


## Public Trust and Consumer Loyalty Towards Consumer Interest in Revisiting Kamu Desa Denai Lama, Deli Serdang District

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Article Info	ABSTRACT
<p><b>Article history:</b> Received : 04 September 2023 Revised : 08 December 2023 Accepted : 22 January 2024 Available Online : 30 January 2024</p> <p><b>Keywords:</b> Public Trust, Consumer Loyalty, Consumer Interest in Revisiting.</p>	<p>Pasar Kamu Desa Denai Lama is one of the interesting tourist attractions in Deli Serdang Regency. It has a unique appeal as it offers visitors a traditional shopping experience that involves the local culture. The market is also the perfect place to sample typical Deli Serdang food. Pasar Kamu Desa Denai Lama is also often a tourist spot for cultural festivals or special events. It offers art and cultural performances, handicraft exhibitions, and other traditional activities. Conventional markets, however, sometimes face competition from contemporary retail, shopping centers, or online shopping platforms. In order to survive and thrive amidst the competition, it is imperative for the Kamu Desa Denai Lama market to increase customer interest in revisiting. Research focused on the factors that influence customer interest in returning to the market should be conducted to solve this problem. The level of public trust and consumer loyalty are two important components in increasing customer interest in returning. This research uses a quantitative approach to analyze where data in the form of numbers is processed and analyzed to produce scientific information. Public Trust in Your Market Desa Denai Lama, or public trust, has a major influence on customers' desire to return. If customers feel trust and yes.</p>
 <p>This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>.</p>	<p><b>Corresponding Author:</b> <b>Edy Erianto</b> Politeknik Pariwisata Medan, Indonesia Email: edyerianto@gmail.com</p>

### INTRODUCTION

The growth of the tourism sector can also drive economic activities such as job creation, community income, local revenue, and foreign exchange earnings. By developing various national tourism potentials, foreign exchange earnings can increase (Cardoso et al. 2022). Kamu Desa Denai Lama Market is one of the attractive tourist destinations in Deli Serdang District. It has a unique appeal as it offers visitors the experience of traditional shopping and getting to know the local culture (Ratu Mutialela Caropeboka et al. 2022). This market is also an ideal place to taste the typical cuisine of Deli Serdang. Food vendors offer various delicious and unique traditional dishes to visitors (Pahlevi and Suhartanto 2020). Kamu Desa Denai Lama Market is also often a tourist location for cultural festivals or special events. Kamu Desa Denai Lama Market offers an experience of art and cultural performances, handicraft

exhibitions, and other traditional activities ([Mehboob and Munawar Khan 2022](#)). However, in recent years, the market has experienced a significant decrease in consumer visits. To address this issue, research focusing on the factors that influence consumer interest in revisiting the market is needed. In this context, two important factors are public trust and consumer loyalty ([Chu, Kim, and Kim 2023](#)).

Consumer interest in revisiting is crucial in maintaining the sustainability of traditional markets such as Kamu Desa Denai Lama Market in Deli Serdang District. The market relies on regular consumer visits to sustain the income and livelihoods of the vendors operating within it ([Dressler and Paunovic 2021](#)). If consumer interest in revisiting is low, the market is at risk of experiencing a significant drop in income, which can, in turn, affect the sustainability of the vendors' businesses ([Eslami et al. 2019](#)). However, in some cases, traditional markets face competition from modern retailers, shopping malls, or online shopping platforms. This phenomenon can reduce consumer interest in revisiting traditional markets. Increasing consumer interest in revisiting is crucial for Kamu Desa Denai Lama Market to survive and thrive amid this competition ([Nandi et al. 2023](#)).

Public trust plays a significant role in influencing consumer interest in revisiting the market. Public trust encompasses consumers' confidence in the cleanliness, safety, integrity of vendors, and the satisfaction of services provided at the market ([Cahyanti, Fauzi, and Rini 2021](#)). In this regard, public trust and consumer loyalty play a key role. High public trust creates a strong foundation for the traditional market. When people have high trust in the market, they feel confident and comfortable shopping there ([Iskandar and Bernarto 2021](#)). High public trust indicates that Kamu Desa Denai Lama Market is well-managed, maintaining cleanliness, safety, and adequate service quality standards. In the context of traditional markets, public trust is closely related to the market's reputation. If the market is known for having a good reputation, where vendors sell quality products, offer fair prices, and provide friendly service, people are more likely to trust the market. High public trust in Kamu Desa Denai Lama Market can reduce consumer uncertainty and doubts when conducting transactions at the market.

Furthermore, consumer loyalty also plays a crucial role in influencing consumer interest in revisiting the market ([Ahmed et al. 2023](#)). Consumer loyalty is established when consumers are satisfied with their shopping experience at Kamu Desa Denai Lama Market. Factors such as good product quality, competitive prices, satisfactory service, and positive personal interactions with vendors can shape consumer loyalty ([Ahmad et al. 2021](#)). Loyal consumers tend to have consistent preferences for shopping at Kamu Desa Denai Lama Market and disregard other shopping alternatives. They may feel emotionally attached to the market, appreciating the traditional values and local culture associated with it. Strong consumer loyalty can increase the frequency of consumer visits and generate repeat transactions that benefit the vendors at Kamu Desa Denai Lama Market. By strengthening public trust and consumer loyalty, Kamu Desa Denai Lama Market can build a good reputation, attract more consumers, and increase consumer interest in

revisiting regularly (Lie et al. 2019). This will benefit the market's income and the sustainability of vendors' businesses. An increase in the number of tourists visiting Kamu Desa can boost the local economy and provide new opportunities for village residents (Sun et al. 2020).

## METHODS

This research employs an associative approach, where the discussion will explain the existence of correlations or influences among each independent and dependent variable. The data collected in this research are quantitative data (Sugiyono 2017). Quantitative research methods are based on the positivism philosophy and are used to investigate samples and research populations (Nordfalk 2022). Sample selection techniques are generally carried out randomly, or using random sampling, while data collection is done by utilizing the research instruments employed. The data analysis used is quantitative, which is measurable, with the aim of testing the established hypotheses.

## RESULTS AND DISCUSSION

The relationship between Public Trust and Consumer Loyalty towards Consumer Interest in Revisiting Kamu Market in Desa Denai Lama, Deli Serdang District, is discussed in this research. One of the traditional markets in Desa Denai Lama, Kamu Market, plays a vital role in the local economy. Traditional markets face challenges in sustaining and increasing their customer base due to competition from modern markets. Therefore, understanding what influences customer interest in revisiting would be highly beneficial in devising plans to enhance customer engagement and satisfaction in this market. This research employs a quantitative approach to comprehensively analyze the significant relationship between these variables. Data were collected using questionnaires distributed to visitors and business operators in the area of Kamu Market in Desa Denai Lama, Deli Serdang District. Validity/reliability tests, classical assumption tests, and multiple linear regression analysis were used to analyze the data.

### Validity Test

From the validity calculation results (Table 1), it is obtained that all the calculated r-values are greater than the critical r-value at a significant level of 95% or  $\alpha = 0.05$ , which is 0.2242. Therefore, the questionnaire instrument for the variables Public Trust (X1), Consumer Loyalty (X2), and Consumer Interest in Revisiting (Y) is proven to be valid and can proceed to the reliability test.

**Table 1.** Variable Questionnaire Validity Table *Public Trusts*(Public Trust) (X1)

Instrument	R. Count	Validity Value		Conclusion
		R. Table	df = (N-2) 77- 2 = 75	

Environmental Cleanliness in the Kamu Market in Denai Lama Village Influences Tourists' Perceptions and Trust in the Market	0.759		Valid
Maintaining the cleanliness of bathrooms or public facilities at Pasar Kamu Denai Lama Village	0.660		Valid
There are sufficient and easily accessible rubbish bins in the Anda Market Area of Denai Lama Village	0.795		Valid
How big is the role of security in shaping tourists' trust in Pasar Kamu Denai Lama Village	0.826		Valid
Have Tourists / Business Actors ever experienced or witnessed a crime in Pasar Kamu Denai Lama Village?	0.766	0.2242	Valid
Is Security Important for Your Market in Denai Lama Village to be Improved?	0.844		Valid
The integrity and ethics of traders at the Kamu Market in Denai Lama Village are important considerations for tourists when shopping	0.784		Valid
The traders at Kamu Market, Denai Lama Village, serve customers in a friendly and polite manner	0.792		Valid
The services provided by traders at the Kamu Market in Denai Lama Village are very satisfying and swift in handling customer needs.	0.770		Valid

Source: Research Results, 2023 (data processed)

**Table 2.** Variable Questionnaire Validity Table *Consumer Loyalty*(Consumer Loyalty) (X2)

Instrument	Validity Value		Conclusion
	R. Count	R. Table df = (N-2) 77- 2 = 75	

Factors of product price, product quality, good service and location that influence tourists to make visits to the Kamu Market in Denai Lama Village	0.897		Valid
With a positive experience, you have a role in being willing to recommend in creating satisfaction with your market in Denai Lama Village	0.901	0.2242	Valid
Tourists feel confident that the brands or products that tourists buy at Kamu Market in Denai Lama Village always meet the expectations and needs of tourists when making tourist visits there.	0.795		Valid

Source: Research Results, 2023 (data processed)

**Table 3.** Variable Questionnaire Validity Table Consumer Interest in Returning (Y)

Instrument	Validity Value		Conclusion
	R. Count	R. Table df = (N-2) 77- 2 = 75	
You Are Satisfied With The Travel Experience You Have During Your Visit To Pasar Kamu Denai Lama Village	0.929		Valid
You Have A Positive Travel Experience During Your Visit To Pasar Kamu Denai Lama Village	0.922	0.2242	Valid
When you have the opportunity to take a vacation, you will return to your market in Denai Lama Village	0.816		Valid

Source: Research Results, 2023 (data processed)

### Reliability Test

The results of the reliability test in the table 4 indicate that the Cronbach's Alpha values for each variable are greater than 0.60. For the reliability test on X1 (X1.1-X1.9), the Cronbach's Alpha value for Public Trust is 0.918, which means that the Cronbach's Alpha for X1 is greater than 0.6. For the reliability test on X2 (X2.1-X2.3), the Cronbach's Alpha value for Consumer Loyalty is 0.830, which means that the Cronbach's Alpha for X2 is also greater than 0.6. Additionally, for the reliability test on Y (Y1-Y3), the Cronbach's Alpha value for Consumer Interest in Revisiting is 0.868, indicating that the Cronbach's Alpha for Y is greater than 0.6. Therefore, it can be concluded that this research questionnaire can be considered accurate.

**Table 4.** Research Instrument Reliability Results

Reliability Statistics	
Variable	Public Trusts (Public Trust) X1
Cronbach's Alpha	0.918
N of Items	3
Reliability Statistics	
Variable	Consumer Loyalty (Consumer Loyalty) X2
Cronbach's Alpha	0.830
N of Items	3

Table of Research Instrument Reliability Results	
Reliability Statistics	
Consumer Interest To Visit Y	
Cronbach's Alpha	0.868
N of Items	3

Source: Data processed by the author in 2023

### Classical Assumption Test

#### Normality test

Monte Carlo Sig Values. (2 tailed) is 0.240 greater than 0.05 in the output table. Consequently, a value above 0.05 indicates that the data distribution meets the assumption of normality, and a value below 0.05 indicates that the data distribution is not normal. The analysis results show that the residuals have a normal distribution.

**Table 5.** Assumption Normality

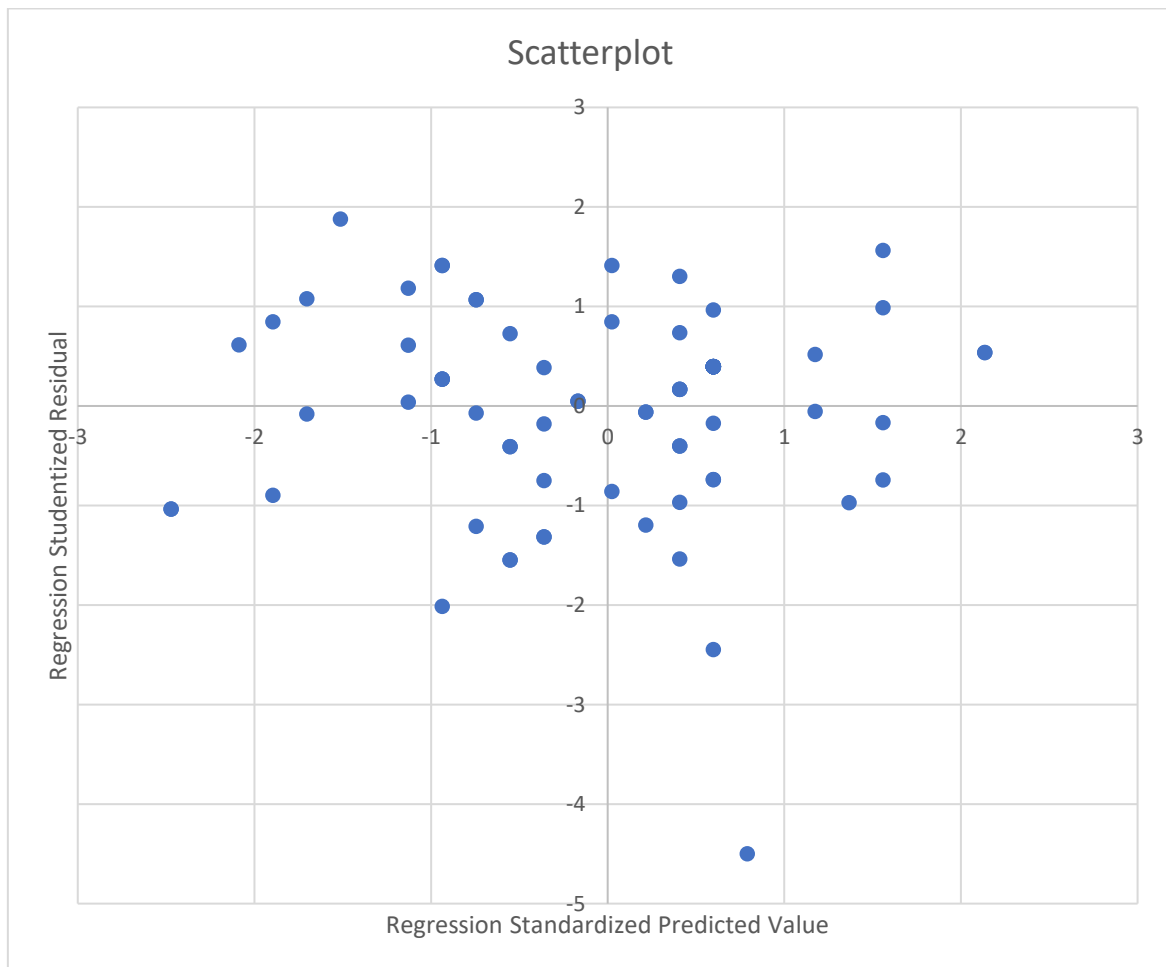
		Unstandardized Residuals
N		77
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	1.50804344
Most Extreme Differences	Absolute	0.148
	Positive	0.068
	Negative	-0.148
Test Statistics		0.148
Asymp. Sig. (2-tailed)		.240c
a. Test distribution is Normal.		

- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Author's Processed Results (2023)

**Heteroscedasticity test**

If the scatterplot displays a specific dispersion pattern, then heteroscedasticity occurs; if not, then there is no heteroscedasticity. After testing, if the scatterplot does not show a specific dispersion pattern, then there is no heteroscedasticity.



**Figure 1.** Heteroscedasticity Test Results Using Scaterplot  
Source: Author's Processed Results (2023)

**Autocorrelation test**

It is known that in the table the value of the asymp sig (2-tailed) is  $0.804 > 0.05$ , it can be concluded that there are no signs of autocorrelation so that simple linear regression

analysis can be continued.

**Table 6.** Autocorrelation Test Results

Test Runs	Unstandardized Residuals
Value test	0.43206
Cases < Test Value	37
Cases >= Test Value	40
Total Cases	77
Number of Runs	27
Z	0.029
Asymp. Sig. (2-tailed)	0.804
a. Median	

Source: Author's Processed Results (2023)

### Hypothesis testing

#### Multiple Linear Regression resultd

The regression equation above describes the partial relationship between independent and dependent variables, and from this equation, the following conclusions can be drawn:

1. If the variables Public Trust and Consumer Loyalty remain unchanged (the values of X1 and X2 are both 0), then Tourist Interest in Revisiting will remain at 2.215 units.
2. If the Consumer Loyalty variable (X2) remains constant (a equals 0), and the Public Trust variable (X1) increases by 1%, the variable Consumer Interest in Revisiting increases by 1. The coefficient value of Public Trust in the regression is 1.196. This indicates that the Public Trust variable currently has a positive effect on Consumer Interest in Revisiting, meaning that the more Public Trust actions are taken by businesses at Kamu Market, Desa Denai Lama, and Deli Serdang District, the greater the Tourist Interest in Revisiting.

Customer satisfaction has a regression coefficient value of 1.343 (X2), which means that if the Consumer Loyalty variable (X2) increases by 1% with the assumption that both the Public Trust variable (X1) and the constant (a) are set to zero, then Consumer Interest in Returning to Kamu Market in Desa Denai Lama, Deli Serdang District, increases by 1.343. This indicates that the Consumer Loyalty offered has a beneficial influence on Consumer Interest in Revisiting. The greater its impact on Consumer Loyalty, the greater the Consumer Interest in Returning.

**Table 7.** Multiple Linear Regression Calculation Results

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,215	1012		0.213	0.832
	Public Trust (Public Trust) X1	1,196	0.056	0.487	3,472	0.001
	Consumer Loyalty X2	1,343	0.158	0.304	2,167	0.033

a. Dependent Variable: Consumer Interest in Returning (Y)

Source: Author's preparation, 2023

Where:

Y = Consumer Interest in Returning

X1 = Public Trust (Public Trust)

X2 = Consumer Loyalty (Consumer Loyalty)

#### Use of T Test Result Hypothesis (Partial)

The government's policy on easing the use of masks indoors and outdoors allows people to carry out their activities as usual. However, this is not yet the case at PT. KTS, the company continues to implement a mandatory mask policy even outside the room. This was conveyed by Mr. Arief Fadillah as the head of the administration section (time) of PT. KTS that the company will revoke the mandatory mask if there is already an order from the central company, namely PT. Astra Agro Lestari. However, employees responded positively to this. Employees comply with mandatory mask regulations and always comply with health protocols.

**Table 8.** Partial Test Results (T Test)

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,215	1012		0.213	0.832
	Public Trust (Public Trust) X1	1,196	0.056	0.487	3,472	0.001

Consumer Loyalty X2	1,343	0.158	0.304	2,167	0.033
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a. Dependent Variable: Consumer Interest in Returning (Y)

Source: Author's preparation, 2023

1. The Effect of Image Variables on Visitor Loyalty (H1)  
Consumer Interest to Return to Your Market Denai Old Village Deli Serdang Regency is positively and significantly influenced by Public Trust (X1).  $t(\alpha/2; nk-1) = t(0.05/2; 77 - 2-1) = (0.025; 74) = 1.99254$  The Public Trust variable (X1) has a t value of  $3.472 > t$  table  $1.99254$  and alpha significance value of  $0.05$  is  $3.472 >$ . The variable  $H_0$  is then partially rejected while  $H_1$  is accepted. As a result  $H_0$  is rejected while  $H_1$  is accepted. So that the statements in the hypothesis have an impact on community trust in Pasar Kamu, Desa Tua Denai, and Kabupaten Deli Serdang. partially accepted.
2. The Effect of Travel Customer Satisfaction Variable on Visitor Loyalty (H2)  
Consumer Interest Return to Your Market Denai Lama Village Deli Serdang Regency is positively and significantly influenced by the variable Consumer Loyalty (X2). Consumer Loyalty has a tcount value of  $2.167 >$ , a ttable value of  $1.99254$ , and an alpha significant value of  $0.05$  of  $2.167 >$ . Thus  $H_0$  is ruled out, and  $H_2$  is approved. For this reason, it is partly believed that consumer loyalty can influence consumer interest in returning to Kau Market, Denai Lama Village and Deli Serdang Regency.

### Use of F Test Result Hypothesis (Simultaneous)

**Table 9.** Simultaneous Test Results (Test F)

		ANOVAa				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	237,473	2	118,736	50,836	.000b
	Residual	172,839	74	2,336		
	Total	410,312	76			

a. Dependent Variable: Consumer Interest in Returning (Y)

Source: Author's preparation, 2023

Based on the test results in the table above, it can be concluded that Public Trust (X1) and Consumer Loyalty (X2) simultaneously have a significant effect on Consumer Interest in Returning to Kau Denai Lama Village Market and Deli Serdang. The Fcount value is  $50.836$ , and the Ftable value is  $3.12$ , so the  $F_{count} > F_{table}$  or  $50.836 > 3.12$  and is significant.

## Coefficient of Determination Test Results (R2)

**Table 10.** Coefficient of Determination Calculation Results (R2)  
**Model Summary**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.761a	0.579	0.567	1,528

a. Predictors: (Constant), Consumer Loyalty X2, Public Trust X1

Source: Author's preparation, 2023

The table shows that the R square value for the coefficient of determination is 0.579. The coefficient value of 0.579 has a magnitude of 0.579%. Based on this figure, the variables Public Trust (X1) and Consumer Loyalty (X2) have a combined effect of 57.9% on Consumer Interest Review, with other variables not examined in this study accounting for 41 the remaining .1%.

### Discussion

Public Trusts(Public Trust) (X1) has a positive and significant effect on Consumer Interest in Visiting Kamu Market in Denai Lama Village, Deli Serdang Regency.  $t(\alpha/2; nk-1 = t(0.05/2; 77 - 2-1) = (0.025;74) = 1.99254$  The t value for the Public Trust variable (X1)  $3.472 > t_{table} 1.99254$  and the value is significant  $3,472 >$  from alpha 0.05. So H0 is rejected and H1 is accepted, thus partially variable So H0 is rejected and H1 is accepted. So the hypothesis that states can influence Public Trust in the Kamu Market, Denai Lama Village, Deli Serdang Regency on the Market You Denai Lama Village, Deli Serdang Regency were partially accepted.

The Consumer Loyalty variable (X2) has a positive and significant effect on Consumer Interests to Visit Again at the Kamu Market, Denai Lama Village, District Deli Serdang. The tcount value for the Consumer Loyalty variable is  $2.167 > t_{table} 1.99254$  and a significant value is  $2.167 >$  from alpha 0.05. Then H0 is rejected and H2 is accepted. So that the hypothesis that says it can affect Consumer Loyalty on Consumer Interests to Visit Again at Kamu Market in Denai Lama Village, Deli Serdang Regency is partially accepted.

The results of the third hypothesis test show that simultaneously it can be seen in the Fcount value of 50,836 with the Ftable value of 3.12 so that the Fcount  $>$  Ftable or  $50,836 > 3.12$  and a significant level of  $0.000 < 0.05$  then H0 is rejected and H3 is accepted, it can be concluded that Public Trust (Public Trust) (X1) and Consumer Loyalty (X2) simultaneously have a significant effect on Consumer Intention to Visit Again at the Kamu Market in Denai Lama Village, Deli Serdang Regency.

## CONCLUSIONS

*Public Trusts*or public trust in Pasar Kamu Desa Denai Lama has a significant

influence on consumer interest to visit again. Consumers tend to be more interested in shopping at the market again if they feel confident and confident in product quality, service and market integrity. *Consumer Loyalty* or consumer loyalty also has a positive and significant influence on consumer interest to visit again. Consumers who are satisfied with the shopping experience in the market and have high loyalty tend to be more loyal and return to shop repeatedly. The combination of public trust and consumer loyalty has a strong positive impact on consumers' interest in returning. This shows that public trust and consumer loyalty play an important role in influencing consumer interest in continuing involvement with your market.

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