

LAPORAN PENELITIAN MANDIRI



The Influence Of Brand Conformity, Consumer Value And Consumer Trust On Brand Loyalty Mediated By Customer Satisfaction

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SUMMARY

This article investigates the complex interplay of brand conformity, consumer values, consumer trust, and customer satisfaction in shaping brand loyalty within the context of PT. HexindoAdiperkasa, Tbk. Through a comprehensive analysis utilizing the Smart PLS technique, the study explores both direct and indirect relationships among these variables. The results reveal significant positive associations between brand conformity, consumer trust, and customer satisfaction with brand loyalty. Notably, brand conformity demonstrates a substantial direct influence on brand loyalty, emphasizing the importance of a consistent brand identity. Furthermore, the mediating role of customer satisfaction is evident, particularly in the relationships between consumer trust and brand loyalty, as well as brand conformity and brand loyalty. While the direct link between consumer values and brand loyalty is not statistically significant, the article underscores the need for further investigation into influencing factors. These findings offer strategic insights for PT. HexindoAdiperkasa, emphasizing the significance of maintaining brand consistency, fostering consumer trust, and prioritizing customer satisfaction to cultivate and sustain brand loyalty in a competitive market. The output to be achieved from this research is in the form of journal articles published in accredited national journals.

CHAPTER I

INTRODUCTION

In the dynamic landscape of consumer behavior, understanding the intricate relationships between brand attributes and consumer loyalty has become paramount for businesses seeking sustained success(1). This article delves into the compelling interplay of brand congruence with consumer values and the pivotal role of trust in shaping brand loyalty. Additionally, it explores the mediating effect of customer satisfaction, a key determinant in the loyalty equation(2). As markets evolve and consumers become more discerning, comprehending these dynamics is crucial for businesses aiming to not only attract but also retain a loyal customer base. This investigation aims to shed light on the multifaceted connections that exist between brand attributes, customer values, trust, satisfaction, and ultimately, brand loyalty(3).

In the context of PT. HexindoAdiperkasa, Tbk, the variables mentioned—brand congruence with consumer values, trust, and customer satisfaction—are integral components that significantly influence the company's performance and market positioning. Brand congruence with consumer values refers to the alignment between the brand attributes of PT. HexindoAdiperkasa and the values held dear by its target customers. This alignment is crucial for creating a resonance that goes beyond functional benefits, establishing a meaningful connection with the customer base. Trust, on the other hand, plays a pivotal role in shaping the perceptions of customers towards PT. HexindoAdiperkasa. Trust is built through the consistent delivery of quality products and services, transparent communication, and ethical business practices. As a distributor of heavy equipment and machinery, customer satisfaction is paramount for PT. HexindoAdiperkasa, as it reflects the effectiveness of its products and services, impacting repeat business and positive word-of-mouth. By understanding and optimizing these variables, PT. HexindoAdiperkasa can not only enhance its market position but also foster enduring relationships with its customers in the competitive heavy equipment industry.

The phenomenon described in the article explores the intricate dynamics between brand congruence with consumer values, trust, customer satisfaction, and brand loyalty within the context of PT. HexindoAdiperkasa, Tbk. This investigation sheds light on how the alignment of PT. HexindoAdiperkasa's brand attributes with the values of its target consumers contributes to the establishment of a meaningful and enduring connection. Trust emerges as a critical factor, with the article highlighting the importance of consistent

product and service delivery, transparent communication, and ethical business practices in shaping consumer perceptions. Customer satisfaction, as a mediating variable, plays a crucial role in the overall equation, reflecting the effectiveness of PT. HexindoAdiperkasa's heavy equipment and machinery in meeting or exceeding customer expectations. The article suggests that by comprehensively understanding and optimizing these interconnected variables, PT. HexindoAdiperkasa has the potential to not only enhance its market position but also foster brand loyalty, ensuring long-term success and resilience in the competitive heavy equipment industry.

The primary objective of the article is to investigate and elucidate the relationships between brand congruence with consumer values, trust, customer satisfaction, and brand loyalty within the specific context of PT. HexindoAdiperkasa, Tbk. By delving into these interrelated variables, the article aims to provide a comprehensive understanding of the factors influencing consumer behavior and brand loyalty in the heavy equipment and machinery industry. The research seeks to uncover how the alignment of the company's brand attributes with the values of its target consumers, the establishment of trust through transparent and ethical practices, and the mediation of customer satisfaction collectively contribute to the development of brand loyalty. Ultimately, the goal is to offer insights that can inform strategic decisions for PT. HexindoAdiperkasa, helping the company enhance its market position, build stronger customer relationships, and navigate the competitive landscape more effectively (4).

CHAPTER II

LITERATURE REVIEW

Brand loyalty is a nuanced and significant aspect of consumer behavior that extends beyond mere repeat purchases. It encapsulates a consumer's deep-seated commitment and attachment to a particular brand, often rooted in a combination of favorable experiences, trust, and perceived value (5). The loyal customer not only consistently chooses a specific brand over alternatives but also becomes an advocate, willingly recommending and promoting the brand to others. Brand loyalty is cultivated through various means, such as consistent product quality, positive customer service interactions, and effective communication that resonates with the values and preferences of the target audience (6). It is a dynamic and evolving relationship, influenced by factors like emotional connections, brand reputation, and the alignment of brand attributes with the evolving needs and aspirations of consumers (7). Brands that successfully foster loyalty not only secure a consistent revenue stream but also benefit from enhanced brand equity, as loyal customers contribute to positive word-of-mouth marketing and brand resilience in the face of market fluctuations. Understanding and nurturing brand loyalty are, therefore, critical components for businesses aiming for long-term success in competitive markets (8).

Consumer values play a pivotal role in shaping purchasing decisions and brand preferences. These values represent the core beliefs, attitudes, and principles that individuals hold dear, influencing their perceptions of products and companies (9). Consumers often seek alignment between their personal values and those embodied by a brand. When a brand effectively resonates with consumer values, it establishes a powerful connection that goes beyond functional benefits. For instance, consumers may prioritize sustainability, ethical practices, or social responsibility, and they are more likely to support brands that share and actively demonstrate these values (10). Understanding consumer values enables businesses to tailor their messaging, products, and overall brand identity to appeal to the aspirations and priorities of their target audience. In today's socially conscious consumer landscape, companies that authentically embrace and incorporate consumer values into their ethos are better positioned to build trust, foster brand loyalty, and forge lasting relationships with their customers (11).

Trust is the bedrock of successful consumer-brand relationships, representing the confidence and reliance consumers place in a brand's integrity, reliability, and sincerity. In the context of consumer behavior, trust is multifaceted, encompassing a blend of

competence, benevolence, and integrity on the part of the brand (12). Competence relates to a brand's ability to consistently deliver quality products or services, meeting or exceeding consumer expectations (13). Benevolence involves a brand's demonstration of goodwill and a genuine concern for customer well-being. Integrity, meanwhile, underscores the transparency and ethical conduct exhibited by the brand. Establishing and maintaining trust is crucial for brand loyalty, as consumers are more likely to choose and remain loyal to brands they perceive as trustworthy. Trust is built through consistent positive experiences, transparent communication, and ethical business practices (14). In an era of information transparency and consumer empowerment, trust has become an invaluable currency, influencing purchase decisions and shaping the overall reputation of a brand in the eyes of its customers. Brands that prioritize and cultivate trust not only foster loyalty but also weather challenges more resiliently in an increasingly competitive and discerning market (15).

Customer satisfaction is a fundamental metric that gauges the extent to which a customer's expectations are met or exceeded after engaging with a product, service, or brand. It is a holistic reflection of the overall experience a customer has throughout their journey, encompassing factors such as product quality, customer service, and the fulfillment of specific needs or desires (16). Achieving high levels of customer satisfaction is not only a testament to a brand's ability to deliver on its promises but also a critical determinant in fostering brand loyalty (17). Satisfied customers are more likely to become repeat buyers and brand advocates, positively influencing others through word-of-mouth recommendations. Brands that prioritize customer satisfaction actively seek feedback, address concerns promptly, and continuously refine their offerings to align with changing customer expectations. In an era where consumer choices abound, customer satisfaction is a linchpin for maintaining a competitive edge, as delighted customers not only contribute to a positive brand image but also form the foundation for enduring brand-consumer relationships (18).

Consumer trust is a cornerstone of successful business relationships, encapsulating the confidence and reliability that consumers place in a brand or company. Trust is built upon a foundation of transparency, consistency, and ethical conduct (19). Consumers are more likely to trust brands that consistently deliver on their promises, demonstrate integrity in their actions, and communicate openly about their products and practices. Trust is not a one-time achievement but an ongoing process that requires brands to prioritize customer satisfaction, handle issues with accountability, and align with the values and expectations

of their target audience (20). In an era marked by information accessibility and heightened consumer awareness, establishing and maintaining trust is indispensable. Brands that foster consumer trust not only enhance their reputation but also cultivate long-term loyalty, as consumers are more inclined to choose brands they perceive as trustworthy guardians of their interests and well-being (21).

CHAPTER III

PURPOSE & THE ADVANTAGES OF THE RESEARCH

3.1. Purpose of the Research

The Purposes of the research is to determine the influence of brand conformity, consumer value and consumer trust on brand loyalty mediated by customer satisfaction, both partially and simultaneously.

3.2. Advantages of the research

The primary objective of the article is to investigate and elucidate the relationships between brand congruence with consumer values, trust, customer satisfaction, and brand loyalty within the specific context of PT. Hexindo Adiperkasa, Tbk. By delving into these interrelated variables, the article aims to provide a comprehensive understanding of the factors influencing consumer behavior and brand loyalty in the heavy equipment and machinery industry. The research seeks to uncover how the alignment of the company's brand attributes with the values of its target consumers, the establishment of trust through transparent and ethical practices, and the mediation of customer satisfaction collectively contribute to the development of brand loyalty. Ultimately, the goal is to offer insights that can inform strategic decisions for PT. Hexindo Adiperkasa, helping the company enhance its market position, build stronger customer relationships, and navigate the competitive landscape more effectively.

CHAPTER IV

RESEARCH METHODOLOGY

The research methodology employed in this study at PT. Hexindo Adiperkasa, Tbk utilizes a random sampling technique to select a representative sample of 46 individuals. Random sampling is a method where each member of the population has an equal chance of being selected, ensuring that the sample is unbiased and reflective of the larger population. The research employs the Smart PLS (Partial Least Squares) analysis, a statistical technique suitable for structural equation modeling. Smart PLS is particularly advantageous when dealing with complex relationships between variables, as it allows for the examination of both measurement and structural models. In this context, the researcher applies Smart PLS to assess the relationships between brand congruence with consumer values, trust, customer satisfaction, and brand loyalty. This robust analytical approach aids in uncovering the nuanced connections between these variables and provides a comprehensive understanding of the factors influencing brand loyalty at PT. Hexindo Adiperkasa, Tbk(22).

BAB V

RESULT & OUTCOMES ACHIEVED

5.1. Result

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1.

Table 1. Direct Test Results

Path	Original Sample	P value	Decision
BC -> CS	0.63	0.021	Significant
CV -> CS	0.48	0.072	Marginally Significant
CT -> CS	0.55	0.045	Significant
BC -> BL	0.72	0.012	Significant
CV -> BL	0.38	0.132	Not Significant
CT -> BL	0.68	0.018	Significant
CS -> BL	0.56	0.042	Significant

The significant path coefficient of 0.63 ($p = 0.021$) from Brand Conformity (BC) to Customer Satisfaction (CS) underscores the influential role of brand congruence in shaping customer contentment at PT. HexindoAdiperkasa, Tbk. This finding suggests that when the company effectively aligns its brand attributes with consumer expectations and values, it positively influences customer satisfaction. A strong connection between BC and CS indicates that customers may perceive greater value and fulfillment when they perceive a seamless fit between their expectations and the brand's identity. This insight underscores the strategic importance for PT. HexindoAdiperkasa to prioritize and maintain consistency in brand representation to enhance overall customer satisfaction, fostering a favorable consumer experience that can potentially contribute to sustained loyalty and positive brand advocacy.

The observed path coefficient of 0.48 ($p = 0.072$) from Consumer Value (CV) to Customer Satisfaction (CS) suggests a marginally significant relationship at PT. HexindoAdiperkasa, Tbk. While the statistical significance is on the border, this finding implies that there is a potential connection between the perceived consumer value and the level of satisfaction experienced by customers. It is indicative that when PT. HexindoAdiperkasa successfully communicates and delivers value aligned with consumer expectations, there is a tendency for customers to derive higher satisfaction from their

interactions with the company. Although not reaching conventional significance levels, this result hints at the relevance of emphasizing and fine-tuning strategies related to consumer value to potentially enhance overall customer satisfaction in the context of the studied company. Further exploration and consideration of additional factors may provide deeper insights into this relationship.

The significant path coefficient of 0.55 ($p = 0.045$) from Consumer Trust (CT) to Customer Satisfaction (CS) highlights the critical role trust plays in shaping the satisfaction levels of customers at PT. HexindoAdiperkasa, Tbk. This finding suggests that as consumers develop a higher level of trust in the company, their overall satisfaction with its products and services tends to increase. Trust becomes a foundational element, indicating that transparent, reliable, and ethical practices by PT. HexindoAdiperkasa contribute significantly to fostering positive customer experiences. As customers perceive the company as trustworthy, they are likely to derive a greater sense of satisfaction, reinforcing the idea that building and maintaining trust is integral to customer satisfaction within the studied context. This insight underscores the importance for PT. HexindoAdiperkasa to prioritize initiatives that enhance consumer trust as a means of positively influencing overall customer satisfaction.

The substantial and statistically significant path coefficient of 0.72 ($p = 0.012$) from Brand Conformity (BC) to Brand Loyalty (BL) underscores the crucial role that brand congruence plays in shaping the loyalty dynamics among customers at PT. HexindoAdiperkasa, Tbk. This finding suggests that when the brand effectively aligns with consumer values and expectations, it significantly contributes to the development of brand loyalty. Customers are more likely to exhibit loyalty to PT. HexindoAdiperkasa when they perceive a consistent and harmonious connection between the brand's attributes and their own values. This insight underscores the strategic importance for PT. HexindoAdiperkasa to invest in strategies that ensure brand consistency, fostering a strong and enduring relationship with its customer base. The observed significance emphasizes that a well-aligned brand identity has a tangible impact on the development of brand loyalty, a critical factor in the competitive landscape of the heavy equipment and machinery industry.

The observed path coefficient of 0.38 ($p = 0.132$) from Consumer Value (CV) to Brand Loyalty (BL) is not statistically significant, suggesting that, within the context of PT. HexindoAdiperkasa, Tbk, the direct impact of consumer value on brand loyalty is not robust. While the relationship does not reach conventional significance levels, it implies that the direct influence of perceived consumer value on brand loyalty might be limited or

influenced by other factors not considered in this analysis. This result prompts further exploration into the complex interplay of variables that contribute to brand loyalty within the studied company. It emphasizes the need for PT. HexindoAdiperkasa to potentially investigate additional elements or implement strategies beyond consumer value to more effectively foster and sustain brand loyalty among its customer base.

The substantial and statistically significant path coefficient of 0.68 ($p = 0.018$) from Consumer Trust (CT) to Brand Loyalty (BL) highlights the pivotal role that trust plays in shaping brand loyalty among customers at PT. HexindoAdiperkasa, Tbk. This finding suggests that as consumers develop a higher level of trust in the company, their propensity to exhibit brand loyalty significantly increases. Trust emerges as a critical driver, indicating that transparent, reliable, and ethical practices by PT. HexindoAdiperkasa contribute significantly to fostering long-term customer loyalty. This insight underscores the strategic importance for PT. HexindoAdiperkasa to prioritize initiatives that enhance consumer trust, recognizing it as a key factor in building and sustaining brand loyalty within the competitive landscape of the heavy equipment and machinery industry. The observed significance emphasizes that a trustworthy brand is more likely to cultivate enduring relationships with its customer base, contributing positively to overall brand loyalty.

The statistically significant path coefficient of 0.56 ($p = 0.042$) from Customer Satisfaction (CS) to Brand Loyalty (BL) highlights the critical connection between these two variables at PT. HexindoAdiperkasa, Tbk. This finding suggests that as customer satisfaction increases, there is a consequential positive impact on brand loyalty. Satisfied customers are more likely to exhibit loyalty to the brand, emphasizing the significance of delivering high-quality products and services and ensuring a positive overall customer experience. This insight underscores the strategic importance for PT. HexindoAdiperkasa to prioritize and enhance customer satisfaction as a means of fostering lasting brand loyalty. The observed significance emphasizes the role of customer satisfaction as a key driver in the development of brand loyalty, underscoring the need for businesses to continuously monitor and improve customer satisfaction to ensure long-term success in a competitive market landscape.

After testing the direct influence, the next hypothesis is to look at the indirect influence which is presented in the table below:

Table 2. Indirect Test Results

Path	Original Sample	P value	Decision
BC -> CS -> BL	0.43	0.032	Significant
CV -> CS -> BL	0.25	0.135	Not Significant
CT -> CS -> BL	0.38	0.049	Significant

The significant indirect effect of 0.43 ($p = 0.032$) from Brand Conformity (BC) to Brand Loyalty (BL) through the mediation of Customer Satisfaction (CS) underscores the intricate pathway through which brand alignment influences brand loyalty at PT. HexindoAdiperkasa, Tbk. This finding suggests that when the company ensures brand conformity with consumer values, it positively impacts customer satisfaction, subsequently leading to increased brand loyalty. The mediating role of customer satisfaction emphasizes its significance in translating the positive attributes of brand conformity into lasting brand loyalty. This insight holds strategic implications for PT. HexindoAdiperkasa, highlighting the need to not only focus on establishing a consistent brand identity but also prioritize and enhance customer satisfaction as a crucial driver in the development of brand loyalty within the competitive landscape of the heavy equipment and machinery industry.

The non-significant indirect effect of 0.25 ($p = 0.135$) from Consumer Value (CV) to Brand Loyalty (BL) through the mediation of Customer Satisfaction (CS) suggests that, within the context of PT. HexindoAdiperkasa, Tbk, the impact of consumer value on brand loyalty is not significantly influenced through customer satisfaction. While the direct relationship between consumer value and brand loyalty may not be substantial, the lack of significance in the indirect path via customer satisfaction implies that the perceived value delivered to customers may not be a dominant driver in fostering brand loyalty through this mediating mechanism. This result encourages further exploration into the specific factors that influence the relationship between consumer value, customer satisfaction, and brand loyalty, providing valuable insights for PT. HexindoAdiperkasa to refine strategies and better align with customer expectations in cultivating lasting brand loyalty.

The noteworthy indirect effect of 0.38 ($p = 0.049$) from Consumer Trust (CT) to Brand Loyalty (BL) through the mediation of Customer Satisfaction (CS) signifies the crucial role of trust in influencing brand loyalty at PT. HexindoAdiperkasa, Tbk. This finding suggests that when consumers place trust in the company, it positively impacts

their satisfaction, subsequently leading to increased brand loyalty. The mediating role of customer satisfaction emphasizes its significance in translating the positive attributes of consumer trust into lasting brand loyalty. This insight holds strategic implications for PT. HexindoAdiperkasa, underscoring the pivotal nature of cultivating and maintaining trust as a means to enhance overall customer satisfaction and, consequently, foster enduring brand loyalty within the competitive landscape of the heavy equipment and machinery industry. It emphasizes the importance of transparent and ethical practices, which contribute not only to immediate customer satisfaction but also to the establishment of a loyal customer base over the long term.

5.2. Outcomes Achieved

The output achieved from this research is a journal article that has been published in the accredited national journal Sinta 4, namely Management Studies and Entrepreneurship Journal, volume 4number 6, December 23, 2023, published by the MSEJ.

CHAPTER VI

CONCLUSIONS & SUGGESTIONS

6.1. Conclusions

In conclusion, this article provides valuable insights into the intricate dynamics shaping customer behavior and brand loyalty within the context of PT. Hexindo Adiperkasa, Tbk. The research emphasizes the pivotal role of brand conformity, consumer trust, and customer satisfaction in influencing brand loyalty. The study reveals that a consistent and aligned brand identity significantly contributes to customer satisfaction and, subsequently, fosters brand loyalty. Moreover, the findings underscore the critical impact of consumer trust on customer satisfaction and brand loyalty. While the direct relationship between consumer value and brand loyalty is not statistically significant, the study highlights the need for further exploration of factors influencing this particular dynamic. Overall, these insights carry strategic implications for PT. Hexindo Adiperkasa, guiding the company to prioritize brand consistency, cultivate consumer trust, and continually enhance customer satisfaction as key drivers in building and sustaining brand loyalty within the competitive heavy equipment and machinery industry.

6.2. Suggestion

The primary objective of the article is to investigate and elucidate the relationships between brand congruence with consumer values, trust, customer satisfaction, and brand loyalty within the specific context of PT. Hexindo Adiperkasa, Tbk. By delving into these interrelated variables, the article aims to provide a comprehensive understanding of the factors influencing consumer behavior and brand loyalty in the heavy equipment and machinery industry. The research seeks to uncover how the alignment of the company's brand attributes with the values of its target consumers, the establishment of trust through transparent and ethical practices, and the mediation of customer satisfaction collectively contribute to the development of brand loyalty. Ultimately, the goal is to offer insights that can inform strategic decisions for PT. Hexindo Adiperkasa, helping the company enhance its market position, build stronger customer relationships, and navigate the competitive landscape more effectively.

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APPENDICES

Appendix1. Fund of the Research

NO	KEBUTUHAN	JUMLAH BIAYA	SUB TOTAL
1	PeralatanPenunjang		
	a. Buku	Rp. 300.000	
	b. Modem	Rp. 300.000	
	c.Harddisksternal	Rp. 400.000	
Sub Total			Rp. 1.000.000
2	BahanHabisPakai		
	a. Pulsatelepon	Rp. 300.000	
	b. Voucher internet	Rp. 300.000	
	c. Alattulis	Rp. 100.000	
	d. Kertas A4	Rp. 100.000	
	e. Tinta Printer	Rp. 200.000	
	f. BiayaFotocopy	Rp. 50.000	
Sub Total			Rp.1.050.000
3	Perjalanan		
	a. Transportasiperjalanan	Rp. 750.000	
Sub Total			Rp. 750.000
4	Biaya Lain-lain		
	a. Souvenir untuk responden	Rp. 700.000	
Sub Total			Rp.700.000
Total			Rp. 3.500.000

Appendix 2 Researchers Biodata

Biodata Head of Researcher dan Member of Researcher

A. Identity the Head of Researcher

1. Identitas Diri

- a. Nama Lengkap dan Gelar : Rani Suryani, S.E., M.M
- b. NIDN : 0426117602
- c. Jabatan Fungsional : Asisten Ahli
- d. Program Studi : Manajemen (S1)
- e. Perguruan Tinggi : Universitas Bina Sarana Informatika
- f. Jangka Waktu Penelitian : 8 Bulan

2. Riwayat Pendidikan

	S-1	S-2
Nama Penguruan Tinggi	Universitas Gunadarma Jakarta	Universitas Gunadarma Jakarta
Tahun Masuk-Lulus	1995-1999	1999-2004

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri.

Jakarta, 1 Februari 2024

Peneliti

(Rani Suryani, S.E., M.M)

NIP. 200903011

A. Identity of Reseacher Member

Biodata Of Research Members 1

1. IdentitasDiri

- a. Nama Lengkap dan Gelar :DediSuharyadi, S.E., M.M
- b. NIDN : 0416057703
- c. JabatanFungsional : Lektor (200)
- d. Program Studi : Manajemen (S1)
- e. Perguruan Tinggi : Universitas Bina Sarana Informatika
- f. Jangka Waktu Penelitian : 8 Bulan

2. Riwayat Pendidikan

	S-1	S-2
Nama Penguruan Tinggi	STIE WidyaWiwaha Yogyakarta	Universitas BSI Bandung
TahunMasuk-Lulus	1995-2002	2010-2012

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidak sesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri.

Jakarta, 1 Februari 2024

AnggotaPeneliti



(Dedi Suharyadi, S.E., M.M)
NIP. 200903011

BiodataMembers of Researcher2

1. Identitas Diri

a. Nama Lengkap : Nurhadi, SE, MM
b. NIDN : 0425037903
c. Jabatan Fungsional : Lektor (200)
d. Program Studi : Manajemen (S1)
f. Perguruan Tinggi : Universitas Bina Sarana Informatika
g. Jangka Penelitian : 8 bulan

2. Riwayat Pendidikan

	S1	S2
Nama Perguruan Tinggi	Universitas Syekh Yusuf Tangerang	Universitas BSI Bandung
Tahun Lulus	2009	2012

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri.

Jakarta, 1 Februari 2024

Anggota Peneliti



(Nurhadi, SE, MM)
NIP. 201609502

BiodataMembers of Researcher3

1. Identitas Diri

- a. Nama Lengkap : Bilgah, SE, MM
- b. NIDN : 0409108203
- c. JabatanFungsional : Lektor (300)
- d. Program Studi : Manajemen (SI)
- e. Perguruan Tinggi : Universitas Bina SaranaInformatika
- f. JangkaPenelitian : 8 bulan

2. Riwayat Pendidikan

	S1	S2
Nama Perguruan Tinggi	UniversitasTarumanagara	Universitas BSI Bandung
Tahun Lulus	2006	2012

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri

Jakarta, 1 Februari 2024

AnggotaPeneliti



(Bilgah, SE, MM)

NIP: 200903127

BiodataMembers of Researcher 4

2. Identitas Diri

- a. Nama Lengkap : Nurul Aisyah, SE, MM
- b. NIDN : 0419058304
- c. JabatanFungsional : Lektor (200)
- d. Program Studi : SistemInformasi (D3)
- e. Perguruan Tinggi : Universitas Bina SaranaInformatika
- f. JangkaPenelitian : 8 bulan

3. Riwayat Pendidikan

	S1	S2
Nama Perguruan Tinggi	Universitas Muhammadiyah Purwokerto	Universitas BSI Bandung
Tahun Lulus	2016	2012

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri

Jakarta, 1 Februari 2024

AnggotaPeneliti



(Nurul Aisyah, SE, MM)

NIP: 201511389