



The Influence of Brand Image and Promotion on The Decision to Visit Kampung Sumber Alam Garut

Tri Mela Maelani¹; Wati Susilawati²; Deden Firman Syuyaman Rukma³

¹ Universitas Garut

24024119018@fekon.uniga.ac.id

² Universitas Garut

w.susilawati@uniga.ac.id

³ Universitas Garut

dedenfirman@uniga.ac.id

Abstract

This research was conducted in Kampung Sumber Alam Garut with the aim of finding out the Influence of Brand Image and Promotion on Visiting Decisions. This study uses quantitative methods that are descriptive and verifiable. The sample used was 100 respondents, then used an unknown population and had the criteria of all tourists who had visited Kampung Sumber Alam Garut. This sample was obtained by distributing questionnaires and then analyzed using statistical tools and multiple linear regression analysis approaches using SPSS Version 20. Based on the results of the study, simultaneously the brand image and promotion variables have an effect on the decision to visit, and partially the brand image and promotion variables have a positive and significant effect on the decision to visit in Kampung Sumber Alam Garut. In conclusion, it means that if the brand image and promotion are good, it will increase the decision to visit.

Keywords: Brand Image, Promotion, Visiting Decision

1. Introduction

The hospitality industry today shows a trend that is one of the most prominent businesses in the current era, especially in the tourism sector which continues to grow rapidly. The hospitality industry is not just a business that provides accommodation in the form of accommodation using part or all of the building commercially (Darma, 2018). After undergoing an update in the information technology system, the various types of hotels in the hospitality industry have undergone significant variations. Until now, in the hospitality sector, new competitors have emerged that introduce innovations that are different from those applied by existing business people (Darma et al., 2019).

Garut is one of the districts located in West Java Province, which is famous for being rich in various natural resources. Geographically, most of the area of Garut Regency consists of mountains, while the southern and eastern regions consist of beaches and lowlands. Garut has a variety of natural tourist locations that can be enjoyed outdoors, including beaches, hills, mountains, culinary, religious, historical, cultural arts, lakes, outbound areas, camping grounds,

hot spring waterfalls, zoos, and artificial tourist parks. Everyone makes Garut Regency a popular place for local and foreign tourists to visit. This supports the development of the tourism industry, entrepreneurs widely provide various supporting facilities, including accommodation facilities such as hotels. Garut has a fairly stable accommodation development, as seen in Table 1.1

Table 1 : Number of Accommodations in Garut Regency in 2019-2022

Year	2019	2020	2021	2022
Total	269	267	264	271

Source: Central Statistics Agency

Based on the Number of Accommodations above, there has been an increase in the number of accommodations in Garut Regency from 2019-2022. Where this increase increased by 7 accommodations compared to the previous year, so it can be indicated that the decision of tourists to stay at hotels increased in line with the number of tourists visiting for vacation. The influence of brand image and promotion on visiting decisions is very important to understand and study, because in the digital era, effective promotion will play a very important role in determining the decision of tourists to visit. In addition, the information provided through promotions will greatly help tourists in providing a good perception to the tourism industry, especially hotels.

The decision-making process in purchasing products or utilizing services involves assessing the various options available. The final result of this evaluation will produce an opinion or opinion about the selected product or service. Hartati et al (2017) Argue that the level of success of a company or business is greatly influenced by the ability to make decisions when buying goods or services that are its products. Brand image be images that are formed in the minds or feelings of consumers when they know with The name of a product, be it a good or a service, is based on the information and prior knowledge they have (Supranto, 2011). When the positive perception possessed by tourists will potentially influence their decision to visit a place, and brand image It also serves as an indicator of product quality, which makes it easier for consumers to make a choice of the product they want to buy (Ecstasia, 2018).

In addition, promotion includes various strategies such as advertising, sales promotion, direct marketing, personal selling, and public relations (Tjiptono, 2015). Promotional activities aim to provide information about products, facilities, and services provided by a hotel. The more widespread the information conveyed, the more likely it is for consumers to access more information when they make purchasing decisions. The role of promotional activities is very important in influencing consumer purchase decisions, including in the context of the decision to stay at a particular hotel. Especially when promotions offer special offers or price discounts, this can greatly influence the decision of tourists in choosing to stay at the hotel. This is in line with the findings of the research revealed by Yusda (2019) argue that there is a significant influence between promotion and purchase decisions.

Thus, the influence of brand image and promotion on the decision to visit is very important to understand and study, because in the digital era, effective promotion will play a very important role in deciding the decision to visit tourists. In addition, the information provided through promotions will greatly help tourists in providing a good perception to the tourism industry, especially hotels.

Kampung Sumber Alam Garut is one of the most famous inns in Garut Regency. This traditional resort is unique with a traditional concept that is beautifully arranged, incorporating typical

Sundanese architecture. All the bungalows here are equipped with complete facilities, including sulfur hot springs from the nearby Mount Guntur, allowing tourists to enjoy a comfortable soak. Kampung Sumber Alam is highly recommended for family vacations, business meetings, and even honeymoons.

The resilience of a company can be achieved through positive responses from consumers in buying the products offered. Positive responses from consumers will be reflected in the purchase decisions taken by them. In the hospitality industry, a positive consumer response can be measured by how many hotel rooms are filled. Researchers have observed changes in the occupancy rate of rooms based on data obtained in Kampung Sumber Alam Garut. These changes are further described in Table 1.2.

Table 2 : Total Room Occupancy Garut Sumber Alam Village January - December (2018-2022)

Information	Total Room Occupancy	Percentage
2018	14,695	22,37%
2019	12,961	19,73%
2020	10,328	15,72%
2021	13,033	19,84%
2022	14,688	22,35%

Source: Kampung Sumber Alam

Based on the Total Room Occupancy above, the room occupancy rate has increased considerably when compared to the previous period. After conducting an interview with Mr. Nova as HRD at Kampung Sumber Alam Garut revealed that Kampung Sumber Alam Garut has aspects of traditional buildings that will make tourists interested in visiting, then Kampung Sumber Alam has other supporting facilities such as fish therapy ponds, fishing, outbound and others. However, behind the increase in room occupancy rates, there is a lot of competition that occurs with several other hotels in Garut Regency. With a lot of competition that occurs, it will be difficult for tourists to determine where tourists will visit, because there are many hotels that are interesting and have different supporting facilities. Therefore, it is proven by the results of an interview via Instagram to one of the front office employees in Kampung Sumber Alam that for now Kampung Sumber Alam is experiencing a decrease in the rate of room occupancy every month, due to the lot of competition in the hotel business in Garut.

Based on the results of the pre-research, it shows that visits to Sumber Alam Village are still not optimal due to the perception of the brand they have. Some respondents consider the brand image of Kampung Sumber Alam not good enough because some of them still show a lack of interest in existing traditional buildings and some of them think that the facilities in Kampung Sumber Alam are not in accordance with what is contained on social media, so it can be concluded that the decision to visit Kampung Sumber Alam is not fully optimal. Because the brand image is not optimal. The results of the interview with Mr. Andra as a sales marketing in Kampung Sumber Alam Garut stated that the brand image there was good, but the majority of reviews from many guests expressed positive, but there were also guests who suggested repairs and maintenance of several facilities in Kampung Sumber Alam Garut around 10% of reviews from guests who suggested improvements. As this is supported by a review from google reviews which states where tourists who reveal that Kampung Sumber Alam Garut has a unique room made of wood like in the Sundanese countryside, the place is good, spacious, cool, and beautiful. The nuances are like a la la bali again, then the mountain view is really visible, the bungalows are still clean and neat, the recommended friendly service is very suitable for a staycation with family. However, as for guests who complain that the maintenance of neatness and cleanliness needs to

be improved, it needs a lot of rehabilitation, and the service is not satisfactory. So this shows that the brand image in Kampung Sumber Alam is not optimal in the eyes of guests who have visited. In addition to being caused by the brand image, the decision to visit tourists to Sumber Alam Village is said to be not fully optimal, also estimated by promotion. As for the results of an interview with Mr. Andra as a sales marketing officer in Kampung Sumber Alam Garut on June 12, 2023, he stated that the promotion carried out on the social media of Kampung Sumber Alam was optimal, where Kampung Sumber Alam Garut has social media such as Instagram, Facebook, online travel agents, and also TikTok. However, the promotion carried out through TikTok has not run optimally because TikTok is currently still being managed by Kampung Sumber Alam Garut. Furthermore, Kampung Sumber Alam Garut often conducts promotions that are carried out once a month, by providing promos or discounts such as at birthday events to guests who visit by getting one discount voucher. Then regarding the exhibition or bazaar carried out in Sumber Alam Village, it is not carried out in the local area because it is not the market share, so that this exhibition or bazaar often follows in the Province because the target market of Sumber Alam Village is Greater Jakarta so that it is more on target.

Then based on the results of the pre-research, the promotion of Kampung Sumber Alam on social media has not been optimal, and has not been promoted directly. This lack of promotion results in difficulties in marketing room products and the lack of other forms of promotion. Despite having a large following on Instagram (26.2K followers), promotion on this platform looks good, but promotion on Facebook and other platforms such as TikTok and websites has not been maximized. Although Kampung Sumber Alam has a sizable following on Facebook (5.8RB followers), the lack of promotional activity on this platform, with the last post in January 2022, may influence tourists' decision to visit due to the lack of visual information presented. Based on the phenomena and descriptions that have been explained above, the researcher is interested in conducting a study entitled "The Influence of Brand Image and Promotion on the Decision to Visit in Kampung Sumber Alam Garut".

2. Literature Review

2.1 Visiting Decision

In the tourism industry, the theory of the decision to visit has the same concept as the theory of the purchase decision. This is because when someone buys a travel product, it is actually also a form of decision to travel or visit. According to Arista (2017) revealed that the basis for decision-making in visiting activities mostly adopts principles from the theory of purchase decisions. Where the decision to visit can be seen from tourists deciding to visit a tourist attraction. According to Kristiutami (2017) said the dimensions of the decision to visit include: the need to travel, the search for information, the decision to take a tourist trip, the preparation of the tourist trip, and the evaluation of the satisfaction of the tourist trip.

2.2 Brand Image

Firmansyah (2019) defines that brand image is the mental image formed in the consumer's mind about a brand, which is formed from the associations associated with the brand. When consumers receive information about a product, the information will be interpreted by consumers and generate a certain perception of the brand, which then forms associations and brand image. According to Aaker (2012) that the dimension brand image consists of: recognition, reputation, brand relationship with consumers, and loyalty.

2.3 Promotions

According to Tjiptono (2015); Apriani (2022) Promotion is part of the marketing mix component that is focused on informing, influencing, and reminding consumers about the brands and products offered by the company. City (2017) Presenting promotions is a strategy carried out with the aim of influencing consumers to recognize the products presented by the company. Furthermore, this effort encourages consumer interest so that they make the decision to buy the product. According to Alma (2018) There are several components of the promotion consisting of: advertising, personal selling, sales promotion and public relation.

3. Research Methods

In this study, quantitative methods are used that are descriptive and verifiable. The descriptive method was used to describe the brand image, promotion and decision to visit Kampung Sumber Alam Garut. Meanwhile, the verifier method is used to measure how far the influence of brand image and promotion on the decision to visit Kampung Sumber Alam Garut. With a sample of 100 respondents using an unknown population and having the criteria of all tourists who have visited Kampung Sumber Alam Garut. This sample was obtained by distributing questionnaires and statistical test tools in this study using SPSS Version 20.

4. Research Results and Discussion

4.1 Descriptive Analysis

Table 3: Results of Descriptive Analysis

Variable	Average	Information
Brand Image	399,3	Good
Promotion	401,625	Good
Visiting Decision	400,2	Good

Source: Data Processing Results, 2023

The results of the descriptive analysis of the Brand Image variable in Kampung Sumber Alam in making a decision to visit have a "good" criterion, where the services provided in Kampung Sumber Alam are good. Promotion in Kampung Sumber Alam has a "good" criterion, that the promotional efforts carried out by Kampung Sumber Alam Garut have been assessed positively by tourists. Then the Decision to Visit in Kampung Sumber Alam has a "good" criterion, because the information provided by Kampung Sumber Alam makes tourists interested in visiting.

Before proceeding to the verifiable analysis, it is necessary to conduct a validity test and reliability test first because if the results of the validity test are declared valid and the reliability is declared reliable, it can be continued to the next research. Validity Test is an evaluation method used to assess whether the questionnaire used in the data collection process has an adequate level of validity or validity. Decision-making uses R table with a significance level of 0.05 and a total of 100 respondents. The r value is calculated from the Brand Image, Promotion and Visiting Decision variables > r table, then the decision rule is that if the Corrected Item-Total Correlation value of each question item > r table, then the item is valid.

In a study, if Cronbach's Alpha value > 0.60, it can be said to be reliable. It is known that the value of Cronbach's Alpha Brand Image (X1) has a value of 0.753, followed by the Cronbach's Alpha value of the promotion variable (X2) of 0.764 and the value of Cronbach's Alpha in the

Visiting Decision variable (Y) of 0.756. With each cronbach alpha exceeding or equal to 0.60 (>0.60), this suggests that the resulting question items used in this study are reliable.

4.2 Verifiable Analysis

Classical Assumption Test

This classical assumption test is a requirement for creating a linear regression model, so a classical assumption test is carried out to ensure that this regression equation has an accurate and consistent value. Some of the tests included in the classical assumption framework include the Normality Test, the Multicollinearity Test, and the Heteroscedasticity Test. Then it can be explained in the following way:

In the analysis of normality data, a variable can be considered to have a normal distribution if the significance level exceeds 0.05. The results of the data analysis show that the significance level of Asymp. Sig.(2-tailed) for the analysis was $0.549 > 0.05$. Therefore, these results correspond to the criteria of normality expressed in the Kolmogorov-Smirnov method. Then it can be seen that the data is normal.

In the multicollinearity test, if the tolerance value > 0.10 and the VIF (Variance Inflation Factor) value < 10 , then it can be concluded that there is no multicollinearity problem between independent variables. Based on the results of the multicollinearity test in the coefficient table with Collinearity Statistics, it can be seen that the tolerance value is $0.535 > 0.10$. As for the VIF value, it is $1,870 < 10$. So there are no symptoms of multicollinearity.

It can be seen that the alpha level of the study in this situation is 5% or 0.05. Based on the appearance of the plot that is randomly spread above or below the zero number on the Regression Studentized Residual axis, it can be concluded because the determination of the presence or absence of patterns or grooves over the points in the image is very subjective. The decision only relies on the observation or vision of the researcher, in this study based on the observation that no heteroscedacity occurs.

Multiple Regression Test

This Multiple Regression involves more than one independent variable and aims to evaluate the extent of the influence of the independent variable on the dependent variable. The test results on the Brand Image (X1) variable showed a significance value of 0.000, meaning that the variable had a significant influence on the Visiting Decision (Y). Similarly, the Promotion variable (X2) also has a significance value of 0.000, which indicates a partially significant influence on the Visiting Decision (Y). There are the results of the calculation of the regression equation below:

$$Y = + b\alpha_{1X1} + b2X2$$
$$Y = 7.077 + 0.375X1 + 0.345X2$$

There is a constant value of a which is 7,077, which can be interpreted if there is no brand image and promotion, then the value of the visit decision is 7,077. In addition, there is a value of the Brand Image variable coefficient of 0.375, which means that every 1 point increase in brand image will increase the decision to visit by 0.375 points, with a promotion value of 0. Then the value of the promotion variable coefficient is 0.345, which means that if the promotion increases by 1 point, it will increase the Visiting Decision by 0.345 points, assuming a promotion of 0. This means that if the brand image and promotion are good, it will increase the decision to visit.

Table 4: Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774a	.600	.592	2.73408

a. Predictors: (Constant), Promosi, Brand Image

Source : SPSS Data Processing Results, 2023

Based on the table above, it can be seen that the determination coefficient or Adjusted R Square (R²) between the variables brand image (X1), promotion (X2), and visit decision (Y) is 0.592, which is equivalent to 59.2%. This shows that the relationship between these three variables is quite strong. Thus, the Adjusted R Square value of 0.592 illustrates that the ability of the brand image (X1) and promotion (X2) variables to explain the relationship in the visiting decision variable (Y) statistically reaches 59.2% (D), while the rest, about 40.8%, can be attributed to other factors not discussed in this study.

Table 5: Simultaneous Tests

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	1086.867	2	543.434	72.698	.000b
	Residual	725.093	97	7.475		
	Total	1811.960	99			

a. Dependent Variable: Visiting Decision

b. Predictors: (Constant), Promosi, Brand Image

Source : SPSS Data Processing Results, 2023

Based on Table 5 above, this research model has a Sig. value of 0.000 < 0.05, so that the research model that can be accepted simultaneously is the variables of brand image, and promotion in the decision to visit.

Table 6: Partial Table of Brand Image Variables

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error			
1	(Constant)	7.077	2.782		2.543	.013
	Brand Image	.375	.091	.363	4.136	.000
	Promotion	.345	.063	.480	5.461	.000

a. Dependent Variable: Visiting Decision

Source : SPSS Data Processing Results, 2023

Based on the results of statistical calculations of the T test on the variable Brand Image obtained a Sig value of 0.000 and an alpha value of 0.05, it can be concluded that the Sig value is < alpha, so based on hypothesis testing, the conclusion that H1 is accepted means that there is a positive and significant influence between brand image on the decision to visit Kampung Sumber Alam Garut. Brand image The hotel can be affected by various factors, such as the quality of service, available facilities, prices offered, and reviews from previous travelers. Brand image A positive one in a hotel can increase tourist trust and loyalty to the hotel, which will have a positive effect on tourists to make a decision to visit. Result This study is consistent with research conducted by Ling & Pratomo (2020), where they found that brand image has an impact on purchasing

decisions. As for the research of Dewi et al (2020), he stated that research that there is a positive and significant influence between brand image to the decision to stay at The Bali Dream Villa Resort & Spa Hotel, so that the hypothesis is accepted. Then tourists who have a satisfying experience when staying at a hotel with brand image Positive ones are more likely to stay at the same hotel in the future and recommend it to friends and family.

Results of partial hypothesis testing on variables promotion obtained a Sig value of 0.000 with an alpha of 0.05, then it can be concluded that the Sig value is $<$ alpha, then the conclusion of H1 is accepted, meaning that there is a positive and significant influence between promotion on the decision to visit Kampung Sumber Alam Garut. Promotions can provide information about the advantages that the hotel has, such as facilities, services, location, and brand reputation. Attractive promotions can make a positive impression on potential visitors and make them interested in trying to stay at the hotel. In addition, promotions at hotels can include various forms, such as advertisements in the mass media, promotions on social media, loyalty programs, and special packages offered by the hotel. The company's efforts in introducing the products sold are one of the supporting elements that will be the pillar of the company's strength in facing rivals. Therefore, companies that implement effective and quality promotions will be able to increase consumer confidence in making purchase decisions. This is in accordance with the results of the study Tiffany (2015) who argued that there was a positive and significant correlation between the promotion strategy and the decision to purchase guest rooms at Hotel Bumiminang Padang. This means that the more effective the promotion run by Hotel Bumiminang Padang, it will have an impact on increasing the tendency of consumers to book rooms. The results of this study are also in line with the research conducted by Yusda (2015) He revealed that the effect of promotion on purchase decisions is positive and significant. That is, if the promotional element is improved, then the tendency to increase purchase decisions will also occur.

5. Conclusion

Based on the conclusions that can be drawn based on the research findings, discussion, and interpretation by the researcher as follows:

1. Based on the findings of the study, the researcher concluded that the Brand Image in Kampung Sumber Alam in making the decision to visit has a "good" criterion, which is characterized by a high value obtained in the dimension of reputation, where the services provided in Kampung Sumber Alam are good. Promotion in Kampung Sumber Alam has a "good" criterion, which is characterized by a high value obtained in the personal selling dimension. Then the decision to visit Kampung Sumber Alam has a "good" criterion, which is characterized by a high score obtained in the dimension of information search.
2. Brand image has a positive and significant influence on the decision to visit Kampung Sumber Alam Garut. Therefore, the better the brand image in Kampung Sumber Alam Garut, the more the decision to visit will also increase
3. Promotion has a positive and significant effect on the decision to visit Kampung Sumber Alam Garut. Therefore, the better the promotion in Kampung Sumber Alam Garut, the more the decision to visit will also increase.

The following are inputs that the researcher can determine based on the findings of the discussion of previous conclusions:

1. For Kampung Sumber Alam, although this study states that the brand image is good, it is necessary to improve the comfort for people who visit by providing adequate facilities, friendly service, maintained cleanliness, and a pleasant and calming atmosphere while in

Kampung Sumber Alam Garut. So that more and more people will recommend Kampung Sumber Alam to friends, family, or acquaintances, which can lead to an increase in the number of visitors. Then Kampung Sumber Alam to improve good promotion, an advertising strategy is needed by increasing social media used for promotions such as Facebook, TikTok, by adding content that attracts the attention of many people. By improving the advertising strategy, Kampung Sumber Alam has the opportunity to increase brand awareness and visitor interest to visit Kampung Sumber Alam Garut. So it is important to incorporate creativity in advertising efforts to achieve better results.

2. For future researchers who will conduct or continue this research, it is expected to develop this research by looking for a number of additional factors other than brand image and promotion that can influence the decision to visit with other variables so that the research results can be further developed.

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