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| **Disiplin ilmu / sub disiplin ilmu dari naskah yang dikirim****--*****Academic Discipline / Sub-Disciplines*** | Marketing Management |
| **Tipe / metode penelitian / pendekatan penelitian / paradigma yang digunakan****--*****Type / Method / approach / paradigm*** | Quantitative approach with survey method |
| **Nama Instansi Penulis (dalam bahasa Inggris)** **\* Bila lebih dari satu instansi gunakan numbering sesuai dengan urutan penulisnya****--*****Author’s Institution (in English)******\* If there were more than one institution, please use numbering in accordance with the order of authors*** | **Imanirrahma Salsabil**Doctoral Student, Department of Management, Faculty of Economics and Business Education. Universitas Pendidikan Indonesia, Bandung, Indonesia andManagement Study Program, Faculty of Economics and Business, Universitas Widyatama, Bandung, Indonesia**Ratih Hurriyati**Department of Management, Faculty of Economics and Business Education. Universitas Pendidikan Indonesia, Bandung, Indonesia**Puspo Dewi Dirgantari**Department of Management, Faculty of Economics and Business Education. Universitas Pendidikan Indonesia, Bandung, Indonesia |