferences and companies seeking profit from their product sales while maintaining a positive corporate image in the eyes of customers. Similar to warfare, business competition also demands the presence of superior weapons. These can take the form of high-quality products, precise distribution strategies, or astute pricing strategies. Among these marketing instruments, pricing is the most flexible and easily manipulated. The cake manufacturing industry is currently not to be underestimated. This is due to the increasing culinary atmosphere and lifestyle trends in society, which have made this business increasingly appealing to food enthusiasts. From children to adults, it is somewhat challenging to abandon the habit of indulging in cakes. Innovations in various forms, types, and flavours of cakes are being developed. When a particular trend sweeps through society, cakes can sometimes become a medium for

community-building. Various efforts are made through culinary innovation by culinary entrepreneurs to boost their sales. Especially in this digital era, the proliferation of social media app usage enables cake entrepreneurs to innovate further. However, such innovations must be complemented by well-thought-out strategies and planning to influence prospective customers to make a purchase.

Kotler elucidates that consumers' decisions to purchase a product, which is offered in abundance, are significantly influenced by their perceptions of the marketing mix. This mix includes elements like the product, price, promotion, and place that have been implemented by the company thus far [2]. Promotion constitutes the activity of introducing a product to consumers using various strategies and methods. According to Indrasari, promotion is the most effective brand introduction strategy that can add value to potential customers in an increasingly competitive market [3]. Indirectly, promotional activities also provide information to consumers or potential customers about the benefits and advantages they will gain from purchasing the product. In addition to promotion, another factor influencing purchasing decisions is product quality. Product quality refers to a product's ability to perform its functions, including durability, reliability, accuracy, ease of operation and maintenance, as well as other attributes [4]. High product quality serves as a benchmark for consumers when considering the purchase of products offered. Therefore, maintaining product quality is of utmost importance as it significantly influences consumer decisions to purchase our products. Buyer decisions, whether to purchase a product or not, represent a concept in purchasing behaviour where consumers decide to act, such as making a purchase or utilizing specific products or services [5].

Furthermore, consumer purchase decisions are crucial for business advancement. The more consumers interested in buying a business's products or services, the better the business's profit prospects, growth, and customer retention [6].

Effective promotion combined with high product quality is expected to influence the purchasing decisions of Jofie Bakery & Cake Shop products in Medan. Jofie Bakery & Cake Shop, established since 2016, is renowned among consumers as a go-to destination for birthday cakes in Medan. Jofie Bakery & Cake Shop is also a pioneer in using edible image cakes or edible printed sheets, which are certified as Halal by the Indonesian Ulema Council (MUI), making them safe and permissible for consumption. The distinctiveness of Jofie Bakery & Cake Shop lies in its diverse range of birthday cakes and affordable prices, in line with their tagline, #BerkualitasGaPakeMahal [7]. Jofie Bakery & Cake Shop is a bakery that consistently upholds its marketing and quality standards. This is evident from their promotional efforts on their Instagram page @jofiebakery, boasting 131 thousand followers, demonstrating Jofie Bakery's strong presence among cake enthusiasts in Medan. In terms of promotion, Jofie Bakery's Instagram posts are engaging and keep up with the times, ensuring the quality of their promotions effectively reaches their target consumers. Regarding product quality, Jofie Bakery continually strives for improvement. Based on direct observations and interviews conducted at the Jofie Bakery flagship store located on Jl. Sei Batang Hari, one of their employees stated, "For the quality of our products, Jofie Bakery consistently provides the best quality. You can check it out on Instagram @jofiebakery, where numerous high-quality Jofie Bakery products are displayed, including their appearance and ingredients. We also continuously innovate and gradually evaluate our products at Jofie Bakery."

Promotions and good product quality conducted by Jofie Bakery can influence the purchasing decisions of Jofie Bakery products. According to interviews with Jofie Bakery employees, one of them stated, "As for the exact number of customers who purchase from Jofie Bakery, we cannot disclose that information. However, on average, we serve around 30 to 50 customers per day." Jofie Bakery has also received certificates of recognition, such as being named a TOP 50 Merchant by GrabFood during the GrabFood Merchant Appreciation Moment in 2019. Additionally, they received an award as a Participant in the Merchant Appreciation Moment in 2020, and a Nomination as a Merchant Partner with the Largest Business Growth in GrabFood Medan 2020 at the Brand Level. These accolades signify the high level of interest from consumers in purchasing Jofie Bakery products.

However, with the increasing number of cake shops emerging in the city of Medan, Jofie Bakery's popularity has started to wane. In fact, some of their branch outlets still have few visitors. Based on an interview with one of Jofie Bakery's customers named Adinda Husna, she commented, "In my opinion, there are still many shortcomings with Jofie Bakery. Compared to other cake shops, I prefer the others. Jofie Bakery's cakes tend to become hard quickly, and they don't stay soft for several days, unlike some other cake shop

brands." With data available on the internet and the results of interviews conducted with several Jofie Bakery customers, it can be assumed that there are differing opinions among consumers. This raises an interesting research question regarding the influence of promotions and product quality on the purchasing decisions of Jofie Bakery & Cake Shop in Medan.

According to Lupiyoadi, promotion is one of the crucial variables in the marketing mix that companies must implement when marketing services or products [8]. The role of promotion extends beyond being a communication tool between the company and consumers; it also serves as a means to influence consumers in their purchasing or service usage decisions according to their desires and needs. This is achieved through various promotional tools. Promotion is an integral component of a company's marketing efforts to communicate with its target market. It is often seen as an ongoing process, as it can lead to a series of subsequent activities for the company. According to Kotler and Armstrong, several types of promotion are frequently used, including Advertising, Personal Selling, Sales Promotion, and Publicity [2]. Promotion is a critical determinant of the success of a marketing program. It conveys information that leads to actions such as purchasing or exchanging goods, serving as a one-way information tool for individuals. Promotion can also be defined as a flow of information or persuasion designed to prompt individuals or organizations to take action that results in exchanges in the field of marketing [9]. Several indicators characterize promotion including:

- 1) Promotion reach.
- 2) Quantity of advertising placements in promotional media.
- 3) Quality of message delivery in advertising services in promotional media.
- 4) Sales.
- 5) Promotional gifts.
- 6) Advertising.
- 7) Catalog offers.
- 8) Telephone information services.
- 9) Target market.
- 10) Product sales [2].

Product quality, according to Kotler and Armstrong, is the ability of a product to perform its function. Quality encompasses the product's ability to perform its function, including durability, reliability, speed of use and repair, and other valuable attributes [10]. Although some of these attributes are measurable, marketers view quality as something that must be measured by the buyer's perception. The abundance of brand and product choices is advantageous, as it allows consumers to compare and determine which product is of the highest quality. Tjiptono identified eight dimensions of product quality that marketers can leverage, including performance, reliability, features, durability, conformance, serviceability, aesthetics, and perceived quality [11]. Product quality is highly valued because consumers tend to prioritize it when making purchasing decisions. According to Akrani, as cited in Prakoso and Dwiyanto, product quality involves combining features that have the capacity to meet consumer needs and desires, thereby satisfying customers by

improving and ensuring products are free from deficiencies or defects, all while considering monetary considerations [12].

Sugianto and Sugiharto, as cited in Sabila and Wijaksana, assert that product quality is a primary objective for companies aiming to enhance product competitiveness and satisfy consumers. Product quality refers to a product's ability to perform its function, encompassing overall durability, reliability, accuracy, ease of operation, product repair, and other valuable attributes that influence its ability to meet both stated and implied needs and desires [13]. From a marketing management perspective, product quality is one of the key elements in the marketing mix, which includes product, price, promotion, and distribution channels. It can boost sales volume and expand a company's market share [14]. Purchase decision is an individual activity directly involved in deciding to buy products offered by sellers. When consumers make purchasing decisions, there are indicators, according to Kotler and Keller: Product stability, purchasing habits, recommending to others, repurchasing, attention, interest, product desire, action, consumer decisions, and pre-purchase evaluation [2]. According to Nasution et al., a purchase decision involves selecting from two or more alternative choices. This decision-making action includes determining the type and benefits of the product, the product's form, the brand choice, the quantity of the product, the choice of seller, and the timing and method of payment [15].

The purchase decision is a crucial stage in the buyer's decision-making process, where consumers commit to making a purchase. The decision-making process typically begins with consumers identifying their problems, which is fundamental in the decision-making process. Factors influencing purchase decisions include personal factors, psychological factors, family factors, and environmental factors.

## II. RESEARCH METHODS

The method employed in this research is quantitative in nature. Quantitative research is a highly systematic, structured, and planned approach to research, with a clear design from the outset [16]. The population for this study consists of the approximate number of customers of Jofie Bakery & Cake Shop in the city of Medan per year, as determined through interviews with Jofie Bakery & Cake Shop employees, resulting in a population size of 15,000. The sampling technique used in this research is a sample survey. Sugiyono defines a sample survey as a study in which information is collected from a subset of the population that is selected (the sample) to represent the entire population [17]. The sample is selected using the Slovin formula. So, from the calculations above, it can be determined that the required sample size for this research is 99 samples. To collect data from the respondents, questionnaires were distributed both online and offline (in-person). The instrument employed in this study is the Likert scale, which consists of five levels of responses presented in the form of statements and followed by five responses indicating the levels [18].

The data analysis techniques used in this research include descriptive analysis and multiple linear regression analysis. It begins with describing the respondents' identities, a description of the data variable, validity tests, which are prerequisites for subsequent analyses. These prerequisites include tests for normality, multicollinearity, and heteroscedasticity. Then follows hypothesis testing, which comprises multiple linear regression analysis, coefficient of determination (R<sup>2</sup>) testing, simultaneous F-test, and partial T-test.

Hypothesis Development;

H1 = It is hypothesized that promotion (X1) significantly influences the purchasing decisions of Jofie Bakery & Cake Shop products.

H2 = It is hypothesized that product quality (X2) significantly influences the purchasing decisions of Jofie Bakery & Cake Shop products.

## III. RESULTS AND DISCUSSION

Here are the research findings based on the test results using SPSS 25:

*Classical Assumption Test*

a) Normality Test

The normality test is conducted to determine whether the data distribution of a variable is normal or not. In this study, the Kolmogorov-Smirnov formula in SPSS 25 was used for this purpose.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	3,21651911
Most Extreme Differences	Absolute	,075
	Positive	,053
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,194 <sup>c</sup>

Based on the data table above, it can be concluded that the normality test results, using the Kolmogorov-Smirnov method, yielded a significance value of 0.194, which is greater than 0.05. Therefore, the data above can be considered normal.

b) Multicollinearity Test

Multicollinearity test is conducted to determine whether each predictor variable has a linear relationship with the related variable or not. The formula used in the linear test is the ANOVA table calculated using the SPSS application.

Table 2. Multicollinearity Test

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Collinearity Statistics	
	B	Std. Error	Beta		Sig.	Tolerance
(Constant)	5,926	1,954		3,033	,003	
Promotion	,024	,068	,026	,358	,721,458	2,182
Product Quality	,787	,068	,852	11,509,000,458		2,182

The test values for multicollinearity on each independent variable did not show any correlation symptoms in the regression model. By examining the VIF for variable X1, the VIF value is 2.182, which is < 10.00. Thus, there is no multicollinearity between the two independent variables.

c) Heteroskedasticity Test

In the test for heteroskedasticity, we examine whether there is a variation inequality of residuals for all observations in the linear regression model.

Table 3. Heteroskedasticity Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,333	1,267		1,842	,069
Promotion	-,077	,044	-,259	-1,747	,084
Product Quality	,078	,044	,260	1,757	,082

In the table above, variable X1 with a significance value of 0.084 > 0.05 and X2 with 0.082 > 0.05, from the table, we can conclude that the values of both variables > 0.05, which means there is no heteroskedasticity issue.

d) Hypothesis Testing Results

Hypothesis testing aims to predict the relationship between the dependent variable and independent variables.

Multiple Linear Hypothesis Testing

Multiple linear hypothesis testing aims to analyze whether there is a relationship between related variables and two or more independent variables.

Table 4. Multiple Linear Hypothesis Testing

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,926	1,954		3,033	,003
Promosi	,024	,068	,026	,358	,721
Product Quality	,787	,068	,852	11,509,000	

The coefficient value (X1) is 0.026, implying that if promotion increases, the purchasing decision variable (Y) will also increase. In other words, when promotion increases, the purchasing decision will increase as well. Regarding the regression coefficient of variable (X2), with a value of 0.852, it means that as the product quality improves, the purchasing decision will also increase.

Coefficient of Determination Test (R2)

The Coefficient of Determination test aims to determine the suitability between two independent variables and the dependent variable in the regression equation.

Table 5. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,871a	,759	,754	3,250

The R-Square value is 0.759, which means that it indicates the extent of the influence of the independent variables, namely Promotion and Product Quality, on the purchasing decisions is 75.9%, while the remaining 24.1% is influenced by other variables not included in the research model.

Simultaneous F Test

The purpose of the F test is to determine whether there is a simultaneous influence provided by the independent variable X on the dependent variable Y.

Table 6. Simultaneous F Test

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3194,719	2	1597,359	151,243	,000b
Residual	1013,908	96	10,562		
Total	4208,626	98			

The calculated F-value is 151.243, while the tabled F-value obtained from (n-k) or 99 - 3 = 96 with a tabled F-value of 3.09. Since the calculated F-value (151.243) is greater than the tabled F-value (3.09), it can be concluded that both the promotion and product quality variables, when tested simultaneously, have a positive influence on the purchasing decisions of the products.

Partial T-Test

The purpose of the T-Test is to determine whether there is any partial influence contributed by the independent variable (X) on the dependent variable.

Table 7. Partial T-Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,926	1,954		3,033	,003
Promosi	,024	,068	,026	,358	,721
Kualitas Produk	,787	,068	,852	11,509,000	

Based on the Coefficients output, the calculated t-value for X1 is 0.358, which is less than the tabulated t-value of 1.985, and the significance value is 0.721, which is greater than 0.05. Therefore, it can be concluded that H0 is accepted, and H1 is rejected, meaning that "Promotion (X1) does not have a significant influence on purchasing decisions (Y)." On the other hand, based on the regression analysis results, the calculated t-value for X2 is 11.509, which is greater than the tabulated t-value of 1.985, and the significance value is 0.000, which is less than 0.05. Therefore, it can be concluded that H0 is rejected, and H1 is accepted, meaning that "Product Quality (X2) has a significant influence on purchasing decisions (Y)."

The Influence of Promotion on the Purchasing Decisions of Jofie Bakery & Cake Shop Products in Medan

Based on the research data analysis, when conducting the t-test in the SPSS program, it was found that the t-value is



less than the t-table value with a significance level of 0.05. This can be observed from the significance value for X1, which is  $0.721 > 0.05$ , and the t-value is less than the t-table ( $0.358 < 1.985$ ). Furthermore, the coefficient value is positive, which is 0.024. Therefore, the conclusion is that H1 is rejected, meaning that promotion does not have a partial influence on the purchasing decisions at Jofie Bakery & Cake Shop in Medan. From the discussion above, it can be concluded that if promotion is not conducted effectively, as indicated by the questionnaire results showing that many customers are not aware of or familiar with Jofie Bakery & Cake Shop in Medan, and many customers make purchases based on factors other than social media promotions, such as personal preferences or proximity to the bakery. Jofie Bakery may need to improve its cooperation and event planning, as these factors can significantly influence purchasing decisions. Based on this, it can be assumed that promotion is not the sole determinant of purchasing decisions.

#### *The Influence of Product Quality on the Purchase Decision of Jofie Bakery & Cake Shop Products in Medan*

Based on the analysis of research data regarding variable X2, the calculated t-value obtained through the SPSS program is a significant value of 0.000, which is less than the significance level of 0.05. Additionally, the calculated t-value of 11.509 is greater than the critical t-value of 1.985. Consequently, the null hypothesis (H0) is rejected, indicating that Product Quality has a significant partial effect on Purchase Decisions. Furthermore, the positive t-value signifies a positive influence. The explanation above implies that as the quality of a product increases, the purchase decisions at Jofie Bakery & Cake Shop in Medan also increase. More consumers choose to buy Jofie Bakery & Cake Shop products based on their excellent product quality, such as the product's cleanliness and appealing appearance, which attracts consumers to make purchases at Jofie Bakery & Cake Shop.

#### IV. CONCLUSION

Based on the research conducted, the following conclusions can be drawn. It is evident that the Promotion variable (X1) does not have a significant influence on the purchase decisions of Jofie Bakery & Cake Shop products in Medan. According to the questionnaire, some customers perceive that the service provided by Jofie Bakery & Cake Shop employees is not satisfactory, leading to a lack of repeat purchases. It is clear that the Product Quality variable (X2) significantly influences the purchase decisions of Jofie Bakery & Cake Shop products in Medan. Based on the questionnaire, many customers are attracted to purchase from Jofie Bakery & Cake Shop due to the wide variety of products offered, preventing customers from becoming bored with repetitive purchases. Through the analysis of the multiple determination coefficient, it is revealed that Promotion and Product Quality, when considered simultaneously, contribute to purchase decisions by 75.9%. This means that 24.1% is

influenced by unexamined variables such as store location, service, reputation, distribution, and others.

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