



## The Influence of Convenience, Design, Trustworthiness, Price, and Various Food Choices on Customer Loyalty Through Perceived Value Among Gofood Customers in Surabaya

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### ABSTRACT

PT. Gojek Indonesia, a technology company founded by Nadiem Makarim in 2009 in Jakarta, has developed into one of the leading digital platforms in Indonesia, operating in 167 cities and districts. GoFood is a well-known and frequently used e-commerce platform in Indonesia. GoFood functions as an online food or drink delivery service, so that users can order food or drinks without having to go to the restaurant's physical location, making the process more practical and time efficient. This research aims to determine the influence of Convenience, Design, Trustworthiness, Price, Various Food Choices, on Customer Loyalty through Perceived Value. This research is causal in nature using a quantitative approach and processing using AMOS 24.0 software and have 175 GoFood customers in Surabaya which have been collected using the Snowball Sampling sampling technique. The results of this research are that all variables have a positive and significant effect on Customer Loyalty, which are Perceived Value, Convenience, Design, Trustworthiness, Price, Various Food Choices.

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## 1. INTRODUCTION

The COVID-19 pandemic has accelerated people's adaptation to "super apps", especially in the consumption sector, such as food. Mobility restrictions have triggered people to switch to bold services, replacing the habit of shopping and eating directly on the spot [1]. GoFood functions as a very useful bold food delivery service. Through the GoFood application, users can order food and drinks without having to go to the physical location of the restaurant, making the process more practical and efficient. According to a Nielsen Singapore survey in 2019, around 58% of Indonesians use GoFood to order bold food, with an average ordering frequency of 2.6 times per week [2], reporting that 74.4% of internet users in Indonesia have ordered food online at least once a month, the highest figure in the world.

Further research is needed to analyze the impact of this service innovation on consumer behavior and how external factors, such as economic and social changes, can affect future user preferences

(loyalty). Consumer loyalty can be understood as a consumer's habit of making continuous and repeated purchases, which makes them return to buy the same product or service to meet their needs. Therefore, pricing needs to be planned wisely, not just for profit. Some indicators used to measure consumer loyalty include repeat purchases, consistency in consuming the same brand, liking the brand, the choice to continue buying from that brand, the belief that the brand is the best, and recommendations to others to buy products from the same brand [3]. In addition, loyalty is also measured by indicators such as consumer willingness to buy the product again, the desire to share positive experiences about the product, and the willingness to recommend the product to others [4]. Based on research by [5], consumer loyalty is influenced by promotion and price factors. Promotion is one of the marketing activities that aims to attract the interest of the target market to be interested in buying the products or services offered.

Based on research [6], there is a significant relationship between perceived value and trust on customer satisfaction. However, the results of the study did not show any significant influence on customer loyalty, this indicates that consumer experiences in transacting online may be different from their experiences in physical stores. This is contrary to the results of research [7] which shows that perceived value has a significant influence not only on satisfaction but also on customer loyalty. This gap encourages the need for a deeper understanding of the factors that influence loyalty to online services, especially in the context of food delivery applications such as GoFood.

Based on research [8], convenience contributes significantly to perceived value through ease of use and intuitive interface design, factors that drive application adoption on smartphone devices. However, research [9] found that convenience does not have a direct impact on perceived value but through a mediating variable, namely customer experience. This creates a space for exploration to understand more deeply how convenience impacts perceived value in the experience of using online food applications.

According to [10], fair price is a major factor in online service quality, affecting user attitudes and behavior. Competitive prices allow users to choose products according to their preferences and convenience. However, [11] found that high prices actually decrease perceived value, indicating a negative relationship between price and customer perceived value. This difference shows the importance of consumer experience in determining perceived value in online services, which is relevant to pricing strategies in applications such as GoFood.

Therefore, this study aims to provide a deeper understanding of the influence of perceived value on customer attitudes and loyalty in the context of food delivery applications such as GoFood. This study is relevant considering the importance of the interaction between convenience and perceived value in influencing customer loyalty in the digital era. By providing deeper insight into the factors that influence customer loyalty, this study is expected to enrich the existing literature, as well as provide practical recommendations for Super Apps companies to optimize their strategies in increasing customer satisfaction and loyalty. The results of this study are expected to contribute to understanding the dynamics of the food delivery service industry and become a reference for companies in increasing competitiveness in an increasingly competitive market.

## **2. METHOD**

This research is a causal research because it is used to develop a previously existing research model and has been determined based on a literature review used to answer various problems that have been identified in the previous chapter. This type of research method uses a quantitative research method [12]. The sampling method used is non-probability, and the main instrument for collecting data is a questionnaire. Researchers will select respondents to assist in filling out and distributing questionnaires so that the data collected will be more by using the "snowball sampling" technique. Respondents who will be selected by researchers are men & women aged 18-60 years who live in Surabaya and are actively making purchases on the GoFood application twice in the last six months. This study will use references

to carry out a simultaneous analysis process related to the multi-variable research model, namely the Structural Equation Model (SEM), which will be processed using AMOS software version 24. This research model aims to determine what factors influence customer loyalty from Go-Food customers in Surabaya.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Profil of The Research Object**

This study will use 175 respondents, where each respondent will be given 1 questionnaire containing 35 questions distributed through the Google Form platform. Respondents in this study are customers who have made purchases on the GoFood application twice in the last six months, with an age range of 18-60 years, which is because with this age range they are still actively using social media and are able to follow and make transactions online.

##### **3.1.1 Descriptive Analysis of Research Data**

In order to gain a better understanding of the distribution of variables in this study, a descriptive statistical analysis was conducted. This statistical analysis collected information about respondents' opinions on the independent variables of convenience, design, trustworthiness, price, and various food choices; the intervening variable of perceived value; and the dependent variable of customer loyalty.

###### **1. Convenience**

The convenience variable has five indicators: 1) The GoFood application is easy to use; 2) The GoFood application makes it easy for me to order food or drinks anytime; 3) The GoFood application makes it easy for me to order food or drinks anywhere; 4) Payments on the GoFood application are easy to do; 5) The GoFood application helps me find food or drinks that I like.

###### **2. Design**

The design variable has five indicators: 1) The use of colors in the GoFood application is attractive; 2) The words used in the GoFood application are easy to understand; 3) The payment menu in the GoFood application is easy to follow; 4) The layout of the GoFood application menu is easy to understand; 5) GoFood designs the application well.

###### **3. Trustworthiness**

The trustworthiness variable has five indicators: 1) The GoFood application is trustworthy; 2) I feel safe when ordering food or drinks through the GoFood application; 3) The information provided by GoFood is trustworthy; 4) Orders sent by the GoFood application are always correct; 5) The GoFood application provides honest information.

###### **4. Price**

The price variable has five indicators: 1) The price of food on the GoFood application is in accordance with what is offered; 2) The price on Go-Food is in accordance with the benefits that I feel; 3) The price of food on the GoFood application is affordable; 4) The price of food or drinks on the GoFood application is cheaper than competitors; 5) The GoFood application always offers attractive discounts.

###### **5. Various Food Choices**

The various food choice variable has five indicators: 1) The GoFood application offers a variety of restaurant choices; 2) The GoFood application offers a variety of food choices; 3) The GoFood application always provides various types of food or beverage brands in full; 4) The types of food or beverages offered in the GoFood application are very diverse; 5) I can find out various types of food or beverages that are often searched for in the GoFood application.

###### **6. Perceived Value**

The perceived value variable has five indicators: 1) I am happy with the GoFood application because the price is affordable; 2) I am happy with the GoFood application because I can buy food or drinks

without having to go to the seller's place; 3) I am happy with the GoFood application because there are many menu choices; 4) I have a good impression of the GoFood service; 5) I am happy with the GoFood application because it is easy to use.

### 7. Customer Loyalty

The customer loyalty variable has five indicators: 1) I say positive things about the GoFood application; 2) I continue to recommend the GoFood application to others who ask for my advice; 3) I will not switch to other food or beverage ordering applications other than GoFood; 4) I will make repeat purchases on the GoFood application; 5) The GoFood application is my first choice for shopping.

## 3.2. Data Analysis of Research Results

### 3.2.1 Construct Validity Test Results

Table 1. Construct Validity Test Results

Konstruk	Indicator	Factor Loadings	Critical Value	Information
Convenience	CON1	0,649	$\geq 0,50$	Valid
	CON2	0,836	$\geq 0,50$	Valid
	CON3	0,728	$\geq 0,50$	Valid
	CON4	0,757	$\geq 0,50$	Valid
	CON5	0,789	$\geq 0,50$	Valid
Design	DE1	0,833	$\geq 0,50$	Valid
	DE2	0,715	$\geq 0,50$	Valid
	DE3	0,719	$\geq 0,50$	Valid
	DE4	0,814	$\geq 0,50$	Valid
	DE5	0,746	$\geq 0,50$	Valid
Trustworthiness	T1	0,750	$\geq 0,50$	Valid
	T2	0,745	$\geq 0,50$	Valid
	T3	0,734	$\geq 0,50$	Valid
	T4	0,744	$\geq 0,50$	Valid
	T5	0,746	$\geq 0,50$	Valid
Price	P1	0,691	$\geq 0,50$	Valid
	P2	0,801	$\geq 0,50$	Valid
	P3	0,818	$\geq 0,50$	Valid
	P4	0,718	$\geq 0,50$	Valid
	P5	0,774	$\geq 0,50$	Valid
Various Food Choices	VFC1	0,742	$\geq 0,50$	Valid
	VFC2	0,637	$\geq 0,50$	Valid
	VFC3	0,859	$\geq 0,50$	Valid
	VFC4	0,793	$\geq 0,50$	Valid
	VFC5	0,728	$\geq 0,50$	Valid
Perceived Value	PV1	0,794	$\geq 0,50$	Valid
	PV2	0,733	$\geq 0,50$	Valid
	PV3	0,751	$\geq 0,50$	Valid
	PV4	0,695	$\geq 0,50$	Valid
	PV5	0,720	$\geq 0,50$	Valid
Customer Loyalty	CL1	0,755	$\geq 0,50$	Valid
	CL2	0,778	$\geq 0,50$	Valid

Konstruk	Indicator	Factor Loadings	Critical Value	Information
	CL3	0,799	$\geq 0,50$	Valid
	CL4	0,763	$\geq 0,50$	Valid
	CL5	0,790	$\geq 0,50$	Valid

Table 1 shows the measurement model of each indicator in each construct of Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, and Customer Loyalty, all of these variables have a factor loading value greater than 0.50, so that these indicators can be said to be valid in construct formation and can be used to build a model.

### 3.2.2 Full Structural Equation Modeling Analysis

After the regression model is said to have passed the Confirmatory Factor Analysis stage, then each indicator can be used in this study to explain the latent construct. Furthermore, the full SEM model can be analyzed, and a goodness of fit evaluation is carried out to see the degree of compatibility between the model and the repeated test data. This model includes seven variables, namely Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, and Customer Loyalty, which are measured by 35 indicators.

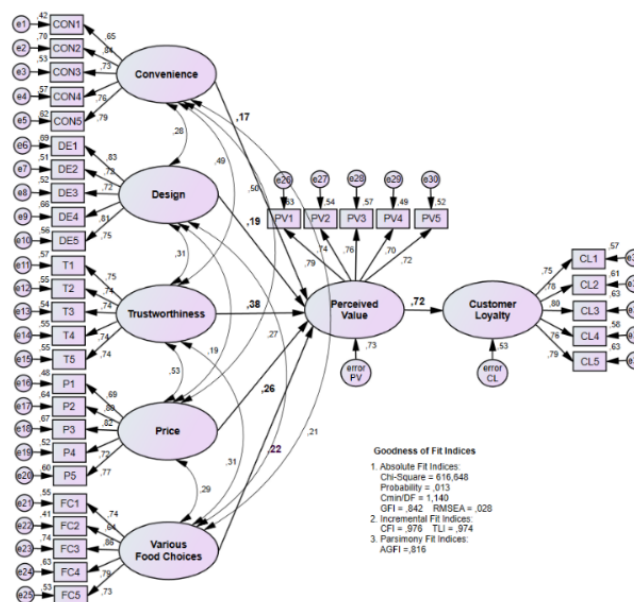


Figure 1. Full Structural Equation Model

Table 1. Regression Weight full Structural Equation Model

			Estimate	S.E.	C.R.	P	Std. Estimate
Perceived_Value	<---	Design	,206	,067	3,068	,002	,189
Perceived_Value	<---	Trustworthiness	,442	,096	4,597	***	,375
Perceived_Value	<---	Price	,352	,108	3,270	,001	,255
Perceived_Value	<---	Various_Food_Choices	,291	,085	3,403	***	,217
Perceived_Value	<---	Convenience	,310	,132	2,359	,018	,174
Customer_Loyalty	<---	Perceived_Value	,578	,072	8,015	***	,725
CON5	<---	Convenience	1,578	,184	8,562	***	,789
CON4	<---	Convenience	1,442	,172	8,363	***	,757
CON3	<---	Convenience	1,390	,170	8,179	***	,728
CON2	<---	Convenience	1,629	,185	8,809	***	,836

			Estimate	S.E.	C.R.	P	Std. Estimate
CON1	<---	Convenience	1,000				,649
DE5	<---	Design	,910	,086	10,554	***	,746
DE4	<---	Design	1,036	,086	12,025	***	,814
DE3	<---	Design	,904	,089	10,175	***	,719
DE2	<---	Design	,724	,071	10,224	***	,715
DE1	<---	Design	1,000				,833
T5	<---	Trustworthiness	,985	,106	9,334	***	,745
T4	<---	Trustworthiness	1,049	,116	9,037	***	,741
T3	<---	Trustworthiness	,911	,098	9,309	***	,736
T2	<---	Trustworthiness	1,008	,116	8,714	***	,742
T1	<---	Trustworthiness	1,000				,753
P5	<---	Price	1,279	,141	9,090	***	,774
P4	<---	Price	1,274	,148	8,633	***	,718
P3	<---	Price	1,442	,151	9,546	***	,818
P2	<---	Price	1,433	,152	9,424	***	,801
P1	<---	Price	1,000				,692
CL1	<---	Customer_Loyalty	1,000				,755
CL2	<---	Customer_Loyalty	1,093	,108	10,093	***	,778
CL3	<---	Customer_Loyalty	1,151	,108	10,697	***	,796
CL4	<---	Customer_Loyalty	,898	,090	9,965	***	,764
CL5	<---	Customer_Loyalty	1,241	,117	10,588	***	,791
PV3	<---	Perceived_Value	,760	,074	10,339	***	,757
PV2	<---	Perceived_Value	,698	,068	10,277	***	,735
PV1	<---	Perceived_Value	1,000				,794
PV4	<---	Perceived_Value	,691	,072	9,613	***	,700
PV5	<---	Perceived_Value	,618	,063	9,879	***	,720
FC5	<---	Various_Food_Choices	,991	,107	9,293	***	,728
FC4	<---	Various_Food_Choices	1,094	,108	10,127	***	,793
FC3	<---	Various_Food_Choices	1,238	,114	10,822	***	,859
FC2	<---	Various_Food_Choices	,951	,118	8,060	***	,637
FC1	<---	Various_Food_Choices	1,000				,742

The C.R value of each relationship between variables can be seen in table 2. There is a causal relationship between the variables Convenience, Design, Trustworthiness, Price, Various Food Choices to Perceived Value, and a causal relationship between Perceived Value to Customer Loyalty, where all of these causal relationships are marked by a C.R value that is above 2.00.

### 3.2.3 Hypothesis Testing Results

Based on the results of the calculation of confirmatory factors and Structural Equation Model (SEM), the research model proposed in this study can be accepted. Figure 1 shows that the RMSEA calculation is 0.028 which is below 0.08 and is stated to be in accordance with the criteria. In addition, CMIN / DF gets a value of 1.140 which is better than the expected criteria of a maximum of 2.00. Thus, based on the model of fit, testing can be carried out on six hypotheses, namely as follows:

Table 2. Hypothesis Testing Results

Hypothesis	Analysis
H1: Convenience has a significant effect on Perceived Value	Accepted
H2: Design has a significant effect on Perceived Value	Accepted
H3: Trustworthiness has a significant effect on Perceived Value	Accepted
H4: Price has a significant effect on Perceived Value	Accepted
H5: Various Food Choices have a significant effect on Perceived Value	Accepted
H6: Perceived Value has a significant effect on Customer Loyalty	Accepted

### 3.3. Discussion

#### 3.3.1 Convenience has a significant effect on Perceived Value

The results of the coefficient estimation of the influence of the Convenience variable on the Perceived Value which has a significant positive influence are obtained by the CR value of 2.359 which is greater than 1.96 and the significance value of the p-value gets a value of 0.018 which is smaller than the 5% level. The resulting influence coefficient is 0.174 which means that the higher the Convenience value, the higher the Perceived Value will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Convenience has a significant positive effect on perceived value because the easier and more practical the GoFood application is used by customers, the higher the value customers perceive for the service. This includes ease of using the application, finding and ordering food anytime and anywhere, and making payments smoothly. When these aspects are met, customers feel they are getting greater benefits, thereby increasing their perception of the overall value of the GoFood service. In other words, the convenience offered by GoFood directly affects how satisfied and valuable this service is to customers.

#### 3.3.2 Design has a significant influence on Perceived Value

The results of the estimated coefficient of the influence of the Design variable on Perceived Value which has a significant positive influence are obtained by the CR value of 3.068 which is greater than 1.96 and the significance value of the p-value gets a value of 0.002 which is smaller than the 5% level. The resulting coefficient of influence is 0.189 which means that the higher the Design value, the higher the Perceived Value will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Design has a significant positive effect on Perceived Value because an attractive, easy-to-understand, and intuitive application design increases the user's perception of the value of GoFood services. The use of appropriate colors, a clear layout, and an easy-to-follow menu make the user experience more enjoyable and efficient. When users feel comfortable with the application design, they tend to view the service as more valuable and enjoyable to use, which ultimately increases Perceived Value.

#### 3.3.3 Trustworthiness has a significant effect on Perceived Value

The results of the estimation of the influence coefficient of the Trustworthiness variable on the Perceived Value which has a significant positive influence, the CR value is 4.597 which is greater than 1.96 and the significance value of the p-value gets a value of 0.000 which is smaller than the 5% level. The resulting influence coefficient is 0.375 which means that the higher the Trustworthiness value, the higher the Perceived Value will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Trustworthiness has a significant positive effect on Perceived Value because the trust that users have in the security, accuracy, and transparency of information in the GoFood application makes them feel that this service is more valuable. When customers are confident that their orders are always correct,

the information provided is honest, and they feel safe in making transactions, they tend to feel that the GoFood service provides greater benefits, thereby increasing Perceived Value.

### **3.3.4 Price has a significant effect on Perceived Value**

The results of the estimation of the coefficient of the influence of the Price variable on Perceived Value which has a significant positive influence, the CR value is 3.270 which is greater than 1.96 and the significance value of the p-value is 0.001 which is smaller than the 5% level. The resulting influence coefficient is 0.255 which means that the higher the Price value, the higher the Perceived Value will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Price has a significant positive effect on Perceived Value because users' perceptions of appropriate or affordable prices affect their assessment of the value of GoFood services. When the price of food in the application is considered commensurate with the quality and benefits received, or cheaper than competitors, users feel they are getting a good deal, which increases their perception of the value of the service.

### **3.3.5 Various Food Choices have a significant effect on Perceived Value**

The results of the estimation of the influence coefficient of the Various Food Choices variable on the Perceived Value which has a significant positive influence, the CR value is 3.404 which is greater than 1.96 and the significance value of the p-value is 0.000 which is smaller than the 5% level. The resulting influence coefficient is 0.217 which means that the higher the value of the Various Food Choices, the higher the Perceived Value will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Various Food Choices has a significant positive effect on Perceived Value because the more choices of restaurants and food offered by GoFood, the greater the value perceived by users. The diversity of food choices provides flexibility and convenience for users to find food that suits their preferences, which ultimately increases their perception of GoFood services as more valuable because they are able to meet various culinary needs.

### **3.3.6 Perceived Value has a significant influence on Customer Loyalty**

The results of the coefficient estimation of the influence of the Perceived Value variable on Customer Loyalty which has a significant positive influence are obtained by the CR value of 8.015 which is greater than 1.96 and the significance value of the p-value gets a value of 0.000 which is smaller than the 5% level. The resulting influence coefficient is 0.725 which means that the higher the Perceived Value value, the higher the Customer Loyalty will be. Therefore, it can be concluded that the first hypothesis can be accepted.

Perceived Value has a significant positive effect on Customer Loyalty because when users feel that GoFood provides a good perception of value, whether in terms of price, convenience, security, or variety of food choices, they are more likely to become loyal customers. High Perceived Value encourages users to continue using GoFood services, recommend them to others, and remain loyal to the platform rather than switching to other similar applications.

## **4. CONCLUSION**

This research was conducted quantitatively by collecting data using a snowball sampling technique, which aims to analyze and test 5 independent variables, namely convenience, design, trustworthiness, price, and various food choices; 1 intervening variable, perceived value; and 1 dependent variable, namely customer loyalty. The model developed in this study aims to examine customer loyalty from consumers on the GoFood application in Surabaya. The model formed is through



the influence of the variables Convenience, Design, Trustworthiness, Price, and Various Food Choices on Customer Loyalty through Perceived Value.

Based on the results of the research that has been conducted, there are several variables that have an important influence, such as convenience, design, trustworthiness, price, various food choices, and perceived value, and 136 customer loyalty on GoFood consumers in Surabaya. There are several things that need to be considered so that consumers become loyal to GoFood in Surabaya. The results of this study indicate that the five independent variables, namely Convenience, Design, Trustworthiness, Price, and Various Food Choices, have significant positive results, and the Perceived Value variable has a significant positive effect on Customer Loyalty so that it can be concluded that consumers feel loyalty when using the GoFood application, which is based on the utility value of the application. From this study, several suggestions were proposed by the author for GoFood. First, GoFood can use an algorithm for each customer related to frequent orders and is able to provide recommendations regarding frequent food or drink orders. Second, provide guidance as a notification of the new menu structure and features so that the application design is easier to understand. Third, GoFood presents all information from the terms and conditions and prices; these promotions are clearly stated and can be ascertained through the restaurant being visited. Actively notifying information on periodic updates. Fourth, providing offers in the form of bundling packages at restaurants that collaborate with GoFood so that this can make customers feel that the price is in accordance with the food purchased. Fifth, adding new restaurants or MSMEs so that there is a variety of types of food available for the needs of each customer, both from fast food, healthy food, and traditional food. And finally, continue to provide new features that are user-friendly to customers to make it easier to search, order, and pay.

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