

The Influence Of Ewom By Beauty Blogger Tasya Farasya And Product Quality On The Decision To Purchase Somethinc Cushion

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ABSTRACT

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Purpose of the study — This study aims to analyze the impact of electronic word-of-mouth (EWOM) by beauty bloggers on purchasing decisions for Somethinc cushion products, as well as to examine the influence of product quality on these purchasing decisions.

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Research method—The research employed descriptive and verification methods, utilizing multiple linear regression analysis. A sample of 96 consumers who use Somethinc cushion products was analyzed, following Hair's formula.

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Result— The findings indicate that the EWOM variable from beauty bloggers has a positive and significant influence on the decision to purchase Somethinc Cushion products. Additionally, product quality also shows a positive and very significant impact on purchasing decisions.

Conclusion— Consumers continue to seek information from beauty bloggers when making purchasing decisions, highlighting the importance of EWOM and product quality in the cosmetics market.

Keywords: EWOM, Product Quality, Purchase Decision, Somethinc.



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INTRODUCTION

The cosmetic business in Indonesia is growing very rapidly. In this case, it can be seen from the number of cosmetic companies each year, both small and large. According to BPOM, the Ministry of Industry (Kemenperin) stated that the national cosmetic business recorded growth. The number of business actors increased from 819 in 2021 to 913 in 2022. Regulation Number 12 of 2023 regulates the supervision of the manufacture and distribution of cosmetics.

This situation requires innovation and presentation of high-quality products that meet consumer needs. Currently, local cosmetics are developing, one of which is Somethinc, a local cosmetic company that aims to meet the needs of the younger generation who know the importance of using the best quality products on the market. Somethinc was founded in 2019, Somethinc has grown into a well-known local beauty brand. One of Somethinc's cosmetic products that is widely sought after by young people is Cushion. In the cosmetics industry, this is commonly referred to as Base Makeup and is used to cover blemishes on the skin of the face. There are three types of Base Makeup consisting of Foundation, BB/CC Cream and the newest Cushion. Cushion is a practical base makeup that comes in packaging similar to powder, but the formula is liquid like foundation.

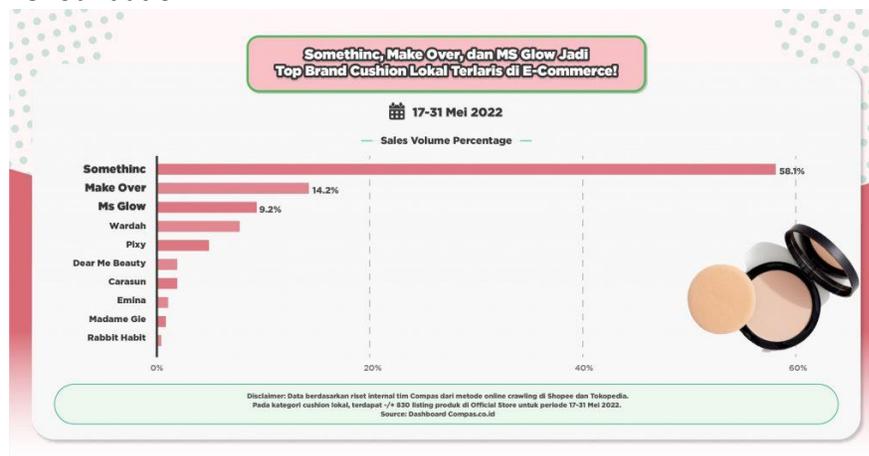


Figure 1. Local Cushion Sales Data

Source: Compas.id

For cushion products, somethinc is ranked first in the best-selling cushion product category. This beauty brand with the tagline "Be You, Be Somethinc!" has succeeded in boosting the sales performance of its cushion products to reach a sales volume of 58.11%. The cushion product that is the flagship of this local brand is called Somethinc Hooman Breathable UV Cushion Cover SPF 35 PA+++.

When making a purchasing decision, this can be a difficult decision, especially if consumers do not have experience buying Somethinc cushion products. Consumers tend to look for information before making a purchasing decision. Thus, consumers can feel confident in choosing a cushion that is suitable for their skin type. At this stage, consumers try to find information about a product through reading materials, other people's experiences and recommendations from people close to them to get the desired product information.

Electronic word of mouth presented by beauty bloggers has been increasingly in demand lately because they can display their products to more people. Therefore, many consumers get reviews of the products they want on social media. In every video uploaded, beauty bloggers can influence viewers to be interested and try the product. On Cushion Somethinc is a local cosmetic brand that is widely reviewed and very popular among beauty bloggers, one of which is Tasya Farasya. In this study, Tasya Farasya was chosen, who has 4.24

million subscribers on her YouTube channel. Tasya Farasya is known as a beauty blogger who seems honest in giving reviews of a product, so many people believe in the information she conveys.

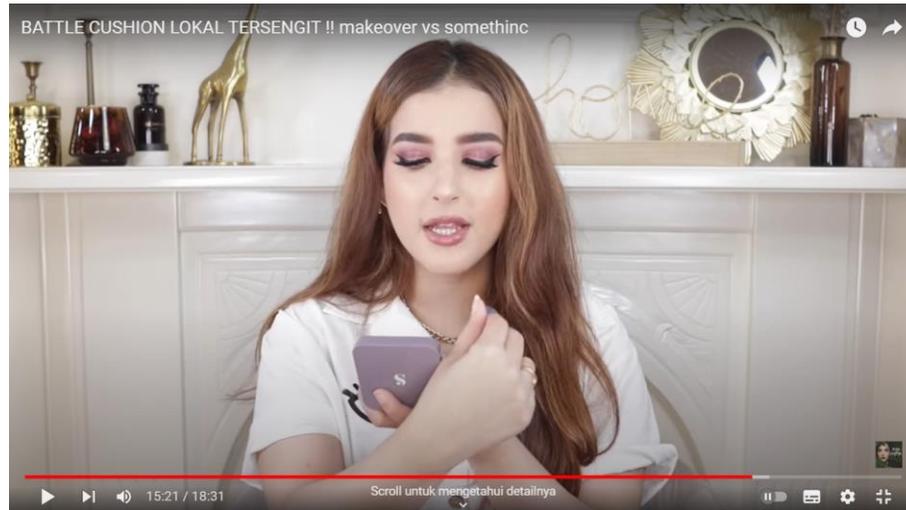


Figure 2. Tasya Farasya shows the Somethinc Cushion Review

Source: Youtube: Tasya Farasya

The existence of beauty bloggers is very helpful for consumers in finding information about makeup products. The content presented in the form of videos allows viewers to experience using the product indirectly, because in the video viewers can watch bloggers explain various product attributes and practice how to use the product. Videos on Tasya Farasya's Youtube channel have an average duration of 15 minutes to 20 minutes. In each video, Tasya Farasya always provides complete product information and her opinions are to the point, so many viewers like the review. Consumers who search for information through beauty bloggers often get less than satisfactory results. The reason is, the beauty blogger's rating and the rating of the product they review do not match. The following are the advantages and disadvantages of two local cushions, namely Cushion Somethinc and Cushion Makeover.

Table 1. Advantages and Disadvantages of Cushion Somethinc and Cushion Makeover

Cushion Name	Strength	Weakness
Cushion Somethinc	<ol style="list-style-type: none"> 1. More goddess makeup look (looks moist) and Glowing. 2. Medium coverage (still looks faint). 3. The price is cheaper 4. Somethinc's packaging is better. 5. Contains skincare in it 6. Has 12 shade options designed for various Indonesian women's skin. 	<ol style="list-style-type: none"> 1. Crick in some creases of lips and nose although not too obvious. 2. Does not stick when used with other products (shifts).
Cushion	<ol style="list-style-type: none"> 1. Glowing finish 	The price is expensive

Cushion Name	Strength	Weekness
Makeover	<ol style="list-style-type: none"> 2. Medium coverage (still looks faint). 3. Easier to apply when used with other products. 4. Flawless look (more even) 5. Long lasting for 12 hours 6. Has 6 shade options 	

From the table 1 above explains the advantages and disadvantages of each of the two local cushions, namely Somethinc Cushion and Makeover Cushion. The quality of somethinc cushion products has shortcomings in terms of durability, somethinc cushion products often crack in folds such as on the lips and nose although not too obvious and cannot stick to the face when used with other products. From these shortcomings Somethinc can improve the quality of their cushion products, so that consumers feel satisfied and make decisions to purchase products that suit what consumers want. This study aims to determine the Electronic Word of Mouth by beauty bloggers that can influence the decision to purchase somethinc cushions. The quality of goods affects the decision to purchase somethinc cushion products. Does the Electronic Word of Mouth by beauty bloggers and the quality of goods affect the decision to purchase somethinc cushion goods?

LITERATURE REVIEW AND HIPOTESYS DEVELOPMENT

A. LITERATURE REVIEW

Management

According to (Salehah, 2018) management is a system of planning, organizing, implementing and supervising aimed at achieving the desired goals. The origin of the term "management" comes from Latin, consisting of the word "Manus" which means hand, and "agare" which means to do. The term is used to describe the actions of a manager in handling his duties. Managerial skills must be developed through assessment and training. Therefore, management is considered an art, so managers must understand the art of leadership related to the right leadership style and its application in different situations.

Marketing Management

According to Kotler & Armstrong in (Syah, 2021) Management is a process of planning, organizing, implementing, and controlling. Marketing Management is very much needed by companies, so there will be demand for the production results of a company. According to W Stanton in (Yulia et al., 2019) Marketing is a business activity that plans, determines prices and promotes products that customers need. Based on the marketing process, companies need to understand consumer needs including consumer needs, wants, and demands, market supply and consumer satisfaction value. Electronic Word of Mouth Beauty Blogger

Beauty Bloggers are users who have knowledge about beauty products, beauty trends and makeup techniques. According to (Khoirotnun and Soebiantoro, 2023) Beauty Bloggers use online platforms such as Youtube, Instagram and other social media platforms to share product reviews, skin care tips, and the latest information about the world of beauty. Beauty Bloggers play an important role in forming electronic word of mouth about products. According to Saputri in (Nurdin & Wildiansyah, 2021) EWOM is a word of mouth technique using technology to be able to interact with each other in cyberspace, messages about products and services are sent and received and consumers can learn about them through online chat. Electronic Word of Mouth has the advantage of allowing consumers to participate in discussions. Consumer participation in these discussions can influence consumer behavior by encouraging someone to seek product information. According to (Rahmah & Supriyono, 2022) there are three indicators that influence EWOM, including:

1. Intensity (Intensity) in EWOM is the number of reviews left by customers on social media.
2. Valence of Opinion is a consumer's positive and negative opinion of an item.
3. Content refers to the content of information presented on social networking sites regarding the product.

Product Quality

According to (Saputri & Novitaningtyas, 2022) Product quality is a variable that can influence purchasing decisions. Assuming that a company makes an item that truly meets consumer assumptions and needs, then at that time the customer will get it. Product quality meets consumer needs and expectations and is also safe as a basis for making purchasing decisions. According to Tjiptono in (Fitriana sudodo and hakim, 2019) there are eight aspects of product quality, namely: 1). Performance 2). Additional facilities 3). Accuracy 4). Compliance with specifications 5). Durability 6). Customer Service 7). Aesthetics 8). Quality.

Purchasing Decision

According to (Selvia et al., 2022) purchasing decision is the motivation behind why buyers decide to buy goods that solve their problems and assumptions. Therefore, consumer expectations that can cause satisfaction and dissatisfaction with the product are influenced by several factors such as family environment, price, experience, and product quality. Purchasing decision is the final stage in product selection, and before deciding on a product, consumers look for information about the product they choose to buy and evaluate all available alternatives.

Making a decision to buy an item is an activity that is usually carried out by consumers. According to Kotler and Keller in (Himmah & Prihatini, 2021) purchasing decisions are

divided into 4 indicators, including: 1). Problem recognition, 2). Information gathering, 3). Evaluation of available options, 4). Making purchasing decisions, 5). Post-purchase actions.

B. HYPOTESIS DEVELOPMENT

From the previous literature review of the variables discussed in this study, a conceptual framework can be created as follows:

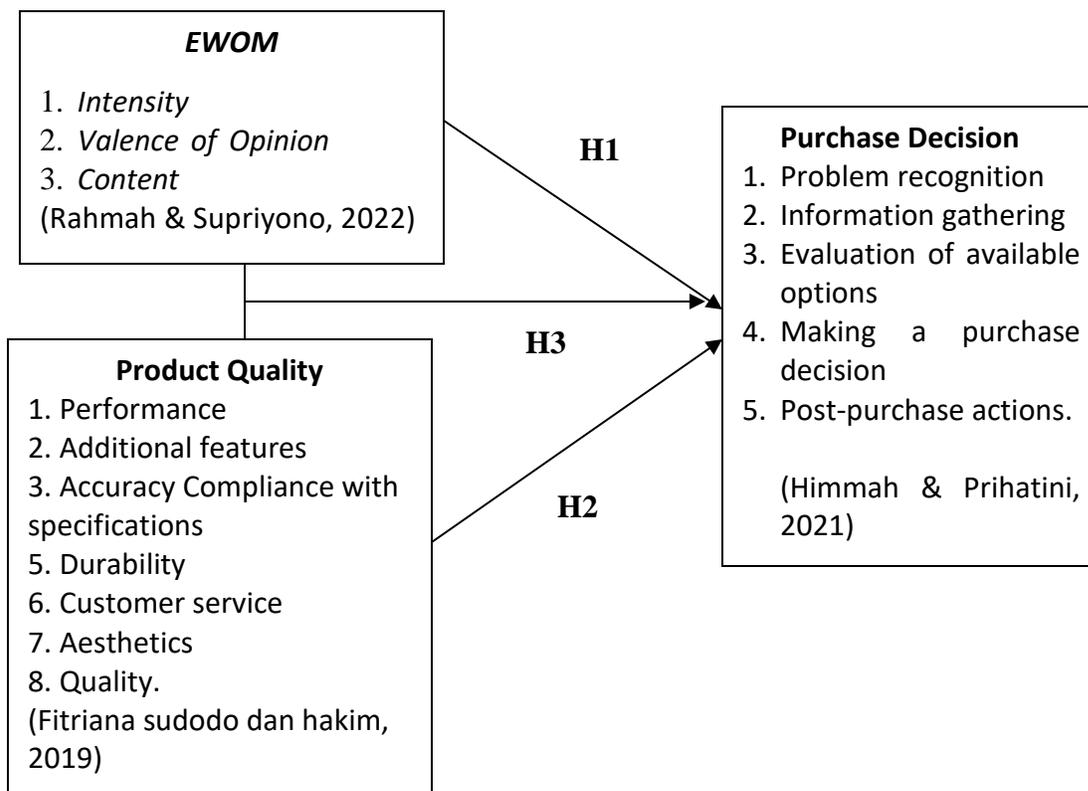


Figure 3. Conceptual Framework

H1 = There is an influence of EWOM Beauty Blogger on the decision to purchase Somethinc Cushion.

H2 = There is an influence of Purchase Quality on the Purchase Decision of Somehinc Cushions.

H3 = There is a simultaneous influence of EWOM Beauty Blogger and Product Quality on the Purchase Decision of Somehinc Cushion.

METHOD

Research Design

The study applies a survey as part of quantitative research. This study uses a descriptive and verification research design. Descriptive research in research aims to provide an overview of the current situation of an object or subject of research based on existing facts. Meanwhile, the verification aspect shows that this study tests the impact of independent variables on the dependent variable.

Population and Sample

Research Population

Sugoyono explains that population is an area that includes objects or subjects and has certain characteristics determined by research, then drawn from that area. The population of this research includes all potential consumers of Somethinc Cushion products in Karawang City. The number of customers of this Somethinc cushion product cannot be known or is infinite.

Research Sample

A sample is one of the many characteristics possessed by the population itself. The sample is selected with the aim of obtaining statements that represent the entire population. This study uses a non-probability sampling technique because the size of the population is unknown and uses purposive sampling as a sampling technique. Purposive Sampling is a sampling technique that relies on determining the most useful and representative samples. To determine the sample size, the researcher used the Hair formula in this study, because the population is not known for certain or is unlimited.

Respondents selected as samples for this study have the following characteristics:

1. The sample is a consumer who uses the Somethinc Cushion product
2. Knows information about the Somethinc Cushion product
3. Aged 17-35 years and lives in Karawang City.

To determine the sample size, the researcher used the Hair formula. This Hair formula is used because the population size is unknown and suggests that the minimum sample size is 5-10 times the indicator variable.

$$N = \text{Number of Indicators} \times 6$$

$$N = 16 \times 6 = 96$$

So through calculations based on this formula, the number of samples to be studied is 96 people.

Data Source

This data source comes from primary and secondary data. Primary data comes directly from the original source and is collected specifically, data obtained through questionnaires that

have been filled out by respondents, the respondents in question are consumers who have used Somethinc Cushion.

Research Instrument Test

The data analysis method for this study uses the computer application Software Statistik Package for Sosial Science (SPSS). Therefore, the instrument test is used to test the level of consistency. In this study, the variables (X1), variables (X2) and variables (Y) were measured. The testing of this research tool used validity, reliability, and transformation tests.

Data Analysis Techniques

Descriptive analysis is an approach that includes the presentation, collection, and drawing conclusions from data so that useful information can be generated and arranged in a format that is ready for analysis. The purpose of descriptive analysis is to determine the average score of each variable answered by the respondents. The analysis technique uses multiple linear regression using the SPSS computer application. The analysis technique using multiple linear regression requires a classical test, because the requirements for conducting multiple linear analysis are free from classical assumptions. Hypothesis testing uses the F test to test simultaneous effects and the T test to test partial effects.

RESULTS AND DISCUSSION

A. RESULTS

This study aims to assess the impact of the Electronic Word of Mouth variable by Beauty Blogger and the Product Quality variable and the Purchase Decision variable on the cushion somethinc product. The findings were obtained through field data analysis using SPSS 16 software.

Validity Test

This is done so that it can be seen and measured whether the questionnaire is suitable as a research tool or not. In this validity test, all questions will be checked by looking at the calculated r and r table. The results of data testing using the SPSS program, the Electronic Word of Mouth variable by Beauty Blogger and the Product Quality variable and the Purchase Decision variable on the cushion somethinc product. All indicators in the questionnaire questions are valid because the correlation coefficient value is > 0.3 .

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha Value	Required Cronbach Alpha	Note
<i>Electronic Word of Mouth (X1)</i>	0,913	0,60	Reliable
Product Quality (X2)	0,908	0,60	Reliable
Purchase Decision (Y)	0,929	0,60	Reliable

Source: Data processed by researchers with SPSS, 2024

Based on the results of Table 1.1 above, the Cronbach Alpha value of the three variables shows the amount of Cronbach Alpha > 0.60. It can be concluded that all measurement instruments for the three variables are reliable.

Data Transformation

Data transformation is carried out to change ordinal numbers into interval numbers using the Method of Successive Interval (MSI).

Classical Assumption Test

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.96636275
Most Extreme Differences	Absolute	.119
	Positive	.072
	Negative	-.119
Kolmogorov-Smirnov Z		1.167
Asymp. Sig. (2-tailed)		.131

a. Test distribution is Normal.

Source: Processed with SPSS, 2024

Table 3. shows the normality test conducted using Kolmogorov-Smirnov, the requirement for normally distributed data, if the sig value is > 0.05 and 0.131 > 0.05 is determined based on the Asymp Sig value (2-tailed) meaning, in this study the data is normally distributed.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Coefficients ^a			
	Unstandardized Coefficients	Standardized Coefficients	T	Sig.

		B	Std. Error	Beta		
1	(Constant)	-1.837	2.245		-.818	.415
	EWOM	.331	.070	.301	4.738	.000
	Product Quality	.714	.068	.664	10.437	.000

a. Dependent Variable: Buying decision

Source: Processed with SPSS, 2024

Based on the multiple linear regression analysis table, it can be seen:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -1837 + 0,331X_1 + 0,714X_2$$

1. B1 is the regression coefficient value with a value of 0.331 and a significance level of 0.000 < 0.05. This shows that EWOM beauty bloggers have a positive and very significant influence on purchasing decisions.
2. B2 is the regression coefficient value with a value of 0.714 and a significance level of 0.000 < 0.05. Shows that product quality has a positive and very significant impact on purchasing decisions.

Multicollinearity Test

Table 5. Multicollinearity Test

		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		t		Sig.	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	-1.837	2.245		-.818	.415			
	EWOM	.331	.070	.301	4.738	.000	.483	2.071	
	Product Quality	.714	.068	.664	10.437	.000	.483	2.071	

a. Dependent Variable: Buying decision

Based on the results of the multicollinearity test in this study, namely: Multicollinearity test with the condition that the Tolerance value is > 0.10 and the VIF value is < 10.00, then there is no multicollinearity. This study obtained the results of the Tolerance value (0.483) > 0.10 and the VIF result (2.071) < 10.00, meaning that this study did not experience multicollinearity.

Determination Coefficient Test

The determination coefficient test has been carried out to identify how strong the impact and relationship are between two variables, namely variable (X) and variable (Y). The results of the determination coefficient test in this study are as follows.

Table 6. Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.905 ^a	.819	.815	1.987	1.809

a. Predictors: (Constant), Product Quality , EWOM
b. Dependent Variable: Buying decision

In table 6. it is found that the value of the coefficient of determination or Adhysr R Square is 0.819, this indicates that the impact of Electronic Word of Mouth by beauty bloggers and product quality has a simultaneous impact on purchasing decisions of 81.9% while the remaining 18.1% is influenced by other factors not included in this study.

Heteroscedasticity Test

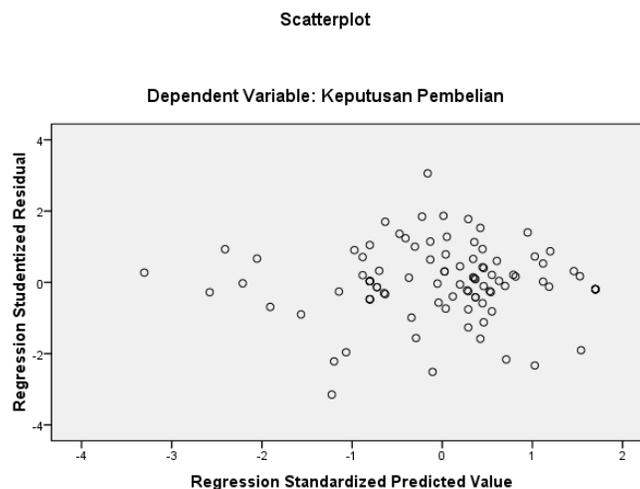


Figure 1. Scatterplot Heteroscedasticity Test Results

Figure 1. From the results of the scatterplot test, it can be seen that the dot pattern does not form a particular pattern, it is spread irregularly, the dot pattern is spread well both above and below the normal number on the Y axis, so that each variable does not show symptoms of heteroscedasticity and can respond to classical assumption testing.

Table 7. T-Test

		Coefficients^a				Collinearity Statistics			
Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Tolerance	VIF
		B	Std. Error	Beta					
1	(Constant)	-	2.245						
		1.837				-.818	.415		
	EWOM	.331	.070	.301		4.738	.000	.483	2.071
	Product Quality	.714	.068	.664		10.437	.000	.483	2.071

a. Dependent Variable: Buying decision

Based on table 7. shows from the t test (partial), namely:

1. The results of the T test (partial) the t value gets 4.738 while the significant value of the Beauty Blogger electronic word of mouth variable is 0.000 < 0.05, meaning that Beauty Blogger electronic word of mouth has a positive effect on the purchasing decision variable.
2. The results of the T test (partial) show a t value of 10.437 and the significant value of the product quality variable is 0.000 < 0.05, product quality has a very positive effect on the purchasing decision variable.

F Test (Simultaneous)

Table 8. F Test

		ANOVA^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1656.508	2	828.254	209.699	.000 ^a
	Residual	367.325	93	3.950		
	Total	2023.833	95			

a. Predictors: (Constant), Product Quality , EWOM

b. Dependent Variable: Buying decision

From table 8, it can be seen that the f value of 209.699 and the significant value of 0.000 < 0.05 indicate that both the Electronic Word of Mouth variables by Beauty Bloggers and the Product Quality variable simultaneously have a significant impact on the Purchase Decision variable.

B. DISCUSSION

In this section, the discussion will be explained descriptively and verifiably, namely:

1. Electronic Word of Mouth by Beauty Blogger Cushion Somethinc

Somethinc uses Electronic Word of Mouth by Beauty Blogger for cushion product sales. This is because the delivery of information through Beauty Blogger to consumers is very effective. EWOM by Beauty Blogger is effective so that it strengthens the decision to purchase Somethinc Cushion products. Somethinc collaborates with famous Indonesian Beauty blogger Tasya Farasya. Somethinc offers collaboration for product reviews or unboxing by sending cushion product samples to provide an in-depth understanding of the advantages of Somethinc Cushion products. Tasya Farasya as a Beauty Blogger presents interesting information through photo and video content about Somethinc Cushion products. By creating content that refers to the contents of the information presented regarding the products being reviewed such as the advantages and disadvantages of the product, product quality and others, this can be felt to be true and will affect consumers who watch it.

2. Quality of Somethinc Cushion Products

The quality of cushion products can vary depending on several factors, including brand, material, formulation and purpose of use. Cushion makeup is a beauty product that is usually used to give an uneven skin appearance and disguise dark spots on the face. Somethinc produces cushions with good quality, different from cushions in general, somethinc has a unique packaging in the form of a rounded-square and travel friendly. Somethinc Cushion also contains skincare in it, besides that there is also sunscreen with SPF 35 PA ++. Somethinc also has 12 choices of shades that are specially designed for various skin colors of Indonesian people. Because of the quality of the products offered by Somethinc, consumers choose Somethinc Cushion because it meets consumer expectations. This strengthens the decision to purchase somethinc cushion products.

3. Somethinc Cushion Purchase Decision

Somethinc utilizes EWOM and product quality effectively to meet consumer expectations of Somethinc Cushion products to build decision making. When consumers make a purchasing decision, they look for information about the selected products they want to buy. Product information with easy access to relevant information and superior product quality for consumers is the most effective way to create a positive perception that can influence purchasing decisions. Many factors can play a role in deciding to buy a cushion, including personal needs, suitability to the consumer's skin type, and the formula and content in the cushion. Based on these considerations, consumers decide to buy the Somethinc cushion that best suits their needs and preferences. Previous consumer experiences using similar products or from certain brands can also be an important factor in forming product purchasing decisions.

4. The Influence of EWOM by Beauty Blogger Tasya Farasya on the Purchase Decision of Somethinc Cushion

The study of the EWOM variable through Beauty Bloggers showed a t value of 4.738 and a Significance value of $0.000 < 0.05$ with a regression coefficient of 0.331, it was concluded that EWOM by Beauty Bloggers had a positive impact and had a significant influence on the purchase decision of Somethinc Cushion products. EWOM by Beauty Bloggers contributed to the purchase decision of Somethinc cushions. The more reviews from Beauty Blogger Tasya Farasya on social media, the greater the influence on the purchase decision of Somethinc cushions. The results show that consumers still use Bloggers as a medium of information to buy Somethinc Cushion products. Various content provided by Beauty Bloggers by displaying videos, photos, and texts helps consumers in making purchasing decisions for Somethinc Cushion products. This finding is in line with research conducted by (Himmah & Prihatini, 2021) which states that Beauty Blogger's Electronic Word of Mouth has a positive impact on purchasing decisions for Pixy cosmetics. Research conducted by (Rahmah & Supriyono, 2022) also shows similar results, namely that EWOM by Beauty Bloggers influences purchasing decisions for Sariayu facial masks.

5. The Influence of Product Quality on Purchasing Decisions for Somethinc Cushion

Research on the product quality variable shows a t value of 10.437 and a significant value of $0.000 < 0.05$, the product quality variable has a positive influence on the purchasing decision variable. The regression coefficient of 0.714 states that product quality has a positive and very significant impact on purchasing decisions for Somethinc Cushion products. This finding is in line with the results of research conducted by (Aliefatikha Salfa et al., 2022) which confirms that product quality has a strong influence on purchasing decisions for Scarlett Whitening products. In addition, research (Fatmaningrum & et al, 2020) states that product quality has a positive and significant effect on purchasing decisions. The results of this study indicate that Somethinc Cushion offers benefits and quality that suit consumer needs. When buying Cushions from various brands, consumers must consider the quality of the product. However, the high quality of Somethinc Cushion makes consumers decide to buy it. 6. The Influence of Electronic Word of Mouth Beauty Blogger and Product Quality on the Purchase Decision of Somethinc Cushion.

The findings of the influence of eWOM and product quality on the purchase decision of somethinc cushion show a significant value of $0.000 < 0.05$ in this case indicating that EWOM and product quality together influence the purchase decision of somethinc cushion. The coefficient of determination of 0.819 (81.9%) while the remaining 18.1% is influenced by other factors not included in this study shows a very significant and simultaneous influence of EWOM by Beauty Blogger, Product Quality, and Purchase Decision. Similar research by (Fahira & Lestari, 2021) also found comparable results, where EWOM and product quality together greatly influence the purchase decision of the Ms Glow Acne Series Product Package.

CONCLUSION

Based on the research results that have been described in the previous chapter, it can be concluded that:

1. Somethinc collaborates with the famous Indonesian Beauty blogger Tasya Farasya. By creating content that refers to the content of the information presented regarding the products reviewed such as the advantages and disadvantages of the product, product quality and others.
2. The quality of cushion products can vary depending on several factors, including brand, material, formulation and purpose of use.
3. Product information with easy access to relevant information and superior product quality for consumers is the most effective way to create a positive perception that can influence purchasing decisions.
4. The Electronic Word of Mouth variable by beauty blogger Tasya Farasya has a positive influence on purchasing decisions.
5. The results show that the Product Quality variable has a positive influence on purchasing decisions.
6. The Electronic Word of Mouth variable by beauty blogger Tasya Farasya and Product Quality have a positive and simultaneous influence on purchasing decisions.

This study provides an overview for practitioners, and researchers in the realm of marketing and business. Electronic Word of Mouth shared by beauty blogger Tasya Farasya can have significant implications for product purchasing decisions. If Tasya Farasya gives a positive review of the Somethinc cushion product, it can increase consumer confidence in the quality of the product. Product quality also plays an important role in purchasing decisions, as consumers' actual experience with the product can influence whether consumers will recommend it to others. It is hoped that this study can provide direction for subsequent researchers to develop broader research by applying other alternative analysis techniques and considering the addition of other variables. This is expected to produce more innovative and relevant research.

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