

## The Effect Of Brand Experience And Perceived Value On Customer Loyalty Dimediated By Customer Satisfaction On Wardah Skincare

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**Abstract:** *This study aims to determine the relationship between brand experience and perceived value on customer loyalty through customer satisfaction in buying Wardah Skincare products. This research uses a quantitative approach by taking 140 samples from women over 17 years old. Questionnaire data collection methods and studies related to the indicators used. The results of this study indicate that brand experience has a positive and significant effect on customer loyalty. Perceived value has a positive and significant influence on customer loyalty. Brand experience has a positive and significant influence on customer satisfaction. Perceived value has a positive and significant influence on customer satisfaction. Customer satisfaction has a positive and significant influence on customer loyalty. And customer satisfaction is able to mediate brand experience variables and perceived value on customer loyalty.*

**Keywords:** Brand Experience; Perceived Value; Customer Loyalty; Customer Satisfaction

**JEL:** A1, D4, M3

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### 1. INTRODUCTION

The cosmetics and skincare industry in Indonesia has continued to grow rapidly in recent years. So that in recent years in Indonesia a variety of beauty product brands have emerged, especially skin care products, body care products, and body spa products (Sidabutar & Dharmayanti, 2020). This is in the increasingly competitive beauty industry, especially in the skincare section, companies are able to understand the factors that influence customer loyalty as part of brand sustainability and growth. Wardah skincare is a beauty product brand produced by one of the largest cosmetic manufacturing companies in Indonesia, PT Paragon Technology and Innovation. Wardah has received a halal certificate from LPPOM MUI, which makes it a pioneer of halal brands of beauty products in Indonesia. Based on data on the top brands of facial moisturizers in Indonesia in 2023, garnier occupies the most superior top brand in 2023 while Wardah is in position number 3 with a percentage of 15.30%. This indicates that customer loyalty to Wardah's facial moisturizer has not reached the maximum top brand so it is not in a superior position.

According to Barbosa et al., (2023) customer loyalty is a firmly held commitment to repurchase or reuse the selected product or service consistently in the future. Efforts to build consumer loyalty can be done through various approaches, one of which is by utilizing consumer experience while interacting with the brand.

According to Kotler and Keller in Malki et al., (2023) customer satisfaction is considered as a customer assessment of the perceived performance of a product or service in accordance with customer expectations, as well as the level of satisfaction obtained from consumption-related fulfillment. Alkufahy et al, (2023) state a positive effect between customer satisfaction and customer loyalty given the important role of creating satisfied customers to increase loyalty to the company's brand.

Perceived value is a comparison between the benefits obtained and the sacrifices made by consumers to obtain a product (Aditi, n.d. 2023). Khasbulloh & Suparna (2022) states that perceived value has a relationship with customer loyalty. The higher the value that consumers feel for a product, seen from the level of product quality and the feeling of pleasure in consumers, it will

increase customer loyalty to the brand.

According to Fonda et al., (2022) said that brand experience has a positive and significant effect on customer loyalty. Loyal customers are customers who have a good experience in shopping or consuming products. Brand experience is the result of stimuli that trigger customer enthusiasm and pleasure, thus customers will be encouraged to repeat the experience regularly from time to time (Mostafa & Kasamani, 2021). However, in research conducted by Nugroho & Suprpti, (2022) stated that brand experience has no positive and significant relationship with customer loyalty, resulting in inconsistent research results.

With the increasing number of skincare products emerging in Indonesia, of course, it makes companies think about how their consumers can still stick to Wardah skincare products. So the problem in this study is, whether brand experience and perceived value have an effect on customer loyalty and customer satisfaction. And is customer satisfaction able to mediate brand experience and perceived value on customer loyalty?

## **2. Theoretical Basis**

### **2.1 Brand Experience Definition**

Brand experience is a reaction and response to a brand that arises as a form of stimulation from the first interaction between customers and a brand that creates perceptions about the brand (Putra & Keni, 2020). According to Huaman-Ramirez & Merunka, (2019) brand experience refers to four indicators, namely:

1. Sensory, Sensory brand experience involves the influence of the senses through explanation of the brand such as sight, taste, smell, sound and touch.
2. Affective, Affective brand experience includes the inner feelings and emotions generated when interacting with the brand.
3. Intellectual, Intellectual brand experience involves the emergence of consumer imagination thoughts stimulated by the brand.
4. Behavioral, Behavior-based brand experience refers to physical actions that represent the use of the body to complete activities triggered by specific brand stimuli.

### **2.2 Perceived Value Definition**

Perceived value is defined as the customer's overall assessment of the satisfaction of a retailer's product or service based on the perceived benefits and costs incurred (Menidjel & Bilgihan, 2023). According to Meeprom & Silanoi, (2020) perceived value refers to four indicators, namely:

1. Functional Value, which is the benefit obtained from a product or service, which is related to its performance, usability and quality.
2. Price/Value for Money, which is a concept that assesses how well a product or service provides benefits relative to the costs incurred.
3. Emotional Value, namely the perceived benefits of feelings or emotions that arise as a result of consuming a product.
4. Social Value, which is the benefit generated by products/services that not only meet individual needs, but also have a positive impact on consumer society.

### **2.3 Customer Loyalty Definition**

Customer loyalty can be defined as a customer's promise to buy a product or service regularly, ignore competitor innovations, and not intend to switch actions that result in a long-term relationship between the customer and the company (Sudiyono et al., 2022). According to Yushar et al.,(2023) customer loyalty has three indicators including:

1. Repurchase of the brand is important evidence of customer loyalty and can benefit the company in the long run through increased sales and brand reputation.
2. Brand consumption behavior refers to the choices and decisions made by customers regarding the choice, purchase and use of a particular brand.
3. Belief that the brand is the best, namely when customers believe that the products or services offered by the brand have superior quality compared to competitors.

## 2.4 Customer Satisfaction Definition

According to Ginting et al., (2023) customer satisfaction is what makes customers continue to use the product and recommend the product to others. Yushar et al., (2023) state that customer satisfaction has three indicators including:

1. Expectation conformity is the conformity between the assessment of the services provided by the company and the expectations and perceptions of customers.
2. Interest in revisiting is an encouragement for customers to return to using a product after a previous experience.
3. Willingness to recommend, namely when customers have a positive experience with an item or service, they will be motivated to recommend it to others.

## 3. METHOD

### 3.1 Research Method

This study uses a quantitative approach and utilises primary data. Data collection was carried out using questionnaires and data analysis using SPSS.

### 3.2 Population, Sample, Sampling Techniques

The population of this study is customers who have used Wardah Skincare. The determination of samples is based on several criteria, namely: Female aged 17 years and above and have used Wardah Skincare products. This study determined the number of samples using the formula Hair et al., (2010). This formula is used because the population is unknown. So that the number of samples obtained from the indicator is multiplied by a minimum sample size of 5 to 10, the maximum number of samples for this study is as follows: Sample = (14) x (10)= 140 respondents.

### 3.3 Data Analysis Techniques

Descriptive analysis is a research technique used to collect relevant data, then compile, process, and analyse the data to provide an overview of the problem being discussed. In this study, quantitative descriptive is used because it uses size, quantity or frequency (Sugiyono, 2018). and a Sobel test to find out whether a relationship that goes through a mediation variable (customer satisfaction) is significantly capable of being a mediator in the relationship.

## 4. RESULTS AND DISCUSSION

### 4.1 Results

#### 4.1.1. Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. The test is carried out by comparing the calculated r value with the r table for degree of freedom (df)=n-2, in this case n is the number of samples and alpha = 0.05.

**Table 1.** Validity Test Result

| Variabel         | Question | Component |       |   |   |   | Status |
|------------------|----------|-----------|-------|---|---|---|--------|
|                  |          | 1         | 2     | 3 | 4 | 5 |        |
| Brand Experience | 1.1      | 0,516     |       |   |   |   | Valid  |
|                  | 1.2      | 0,541     |       |   |   |   | Valid  |
|                  | 1.3      | 0,571     |       |   |   |   | Valid  |
|                  | 1.4      | 0,609     |       |   |   |   | Valid  |
|                  | 1.5      | 0,542     |       |   |   |   | Valid  |
|                  | 1.6      | 0,454     |       |   |   |   | Valid  |
|                  | 1.7      | 0,506     |       |   |   |   | Valid  |
|                  | 1.8      | 0,639     |       |   |   |   | Valid  |
| Percaived Value  | 2.1      |           | 0,528 |   |   |   | Valid  |
|                  | 2.2      |           | 0,622 |   |   |   | Valid  |
|                  | 2.3      |           | 0,350 |   |   |   | Valid  |

|                       |     |       |       |       |
|-----------------------|-----|-------|-------|-------|
|                       | 2.4 | 0,404 |       | Valid |
|                       | 2.5 | 0,533 |       | Valid |
|                       | 2.6 | 0,546 |       | Valid |
|                       | 2.7 | 0,556 |       | Valid |
|                       | 2.8 | 0.648 |       | Valid |
| Customer Loyalty      | 3.1 |       | 0,707 | Valid |
|                       | 3.2 |       | 0,698 | Valid |
|                       | 3.3 |       | 0,661 | Valid |
|                       | 3.4 |       | 0,648 | Valid |
|                       | 3.5 |       | 0,663 | Valid |
|                       | 3.6 |       | 0,567 | Valid |
| Customer Satisfaction | 4.1 |       | 0,573 | Valid |
|                       | 4.2 |       | 0,590 | Valid |
|                       | 4.3 |       | 0,553 | Valid |
|                       | 4.4 |       | 0,582 | Valid |
|                       | 4.5 |       | 0,542 | Valid |
|                       | 4.6 |       | 0,660 | Valid |

Source : Primary Data 2025

1. All question items from the Brand Experience (X1) variable have a calculated  $r > 0.166$ , so the data on all items in the Brand Experience (X1) variable is valid
2. All question items from the Perceived Value (X2) variable have a calculated  $r > 0.166$ , so the data on all items in the Perceived Value (X2) variable is valid.
3. All question items from the Customer Loyalty (Y) variable have a calculated  $r > 0.166$ , so that the data on all items in the Customer Loyalty (Y) variable is valid.
4. All question items from the Customer Satisfaction (Z) variable have a calculated  $r > 0.166$ , so the data on all items in the Customer Satisfaction (Z) variable is valid.

#### 4.1.2. Reliability Test

The reliability test aims to determine the consistent level of questionnaire answers, so that it is able to propose constraints for a measuring instrument. In this test, it was carried out by looking at Cronbach's Alpha value  $> 0.60$ , then the instrument was declared reliable.

**Table 2.** Reliability Test Result

| Variabel                         | Nilai Cronbach'Alpha | Nilai Batas | Status   |
|----------------------------------|----------------------|-------------|----------|
| <i>Brand Experience (X1)</i>     | 0,668                | 0,60        | Reliable |
| <i>Perceived Value (X2)</i>      | 0,622                | 0,60        | Reliable |
| <i>Customer Loyalty (Y)</i>      | 0,734                | 0,60        | Reliable |
| <i>Customer Satisfaction (Z)</i> | 0,613                | 0,60        | Reliable |

Source : Primary Data 2025

The reliability test of the Brand Experience variable resulted in a Cronbach's Alpha value of 0.668, the Perceived Value variable resulted in a Cronbach's Alpha value of 0.622, the Customer Loyalty variable resulted in a Cronbach's Alpha value of 0.734 and the Customer Satisfaction variable resulted in a Cronbach's Alpha value of 0.613. So it can be stated that all of these instruments are reliable because they have Cronbach's Alpha value above 0.60.

#### 4.1.3. F Test

The F test or simultaneous test is basically done to find out if all the independent variables in the model affect the dependent variables as a whole. The test was carried out through a comparison between the F count and the F table at a significant level of 5% or  $= 0.05$ .

**Table 3.** F Test Result Customer Satisfaction

| F       | Sig   |
|---------|-------|
| 159.337 | 0.000 |

Source : Primary Data 2025

The value of the calculated F is obtained as 159.337, while the value of the F of the table  $df\ 1 = k$  (number of free variables) = is obtained as 2,  $df = n - k - 1$  ( $140 - 2 - 1$ ) = 137 of 3.90, which indicates that the F of the table is greater than the F of the table ( $159.337 > 3.90$ ). However a significant value of 0.000 is smaller than 0.05. Thus, the F test shows that Brand Experience and Perceived Value have a simultaneous effect on Customer Satisfaction.

**Table 4. F Test Result Customer Loyalty**

| F       | Sig   |
|---------|-------|
| 121.161 | 0.000 |

Source : Primary Data 2025

The value of the F calculation is obtained as 121.162, while the F value of the table  $df\ 1 = k$  (number of independent variables) = obtained is 3,  $df = n - k - 1$  ( $140 - 3 - 1$ ) = 136 of 3.90, which indicates that the F of the calculation is greater than that of the F table ( $121.162 > 3.90$ ). However a significant value of 0.000 is smaller than 0.05. Thus, the F test shows that Brand Experience, Perceived Value and Customer Satisfaction have a simultaneous effect on Customer Loyalty.

#### 4.1.4. t Test

A partial test was carried out to determine the partial influence between independent variables and dependent variables.

**Table 5. t Test Result Customer Loyalty**

| Variabel              | t     | Sig   | Decription  |
|-----------------------|-------|-------|-------------|
| Brand Experience      | 2.824 | 0.005 | Significant |
| Perceived Value       | 1.717 | 0.000 | Significant |
| Customer Satisfaction | 2.481 | 0.000 | Significant |

Source : Primary Data 2025

**Table 6. t Test Result Customer Satisfaction**

| Variabel         | t     | Sig  | Decription  |
|------------------|-------|------|-------------|
| Brand Experience | 1.876 | .000 | Significant |
| Perceived Value  | 2.065 | .000 | Significant |

Source : Primary Data 2025

##### 1. Brand Experience to Customer Loyalty

The result of the t-value of the Brand Experience variable is 2.824 with a significant scale of 0.005. So, the value of t calculated ( $2.824 >$  from t table (1.6559) and a significant value of  $0.005 < 0.05$ . This value proves that  $H_{a1}$  is accepted, so there is a positive and significant influence of the Brand Experience variable on Customer Loyalty.

##### 2. Perceived Value on Customer Loyalty

The result of the t-value of the Perceived Value variable is 1.717 with a significant scale of 0.000. So, the t-value calculated ( $1.717 >$  from t table (1.6559) and the significant value of  $0.000 < 0.05$ . The value proves  $H_{a2}$  accepted, so there is a positive and significant influence of the Perceived Value variable on Customer Loyalty.

##### 3. Brand Experience to Customer Satisfaction

The result of the t-value of the Brand Experience variable is 1.876 with a significant scale of 0.000. So, the value of t calculated ( $1.876 >$  from t table (1.6559) and a significant value of  $0.000 < 0.05$ . This value proves that  $H_{a3}$  is accepted, so there is a positive and significant influence of the Brand Experience variable on Customer Satisfaction.

##### 4. Perceived Value on Customer Satisfaction

The result of the t value of the Perceived Value variable is 2.065 with a significant scale of 0.000. So, the value of t calculated ( $2.065 >$  of t table (1.6559) and the significant value of  $0.000 < 0.05$ .  $H_{a4}$  is accepted, so there is a positive and significant influence of the Brand Experience variable on Customer Loyalty.

##### 5. Customer Satisfaction to Customer Loyalty

The result of the t-value of the Customer Satisfaction variable is 2.481 with a significant scale of 0.000. Thus, the calculated t value (2.481) is greater than the t table (1.6559) and the significant value is 0.000, which is less than 0.05. This value proves that Ha5 is accepted, indicating a positive and significant influence of the Customer Satisfaction variable on Customer Loyalty.

#### 4.1.5. Determinant Coefficient (R2)

The Coefficient of Determination (R2) is used to measure how far a model is able to explain the variation of dependent variables.

**Table 7.** R Square Customer Satisfaction

| Model | R Square |
|-------|----------|
| 1     | .695     |

Source : Primary Data 2025

The independent variables Brand Experience and Perceived Value had an effect on the bound variables Customer Satisfaction by 69.5%, the remaining 30.5% by other variables that were not included in the research model.

**Table 8.** R Square Customer Loyalty

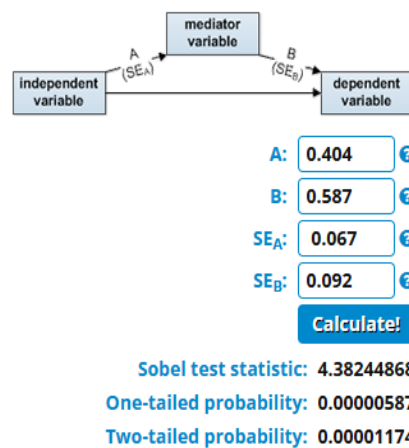
| Model | R Square |
|-------|----------|
| 1     | .722     |

Source : Primary Data 2025

The independent variables Brand Experience, Perceived Value and Customer Satisfaction had an effect on the dependent variables Customer Loyalty by 72.2% and the remaining 27.8% by other variables that were not included in the research model.

#### 4.1.6. Sobel Test

Indirect effect significance testing using t-count tested with the Sobel test. There is an indirect influence if t calculated > t table. The following are the results of the indirect influence tests that have been carried out.

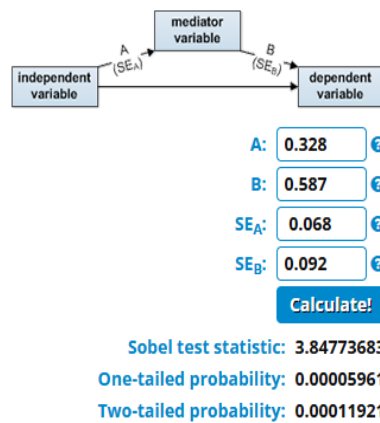


**Figure 1.** Brand Experience to Customer Loyalty through Customer Satisfaction

Source: <https://www.danielsoper.com/statcalc/calculator.aspx?id=31>

Based on the calculation above, it is known that Brand Experience to Customer Loyalty through Customer Satisfaction has a Sobel test statistical value of 4.382 > 1.960 and a value of one-tailed probability of 0.00000587 with a significant value of 5% of the result, it can be concluded that 0.00000587 < 0.05 which means that Customer Satisfaction is able to mediate Brand Experience to Customer Loyalty through Customer Satisfaction.





**Figure 2.** Percaived value to Customer Loyalty through Customer Satisfaction

Source: <https://www.danielsoper.com/statcalc/calculator.aspx?id=31>

Based on the calculation above, it is known that the Perceived Value to Customer Loyalty through Customer Satisfaction has a Sobel test statistical value of  $3.847 > 1.960$  and a value of one-tailed probability of  $0.00005961$  with a significant value of 5% of the result, it can be concluded that  $0.00005961 < 0.05$  which means that Customer Satisfaction is able to mediate the Perceived Value to Customer Loyalty through Customer Satisfaction.

## 4.2 Discussion

### 1. The Influence of Brand Experience on Customer Loyalty

Brand experience is an experience felt by consumers when interacting with a brand. Experiences related to brands tend to be embedded in long-term memory that contributes to a number of positive outcomes. Memorable experiences with brands can have a direct impact on customer loyalty (Pangestika & Khasanah, 2021). The results of the hypothesis test analysis conducted using IBM SPSS show that the Brand Experience variable has a positive and significant effect on Customer Loyalty. It can be seen through the regression results where the calculated t value (2.824) is greater than the t table (1.6559) and the significant value of 0.005 is less than 0.05. This research is in line with research conducted by Oktaviani et al., (2024) showing that brand experience has a positive and significant effect on customer loyalty. However, it is different in research by Nugroho & Suprapti, (2022) which shows that brand experience does not have a positive and significant effect on customer loyalty.

### 2. The Effect of Perceived Value on Customer Loyalty

Perceived value can be a strategic approach to encourage and maintain customer loyalty. Perceived value arises when a person believes that the desired product is worth buying Yuan et al., (2020). The results of the hypothesis test analysis conducted using IBM SPSS show that the Perceived Value variable has a positive and significant effect on Customer Loyalty. It can be seen through the regression results where the calculated t value (1.717) is greater than the t table (1.6559) and the significant value of 0.000 is less than 0.05. This research is in line with research conducted by Wahyudi et al., (2023) revealed that perceived value has a positive and significant effect on customer loyalty.

### 3. The Influence of Brand Experience on Customer Satisfaction

These values will make the brand famous by showing that the brand experience has quite good results overall which makes customers more satisfied with the brand. When customers feel that their needs and desires are met, then there will be satisfaction in the customer (Rahmat & Kurniawati, 2022). The results of the hypothesis test analysis conducted using IBM SPSS show that the Brand Experience variable has a positive and significant effect on Customer Satisfaction. It can be seen through the regression results where the calculated t value (1.876) is greater than the t table (1.6559) and the significant value of 0.000 is less than 0.05. This research is in line with research conducted by Faizal

Syahroni, (2023) shows that there is a significant influence between brand experience on customer satisfaction.

**4. The Effect of Perceived Value on Customer Satisfaction**

Higher perceived value for satisfied customers will build long-term, mutually beneficial relationships between the company and the customer. Higher perceived value will lead to increased customer satisfaction (Yum & Kim, 2024). The results of the hypothesis test analysis conducted using IBM SPSS show that the Perceived Value variable has a positive and significant effect on Customer Satisfaction. It can be seen through the regression results where the calculated t value (2.065) is greater than the t table (1.6559) and the significant value of 0.000 is less than 0.05. This research is in line with research conducted by Sumantri et al., (2023) stating perceived value has a significant effect on customer satisfaction.

**5. The Effect of Customer Satisfaction on Customer Loyalty**

if providing good customer satisfaction will increase customer loyalty. when customers are satisfied with a product and service, then customers are more likely to make repeat purchases of products and services in the same company (Yushar et al., 2023) The results of the hypothesis test analysis conducted using IBM SPSS show that the Customer Satisfaction variable has a positive and significant effect on Customer Loyalty. It can be seen through the regression results where the calculated t value (2.481) is greater than the t table (1.6559) and the significant value of 0.000 is less than 0.05. This research is in line with research conducted by Udayana et al., (2023) revealing customer satisfaction has a significant and positive influence on customer loyalty variables.

**6. The Effect of Brand Experience on Customer Loyalty through Customer Satisfaction**

High experience in using a product brand that is seen from repeated activities or habits of using the same product brand shows that customers are satisfied in using the product brand. In the Sobel test research above, it is shown that Customer Satisfaction is able to mediate Brand Experience to Customer Loyalty. With the Brand Experience value for Customer Loyalty through Customer Satisfaction, it has a Sobel test score of  $4.382 > 1.960$  and a value of one-tailed probability of  $0.00000587 < 0.05$ . . This research is in line with research conducted by Carmo et al., (2022) Customer satisfaction mediates the relationship between brand experience and customer loyalty.

**7. The Effect of Perceived Value on Customer Loyalty through Customer Satisfaction**

Providing customer value and satisfaction for the products offered is the main key to winning the competition. Customers who are satisfied with the value provided by a product or service will definitely increase their loyalty. The results obtained in the Sobel test above show that Customer Satisfaction is able to mediate Perceived Value to Customer Loyalty. With the Perceived Value value for Customer Loyalty through Customer Satisfaction having a Sobel test value of  $3.847 > 1.960$  and a value of One-tailed probability of  $0.00005961 < 0.05$ . This research is in line with research conducted by Yesitadewi & Widodo, (2024) revealing that perceived value has a positive influence on customer loyalty through customer satisfaction.

**5. CONCLUSION AND SUGGESTION**

**CONCLUSION**

Based on the results of data analysis from the research that has been conducted, several conclusions can be drawn as follows, Brand Experience has a positive and significant impact on Customer Loyalty. This indicates that the higher the value of Brand Experience, the more it can enhance Customer Loyalty in purchasing Wardah Skincare. Perceived Value has a positive and significant effect on Customer Loyalty. This indicates that the higher the Perceived Value, the more it can enhance Customer Loyalty in purchasing Wardah Skincare. Brand Experience has a positive and significant effect on Customer Satisfaction. This indicates that Brand Experience is capable of enhancing Customer Satisfaction in the purchase of Wardah Skincare. Perceived Value has a positive and significant effect on Customer Satisfaction. This means that Perceived Value is able to increase Customer Satisfaction in the purchase of Wardah Skincare. Customer Satisfaction has a positive and



significant effect on Customer Loyalty. This means that in the purchase of Wardah Skincare, Customer Satisfaction can enhance Customer Loyalty. Brand Experience has a positive and significant effect on Customer Loyalty through Customer Satisfaction. This means that Customer Satisfaction is able to mediate Brand Experience towards Customer Loyalty. Perceived Value has a positive and significant effect on Customer Loyalty through Customer Satisfaction. This means that Customer Satisfaction is able to mediate the relationship between Perceived Value and Customer Loyalty.

## **SUGGESTION**

The results of this research can add references and can help academics to develop and apply the results of this research and can add variables such as price or promotion so that more relevant results are obtained.

## **ACKNOWLEDGMENTS**

Terimakasih kepada Bapak Prof. Drs. H. Pardimin, M.Pd., Ph.D. selaku Rektor Universitas Sarjanawiyata Tamansiswa. Bapak Dr. Suyanto, S.E., M.Si., AWP. selaku Dekan Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa. Ibu Nonik Kusuma Ningrum, S.E., M.Sc. selaku Ketua Program Studi Manajemen Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa. Ibu Dr. Muinah Fadhilah, S.E., M.Si selaku dosen pembimbing 1 yang telah membimbing, memberikan saran, dan menyediakan waktu dalam penyusunan skripsi ini. Bapak Agus Cahya, S.Pd., M.M. selaku dosen pembimbing 2 yang telah membimbing dan memberikan saran bagi penyempurnaan penelitian ini. Dan Teristimewa untuk kedua orang tua tercinta, Ayah Ali Mugam Rambe dan Mamak Yani Mardiah yang telah membesarkan saya hingga saat ini. Terima kasih selalu mendoakan yang terbaik dan memberi dukungan moril maupun material.

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