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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 and  Management 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 |