
Decoding Consumer Choice: An Economic Analysis of Product Availability and Brand Awareness at PT Kurniaputra Mandiri

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Abstract:

In today's highly competitive market, companies are increasingly focused on building a strong, customer-centric organizational culture while emphasizing social responsibility and sustainability. Despite these efforts, modern business management still faces challenges such as insufficient employee competencies, complex risk management, and the ongoing struggle to balance short-term performance with long-term strategic goals. This study aims to examine the effect of product availability and brand awareness on consumer purchase decisions at PT KurniaPutra Mandiri. A quantitative research approach was employed, involving a population of 129 consumers who purchased Honda motorcycles more than once in 2023. Based on the Slovin formula, a sample of 98 respondents was selected using an accidental sampling technique. The results indicate that product availability has a significant positive effect on purchase decisions. Similarly, brand awareness also positively and significantly influences purchase decisions. Furthermore, the study confirms that both product availability and brand awareness simultaneously have a significant impact on consumer purchase decisions at PT KurniaPutra Mandiri.

Keywords: *Product Availability, Brand Awareness, Purchase Decision*

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1. Introduction

In today's dynamic business environment, corporate management must continuously adapt to rapid technological changes, evolving consumer preferences, and unpredictable global events such as economic instability and pandemics. Companies are increasingly turning to flexible and innovative strategies, leveraging digitalization and inclusive leadership to improve efficiency and competitiveness. The focus on building customer-oriented cultures while upholding sustainability and corporate responsibility is now more crucial than ever. However, companies still face significant barriers, such as limited employee capabilities, complex risk management, and the need to balance short-term performance with long-term goals (Hotmaria & Rakhman, 2024; Savitri et al., 2022).

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A central concern for businesses is understanding consumer behavior, particularly regarding purchase decisions. Purchase decisions are not merely transactions; they are complex, multi-stage processes involving the recognition of needs, information gathering, evaluation of alternatives, and post-purchase behavior (Rahayu & Afrilliana, 2021; Situmorang & Suwandi, 2021). These decisions are influenced by various emotional, psychological, social, and cultural factors. As companies navigate stagnant sales or slow turnover, it becomes imperative to analyze whether such issues stem from ineffective marketing strategies or deeper changes in consumer behavior (Situmorang, 2024; Muzumdar, 2021).

At the heart of consumer purchasing decisions lie two pivotal factors: product availability and brand awareness. Product availability ensures that consumers can access goods when and where they need them. Its absence leads to consumer frustration, brand-switching, and lost sales (Astuti & Hakim, 2021; Atayev, 2021). The supply disruptions faced by PT. KurniaPutra Mandiri in 2022—largely due to the Russia-Ukraine war and resulting chip shortages—exemplify how external shocks can negatively impact product availability and consumer satisfaction (CNN, 2022).

Brand awareness, on the other hand, shapes how easily consumers recognize and recall a brand, significantly influencing their buying behavior. Consumers tend to favor familiar brands, which are often perceived as more reliable (Tarigan et al., 2024). Strong brand awareness results from consistent advertising, positive word-of-mouth, and strategic marketing efforts (Andrianti & Oetardjo, 2022; Efendioglu & Durmaz, 2022). Several studies support the strong connection between brand awareness and purchase decisions (Arianty & Andira, 2021; Rahmi et al., 2021; Praditya & Purwanto, 2024).

Despite these insights, there remains a research gap concerning how these two variables—product availability and brand awareness—jointly affect consumer behavior in specific business contexts, especially in developing markets. While several researchers have explored the impact of digital marketing or word-of-mouth on purchase intention (Anastasei et al., 2025; Romadhoni et al., 2023; Saputra & Wardana, 2023), few have examined their interplay within the automotive retail sector in Indonesia. Particularly, the dual influence of availability and awareness on repeat purchase intentions within local dealerships remains underexplored (Almirah & Indayani, 2022; Zulwarni et al., 2022).

This study thus offers novelty by focusing on PT. KurniaPutra Mandiri, a regional motorcycle distributor experiencing both supply shortages and branding challenges. Through the analysis of company data from 2019–2023 and consumer survey results, this study uncovers how product stock gaps and low brand recall contribute to the decline in purchase decisions. The preliminary findings suggest that product unavailability leads to delayed purchases, while weak brand associations diminish consumer trust and loyalty (Sovania & Iksan, 2024; Saraswati & Giantari, 2022).

In addition, insights from the pre-survey highlight that most consumers are unfamiliar with the company's logo or advertising efforts, and many opt to buy from competitors

perceived to offer better quality and availability. These findings align with prior research demonstrating the mediating role of brand awareness in purchase behavior and its enhancement through marketing channels like influencer campaigns and social media promotions (Hidayatullah et al., 2024; Rachman et al., 2025; Ayuni & Purwanto, 2023).

Based on the background, this study aims to analyze the extent to which product availability and brand awareness influence consumer purchasing decisions at PT. KurniaPutra Mandiri. The research not only contributes to theoretical understanding but also offers practical recommendations for local businesses seeking to optimize supply chain management and brand strategy in a post-pandemic, digitally competitive landscape.

2. Theoretical Background

Consumer Purchase Decisions

Consumer purchase decision-making is a dynamic and complex process involving multiple stages, including the recognition of needs, information search, evaluation of alternatives, the act of purchasing, and post-purchase behavior (Situmorang & Suwandi, 2021). Various psychological, cultural, and emotional factors influence these decisions, and companies need to understand these elements to shape effective marketing strategies (Rahayu & Afrilliana, 2021).

Moreover, the presence of electronic word-of-mouth (eWOM), perceived value, and product quality have been found to significantly mediate consumer purchasing behavior (Anastasiei et al., 2025; Saraswati & Giantari, 2022; Romadhoni et al., 2023). According to Muzumdar (2021), uncertainty, especially in time-constrained purchasing contexts, amplifies the impact of trust and availability in the decision-making process.

Product Availability

Product availability refers to the consumer's ability to access a product at the right time and place, which is critical in influencing purchasing behavior (Astuti & Hakim, 2021). According to Atayev (2021), uncertainty in product availability negatively affects consumer satisfaction and brand trust, particularly in search-driven markets. Companies must therefore implement efficient inventory and distribution strategies to reduce backorders and delays, which have been shown to hinder customer loyalty and future purchase decisions.

Sugiharto & Renata (2020) also emphasize that limited stock or poor logistics can directly impact consumer choice, as unavailability often prompts consumers to switch to competitor brands. The importance of maintaining stock consistency and forecasting demand accurately is vital for sustaining a stable customer base and optimizing sales performance.

Brand Awareness

Brand awareness is defined as the degree to which consumers are familiar with a brand's identity and offerings (Tarigan et al., 2024). It includes both **brand**

recognition (the ability to identify a brand when prompted) and **brand recall** (the ability to remember a brand without cues). High brand awareness leads to greater trust, preference, and ultimately, purchasing intention (Arianty & Andira, 2021; Almirah & Indayani, 2022).

Studies have shown that brand awareness often mediates the relationship between marketing activities—such as influencer and social media marketing—and consumer purchase decisions (Hidayatullah et al., 2024; Saputra & Wardana, 2023; Rachman et al., 2025). Efendioglu & Durmaz (2022) also demonstrate that perceived value in social media ads contributes significantly to brand awareness and brand association.

3. Methodology

This research was conducted at PT. KurniaPutra Mandiri, Riau Branch, during April 2024. It employs a quantitative approach using primary data collected through structured questionnaires with a Likert scale. The study population includes consumers who have made purchases at the company, and due to an unknown population size, accidental sampling was used with a total sample of 100 respondents. The variables measured are product availability, brand awareness, and purchase decision, each defined through specific indicators and measured using a 5-point Likert scale. Data analysis includes validity and reliability testing, classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), and multiple linear regression analysis with the model $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$, where Y represents purchase decision, X_1 is product availability, and X_2 is brand awareness. The coefficient of determination (R^2) is used to assess explanatory power, while t -tests and F -tests are applied to test hypotheses at a 5% significance level.

4. Empirical Findings/Result

Validity and Reliability Test

The validity test results for the Product Availability variable (X_1) indicate that all statement items have r -count values higher than the r -table value of 0.361. This confirms that all indicators used to measure the Product Availability variable are valid. Similarly, the Brand Awareness variable (X_2) consists of eight statements, each with an r -count value above 0.361, ranging from 0.609 to 0.847, indicating that all items are also valid. For the Purchase Decision variable (Y), all eight statement items have r -count values exceeding the r -table value, with the lowest being 0.512 and the highest at 0.830. Therefore, all items used to measure the Purchase Decision variable are also deemed valid.

The reliability test results further support the internal consistency of the instruments. The Product Availability variable achieved a Cronbach's Alpha value of 0.721, which exceeds the threshold of 0.600, indicating that the instrument is reliable. The Brand Awareness variable recorded a Cronbach's Alpha value of 0.882, and the Purchase Decision variable reached 0.825—both values well above the minimum standard, confirming that the questionnaires for all three variables are reliable.

Classical Assumption Tests

To ensure the accuracy and reliability of the regression model, several classical assumption tests were conducted. First, the normality test was evaluated through both a histogram and a Normal P-P Plot graph. The histogram displays a bell-shaped curve, and the points on the P-P plot closely follow the diagonal line, both of which suggest that the data is normally distributed. Additionally, the Kolmogorov-Smirnov test shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, further confirming the normal distribution of the data.

The multicollinearity test was conducted to determine whether there is a high correlation between the independent variables. The tolerance value obtained was 0.945 (greater than 0.1), and the VIF value was 1.058 (less than 10), indicating that there is no multicollinearity between the variables of Product Availability and Brand Awareness.

Finally, the heteroscedasticity test was assessed using a scatterplot graph. The scatterplot shows that the data points are randomly and evenly distributed both above and below the axis, without forming any specific pattern. This indicates that the regression model does not suffer from heteroscedasticity, and thus the assumption of homoscedasticity is met.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are as follows:

Table 1. Multiple Linear Regression Analysis Results

	Unstandardized Residual
N	98
Normal Parameters	
Mean	0.0000000
Std. Deviation	4.96853247
Most Extreme Differences	
Absolute	0.064
Positive	0.041
Negative	-0.064
Test Statistic	0.064
Asymp. Sig. (2-tailed)	0.200

The table above shows that the Kolmogorov-Smirnov test has an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, thus it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is explained with the following results:

Table 2. Multicollinearity Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
1	(Constant)	4.032	3.971		1.015

Product Availability	0.569	0.146	0.347	3.899
Brand Awareness	0.383	0.101	0.336	3.779

The table above shows that the multicollinearity test for the variables Product Availability and Brand Awareness resulted in a tolerance value of 0.945, which is greater than 0.1. Likewise, the Variance Inflation Factor (VIF) value is 1.058, which is less than 10. This indicates that the data does not show symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is described by the following result:

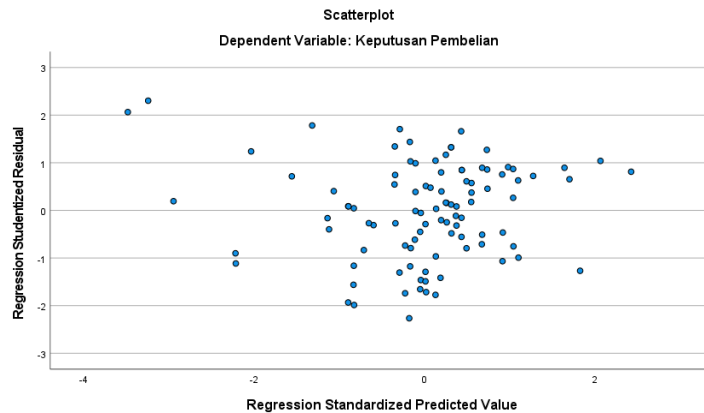


Figure 1. Scatterplot Graph

The scatterplot graph above shows that the points are randomly scattered both above and below the regression line and do not form any specific pattern. This indicates that the data does not exhibit symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are as follows:

Table 3. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	4,032	3,971	
Product Availability	0,569	0,146	0,347
Brand Awareness	0,383	0,101	0,336

The regression equation is as follow:

$$\text{Purchase Decision} = 4.032 + 0.569 \text{ Product Availability} + 0.383 \text{ Brand Awareness} + e$$

Based on the above equation, the explanation is as follows:

1. The Purchase Decision variable has a constant value of 4.032, which means that if the values of Product Availability and Brand Awareness are 0, the Purchase Decision will remain at 4.032.

2. The Product Availability variable has a coefficient value of 0.569, indicating a positive influence on Purchase Decision. This means that for every 1-unit increase in Product Availability, the Purchase Decision is expected to increase by 0.569 units.
3. The Brand Awareness variable has a coefficient value of 0.383, which also shows a positive influence on Purchase Decision. This implies that for every 1-unit increase in Brand Awareness, the Purchase Decision will increase by 0.383 units.

Hypothesis Testing

Coefficient of Determination Test

The coefficient of determination test is explained with the following result:

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	0,288	0,273	5,021

The table above shows that the R Square value is 0.288, which means that the variables Product Availability and Brand Awareness have an influence of 28.8% on Purchase Decision, while the remaining 71.2% is influenced by other factors outside of this study, such as service quality, brand image, and others.

Partial Test

The results of the partial test are as follows:

Table 5. Partial Test Results

Model	t	Sig.
1 (Constant)	1,015	0,313
Product Availability	3,899	0,000
Brand Awareness	3,779	0,000

The table above explains the following:

- a. The Product Availability variable has a t-count value greater than the t-table value, namely $3.899 > 1.9849$, and a significance value of $0.028 < 0.05$. This indicates that H1 is accepted, meaning that Product Availability has an influence on Purchase Decision at PT KurniaPutra Mandiri.
- b. The Brand Awareness variable has a t-count value greater than the t-table value, namely $3.779 > 1.9849$, and a significance value of $0.000 < 0.05$. This indicates that H2 is accepted, meaning that Brand Awareness has an influence on Purchase Decision at PT KurniaPutra Mandiri.

Simultaneous Test

Table 6. Simultaneous Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	970,693	2	485,346	19,255	.000 ^b
Residual	2394,573	95	25,206		
Total	3365,265	97			

The table above shows that the F-count value is greater than the F-table value, namely $19.255 > 3.09$, and the significance value is $0.000 < 0.05$. This indicates that H3 is

accepted, meaning that Product Availability and Brand Awareness have an influence on Purchase Decision at PT KurniaPutra Mandiri.

5. Discussion

The Effect of Product Availability on Purchase Decision

The findings of this study affirm that product availability plays a significant role in influencing consumer purchase decisions. From a theoretical standpoint, this aligns with consumer behavior theory, which posits that the ease of obtaining a product directly impacts the likelihood of purchase. When consumers are faced with limited availability or stockouts, they are more likely to switch to competing brands, especially in highly competitive markets.

This result is consistent with the study by Atayev (2021), who highlighted that uncertain product availability in search markets often discourages consumer purchases and leads to increased brand-switching behavior. The inability to access products conveniently and promptly disrupts the consumer's decision-making process, pushing them toward more reliable options.

Further supporting this, Sovania and Iksan (2024) found that product availability, alongside advertising and product quality, significantly shapes purchase decisions among fashion consumers. Similarly, Zulwarni et al. (2022) emphasized that the perceived value of availability contributes to stronger brand image formation, which in turn reinforces purchase decisions.

The results of this study suggest that PT KurniaPutra Mandiri must prioritize improving stock levels and distribution efficiency, particularly considering past backorder issues and delays that may have undermined consumer trust and loyalty.

The Effect of Brand Awareness on Purchase Decision

Brand awareness also shows a strong influence on consumers' purchasing behavior in this study. This is underpinned by brand equity theory, which posits that the strength of a brand in a consumer's memory—through recognition and recall—can significantly increase the likelihood of product choice.

Previous studies support this finding. For instance, Almirah and Indayani (2022) found that brand awareness, alongside brand image and product quality, strongly influenced repurchase intentions in fast fashion products. Consumers tend to trust and select brands they are familiar with, especially when product attributes are comparable.

In the context of digital environments, Efendioglu and Durmaz (2022) highlight how exposure to social media advertisements enhances brand awareness, leading to more favorable brand associations and ultimately stronger purchase intentions. Angelyn and Kodrat (2021) also note the mediating role of brand awareness in converting social media marketing into actual consumer decisions, emphasizing its strategic relevance.

Additionally, Saputra and Wardana (2023) argue that brand awareness mediates the impact of marketing efforts on purchase intention, particularly in younger demographics. This indicates that efforts to enhance brand recall and recognition—through consistent branding and promotions—are essential, especially for companies facing stiff competition.

The Combined Effect of Product Availability and Brand Awareness on Purchase Decision

This study confirms that both product availability and brand awareness, when considered simultaneously, have a compounded influence on consumer purchase decisions. This aligns with the integrated consumer behavior model, which suggests that both logistical and psychological factors work in tandem to shape consumer choices.

Studies by Andrianti and Oetardjo (2022) and Rachman et al. (2025) reinforce this view, showing that product availability and brand awareness together not only influence decision-making but also enhance consumer confidence and reduce perceived risk. The availability of a trusted product, backed by strong brand recognition, creates a synergistic effect that improves the overall perceived value.

Furthermore, Praditya and Purwanto (2024) highlight that the integration of branding and operational factors (such as stock and access) is key to boosting sales outcomes. In the case of PT KurniaPutra Mandiri, while promotional activities might raise awareness, limitations in product availability may still hinder the full conversion of interest into action. This underscores the importance of ensuring that branding efforts are matched by operational readiness.

In broader terms, Hotmaria and Rakhman (2024) suggest that digital marketing strategies are only effective when supported by product readiness. Their findings in the pharmaceutical sector mirror the dynamics observed in the automotive industry—indicating that no matter how strong the brand appeal is, unavailability can frustrate demand and damage consumer relationships.

6. Conclusions

This study concludes that product availability significantly influences consumer purchase decisions at PT KurniaPutra Mandiri. When products are readily accessible, customers are more likely to make a purchase without hesitation, reinforcing the critical role of inventory management and supply chain efficiency in consumer satisfaction. Additionally, brand awareness was found to be an important determinant of purchase decisions. Consumers who are more familiar with a brand are more likely to trust and choose its products, highlighting the importance of consistent branding, promotional activities, and brand visibility in the marketplace. Furthermore, when considered simultaneously, both product availability and brand awareness exhibit a combined effect in enhancing consumers' likelihood to purchase, suggesting that companies should align operational readiness with marketing strategies to optimize performance.

For future research, it is recommended to explore additional factors that may influence purchase decisions, such as service quality, price perception, digital marketing, or consumer trust. Studies could also expand the research scope beyond a single company to include comparative analysis across different brands or regions, which would provide broader insights. Employing qualitative or mixed-method approaches could further enrich the understanding of consumer behavior by capturing deeper motivations, preferences, and perceptions that cannot be fully revealed through quantitative data alone. Moreover, longitudinal studies could assess how product availability and brand awareness influence purchase decisions over time, especially in response to market fluctuations or brand development efforts.

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