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# The Influence of Islamic Branding, Online Customer Reviews, and Tagline on Online Purchase Decisions on Shopee

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### ABSTRACT

*This research aims to analyze the influence of Islamic branding, online customer reviews and tagline on online purchasing decisions at Shopee by students in Banda Aceh City. The data used is primary data obtained from questionnaires distributed to 160 respondents, students who use Shopee ecommerce in Banda Aceh City. This research used a quantitative approach. The sampling technique uses purposive sampling techniques and is determined by the Hair formula. Technical data analysis using multiple linear regression with the SPSS. The results of this study indicate that the variables of Islamic branding, online customer review, and tagline have a positive and significant effect on online purchasing decisions at Shopee. Simultaneous testing found that the variables of Islamic branding, online customer review, and tagline have an effect on online purchasing decisions at Shopee.*

### ABSTRAK

Penelitian ini bermaksud untuk meneliti peran islamic branding, online customer review, dan tagline pada keputusan pembelian secara online di Shopee oleh mahasiswa di Kota Banda Aceh. Sumber data primer digunakan berasal dari kuesioner dan disebarikan kepada 160 mahasiswa pengguna e-commerce Shopee di Kota Banda Aceh. Pendekatan kuantitatif digunakan dengan pendekatan purposive sampling dalam pengambilan sampel. Sedangkan besaran sampel ditentukan dengan rumus Hair. Data yang didapat dianalisis menggunakan regresi linear berganda dengan aplikasi SPSS. Hasil kajian menunjukkan bahwa terdapat pengaruh positif antara variabel islamic branding, online customer review, dan tagline secara parsial pada keputusan pembelian secara online di Shopee. Pengujian secara simultan terdapat pengaruh positif variabel islamic branding, online customer review, dan tagline pada keputusan pembelian secara online di Shopee.

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## 1. INTRODUCTION

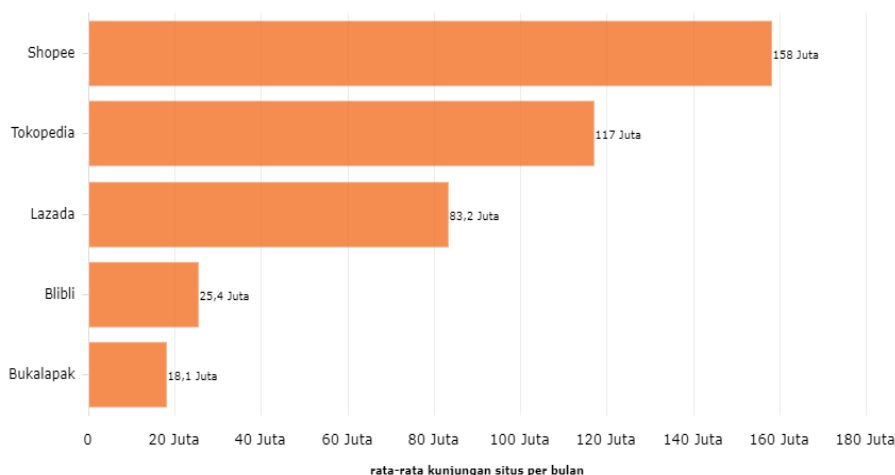
Developments in economics, technology, and culture have led to increased demand for products through e-commerce. Since the COVID-19 pandemic, e-commerce usage has skyrocketed, with daily online transactions rising from 3.1 million to 4.8 million (Nurlela, 2021). This surge is due to various policies implemented by the Indonesian government to curb the spread of COVID-19. Some of these policies include recommendations for people to reduce activities outside the home, be it for work, worship, or shopping, so that people increasingly rely on e-commerce to fulfill their daily needs.

Apart from the Covid-19 pandemic, the very rapid development of e-commerce is also caused by the increasing number of online buying and selling sites, which are places to do business by selling various kinds of needs, such as clothing, electronic goods, food, and others (Agustina, 2017). Based on data released by iPrice, the three e-commerce websites with the most significant number of visitors in 2022 are Tokopedia, Shopee, and Lazada. Based on Playstore and Appstore evaluations, Shopee is ranked first above Tokopedia, even though Tokopedia has been around longer than Shopee (Dwijantoro et al., 2021).

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According to the news channel (Databoks.katadata.co.id, 2021), in the first quarter of 2023, there were five top e-commerce sites with the highest number of monthly visits. Shopee led the way with an average of 157.9 million visits per month. Tokopedia came in second with an average of 117 million visits. Followed by Lazada which gets an average of 83.2 million visits per month. Meanwhile, BliBli has 25.4 million visits, and Bukalapak occupies the fifth position with 18.1 million visits per month. This data shows Shopee's dominance in terms of e-commerce site visits in Indonesia..

**Figure 1. E-Commerce with the Most Visitors in Indonesia**



Source: Katadata.co.id

Shopee is a popular e-commerce or electronic commerce company in Singapore founded by Forrest Li in 2009 and has been managed by the SEA Group since 2015. Apart from Indonesia, Shopee is also present in several Southeast Asian countries, such as Singapore, Vietnam, Thailand, Malaysia, and the Philippines (Wafa, 2020). Shopee provides various facilities that attract the attention of people who buy and sell online services. Lots of free shipping, providing a guarantee or refund guaranteed by the company if the seller does not send the goods or if the condition of the goods does not meet standards, and other features that are very easy to learn (Tempo et al., 2022). With the various conveniences offered by this online buying and selling media, Shopee makes Indonesian people increasingly interested in using this application.

Online buying and selling are influenced by consumer behavior in making purchasing decisions (Ayu, 2023). A purchasing decision is when consumers are confident about buying and carrying out transactions on online media (Sawhani, 2021). Before deciding to buy, consumers must choose the product or service they will take (Haekal & Widjajanta, 2016). The steps in making a purchasing decision cannot be separated from the consumer's attitude, so this is based on the consumer's habit of making purchasing decisions (Moser, 2016).

Consumer purchasing decisions in e-commerce are influenced by several factors, such as Islamic branding, online customer reviews, and taglines (Aisyah et al., 2022; Al Aradatin et al., 2021; Ardianti & Widiartanto, 2019; Budiman & Martini, 2023; Fitriya, 2017; Nurudin, 2023; Venzha & Maulina, 2022). Islamic branding is very influential in Indonesia, which has the world's largest Muslim population. One strategy is to use Islamic identities-such as Islamic words, Islamic names, and halal labels-to market products. This approach guarantees the quality of the product according to Islamic requirements (Nasrullah, 2015). This strategy not only attracts Muslim consumers but also builds trust and loyalty to the products being marketed.

According to Chua & Banerjee (2015), internet reviews are one of the most valuable sources of information that help consumers make purchasing decisions. Apart from reviews, taglines also have a significant influence on purchasing decisions. Tagline is an expression that accompanies a product brand to highlight its characteristics, so that the product is easier to recognize and remember (Azlin et al., 2022). Through a combination of positive internet reviews and a strong tagline, companies can more effectively attract consumer interest and increase sales of their products. This strategy not only strengthens brand identity but also helps build consumer trust and loyalty. The Shopee company also uses taglines in

advertising to communicate with potential buyers and attract consumers with attractive taglines. Shopee often changes its tagline. For example, when it first appeared in 2015, Shopee used the tagline "Buying and Selling on Mobile Phones." In 2016, Shopee changed its tagline to "Free Shipping throughout Indonesia." The use of this tagline has succeeded in making Shopee chosen by many because it can provide information to consumers that Shopee offers free shipping services throughout Indonesia (Junifar, 2021).

Based on Globalreligiousfuture data, Indonesia is the country with the largest Muslim population in the world, reaching 237.55 million people. That shows Indonesia is a potential producer market that can attract Muslim consumers. One of the strategies implemented is to market products with an Islamic identity, while guaranteeing quality in accordance with regulations set by the competent authorities (Nasrullah, 2015). Having a halal guarantee makes Muslim people more confident about their chosen products. This trust is the basis for consumers to make purchasing decisions and provide satisfaction when making transactions (Sharmila et al., 2023).

Several previous studies have examined the effect of Islamic branding on purchasing decisions. Fitriya (2017) and Nurudin (2023) state that Islamic branding has a positive and significant influence on consumer purchasing decisions. In addition, another factor that influences online purchasing decisions is online customer reviews. According to Ardianti & Widiartanto (2019), online customer reviews are a form of Electronic Word of Mouth (E-WOM). E-WOM provides a medium for consumers to read reviews from other users about products, services, and company reputation. Chua & Banerjee (2015) add that personal opinions and experiences shared in online reviews are a very valuable source of information in helping users make purchasing decisions. Budiman & Martini's research (2023) also shows that online customer reviews have a positive and significant effect on purchasing decisions. Thus, both Islamic branding and online customer reviews are important factors that can influence consumer behavior. Companies that want to increase sales should pay attention to these two aspects to build consumer trust and loyalty, as well as create effective marketing strategies that meet market needs. That is in line with research by Sitinjak & Silvia (2022) which shows that online customer reviews significantly and positively influence purchasing decisions. So, it can be concluded that online customer reviews are an important determining factor in purchasing decision-making.

Besides these two variables, taglines also have a significant effect on purchasing decisions (Osak & Pasharibu, 2020). Tagline is an expression that accompanies a product brand to emphasize its characteristics, so that the product is easier to recognize and remember (Azlin et al., 2022). The research results by Venzha & Maulina (2022) show that taglines positively and significantly affect purchasing decisions. Meanwhile, research by Haniscara & Saino (2021) states that the tagline variable hurts purchasing decisions.

The online shopping trend has become commonplace among Generation Z, also known as the Net Generation or Internet Generation (Isnawati, 2022). That is because this generation was born when the internet entered and developed rapidly in everyday life (Nisa et al., 2020). That is reinforced by the research results of Utamanyu & Darmastuti (2022), stating that Generation Z prefers to do everything online and makes the internet one of the main tools to meet their needs. The spread of the internet among young people also causes them to be more likely to choose online methods compared to conventional methods. Generation Z allocates most of their income to basic needs and shopping online (Ratnasari et al., 2022). Therefore, a deeper study is needed regarding the factors influencing online purchasing decisions made by students in Banda Aceh City at Shoopee.

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## 2. LITERATURE REVIEW

### The Relationship between Islamic Branding and Purchasing Decisions

Islamic branding uses names that reflect Islamic elements or emphasize the halal identity of the product. In practice, the brand used is always in accordance with sharia principles, so that Muslim consumers feel more trust and confidence in the quality and halalness of the product. This approach not only fulfills religious needs but also builds consumer trust and loyalty (Isnaini, 2022). Islamic brands encourage buyers to evaluate and then process information about the brands they see

and consider purchasing. According to Fitriya (2017) and Nurudin (2023), Islamic Branding positively and significantly influences purchasing decisions.

### Online Customer Review Relationships and Purchasing Decisions

Lackermair et al., (2013) stated that online customer reviews are another form of EWOM (Electronic Word of Mouth), consisting of consumer comments about products. Online customer reviews can be used to search for and explore information that functions to make purchasing decisions, consumer feedback, and recommendations on online shopping platforms. According to Ardianti & Widiartanto 2019); Guo et al., (2020); Hariyanto & Trisunarno (2021); dan Sudirjo et al., (2023), their research shows that online customer reviews have a positive influence on purchasing decisions.

### The Influence of Taglines on Purchasing Decisions

A tagline is a series of short sentences introducing a brand or company to consumers (Azizi & Yateno, 2021). The better and more interesting a tagline is, the greater its influence on purchasing decisions. According to Venzha & Maulina (2022); Erpurini et al., (2022); Najih & Edi (2024); dan Zed et al., (2024) research conducted shows that taglines have a positive impact on purchasing decisions.

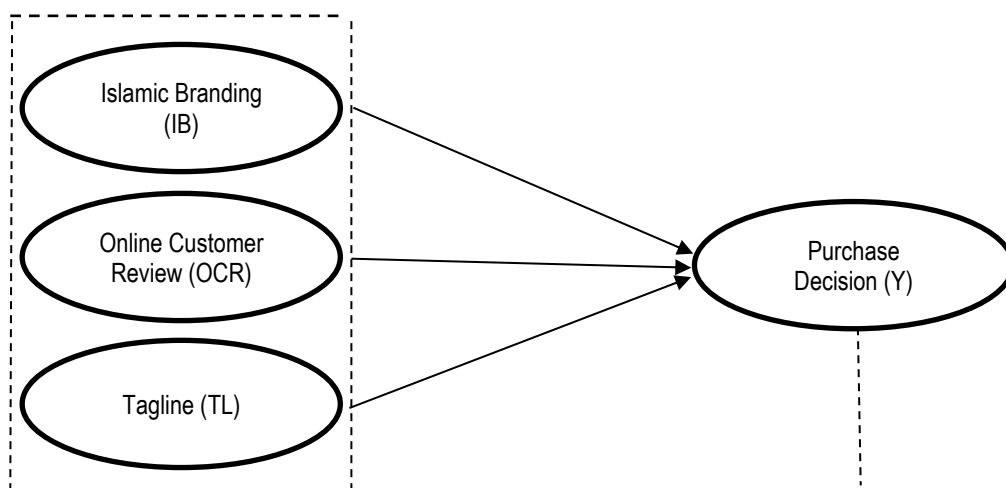
H1: Islamic Branding influences online purchasing decisions at Shopee among Banda Aceh City students.

H2: Online Customer Reviews influence online purchasing decisions at Shopee among Banda Aceh City students.

H3: Taglines influence online purchasing decisions at Shopee by Banda Aceh City students.

H4: Simultaneously, Islamic Branding, Online Customer Reviews, and Taglines also influence online purchasing decisions at Shopee by Banda Aceh City students.

**Figure 2. Conceptual Framework**



## 3. METHODOLOGY

The research explores the relationship between Islamic branding, online customer reviews, and taglines on purchasing decisions at Shopee by students in Banda Aceh City, Indonesia. The population in this research is all active students whose names are still registered at the universities that are the research locations, namely six universities (Syiah Kuala University, Ar-Raniry State Islamic University, Serambi Mekkah University, Bina Bangsa Getsempena University, Muhammadiyah University of Aceh, and Iskanda University Muda) located in Banda Aceh City, Aceh Province. Determination of the minimum sample size refers to Hair Jr et al. (2014), which states that the number of respondents must be adjusted to the number of question indicators in the questionnaire. This ensures the validity and reliability of the data obtained in the study. The number of indicators was multiplied by 5-10, so 160 samples were selected, obtained by multiplying 16 indicators by 10. Respondents were asked to choose the best item from their opinion using a five-point Likert type, consisting of 1 (strongly disagree), 2

(disagree), 3 (somewhat agree), 4 (agree), and 5 (strongly agree).

In the next stage, 16 questionnaires that had been designed were selected and distributed for testing, and the results were then evaluated. The questionnaire used comes from indicators for each variable raised, such as the Islamic branding variable with four indicators, online customer with five indicators, tagline with three indicators, and purchasing decision with four indicators. Invalid and unreliable statement items are then rewritten, refined, and corrected. After ensuring the respondents' correct understanding of the questionnaire and the validity and reliability of the item measurements, the questionnaire was distributed to 160 selected respondents in the final stage.

Multiple linear regression is used to identify the direction and how much influence the independent variable has on the dependent variable. This method helps understand the relationship and impact of each independent variable in predicting the dependent variable. In this analysis, there is a regression equation used to measure the influence of the independent and dependent variables, namely:

$$KP = \beta_1IB + \beta_2OCR + \beta_3TL + e$$

Meanwhile, IB is Islamic branding, OCR is online customer review, TL is the tagline, KP is the purchasing decision,  $\beta$  is the regression coefficient, and  $e$  is the error rate in the research.

## 4. RESULT AND DISCUSSION

### Result

As can be seen in Table 1, the majority of respondents were 115 women. Based on age, the majority of respondents were 17-25 years old, 160 people. Meanwhile, based on university origin, it is dominated by Syiah Kuala University with 56 people and 100 percent of them are Muslim and have made purchases at Shopee.

**Table 1. Characteristics of Respondents**

Gender	Frequency	Percentage (%)
Male	45	28,1%
Female	115	71,9%
Age	Frequency	Percentage (%)
17-25 years old	160	100,0%
Religion	Frequency	Percentage (%)
Islam	160	100,0
University	Frequency	Percentage (%)
Syiah Kuala	56	35,0%
Islam Negeri Ar-Raniry	42	26,3%
Serambi Mekah	41	25,6%
Bina Bangsa Getsempena	7	4,4%
Muhammadiyah	11	6,9%
Iskandar Muda	3	1,9%
Total	160	100%
Purchase on Shopee	Frequency	Percentage (%)
Once or more	160	100,0%

Total	160	100,0%
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Source: Primary, 2023 (processed)

### Validity and Reliability Test

Validity testing was carried out to ensure the validity of the questionnaire proposed in this study. A total of 16 questionnaires were declared valid because, based on the r-table value, the entire questionnaire was more significant than the calculated r-value of 0.155.

**Table 2. Validity Test Result**

No	Variable	Number of Questionnaires	Correlation Coefficient (Average)	Critical Value 5% (N=160)	Remarks
1	Islamic Branding (IB)	4	0,800	0,155	Valid
2	Online Customer Review (OCR)	5	0,911	0,155	Valid
3	Tagline (TL)	3	0,879	0,155	Valid
4	Purchase Decision (KP)	4	0,778	0,155	Valid

Source: Primary, 2023 (processed)

Reliability testing is used to find out whether the indicators of the variables are reliable or reliable. The reliability testing results in this study are reliable because the Cronbach's Alpha value of all the variables raised has exceeded 0.60

**Table 3. Reliability Test Result**

No	Variable	Total Item	Cronbach's Alpha		Remarks
			Value	Standart	
1	Islamic Branding	4	0,808	0,600	Reliable
2	Online Customer Review	5	0,947	0,600	Reliable
3	Tagline	3	0,851	0,600	Reliable
4	Purchase Decision	4	0,786	0,600	Reliable

Source: Primary, 2023 (processed)

### Classic Assumption Test

Classical assumption testing is carried out by conducting a series of tests such as normality, multicollinearity, and heteroscedasticity tests. The normality test results obtained a significance value of 0.200, meaning the value is more significant than 0.05, meaning the residual data is usually distributed. Then, the multicollinearity test results for each Islamic branding, online customer review, and tagline variable have a Tolerance value (0.541; 0.700; 0.454) > 0.10, this means that there is no relationship between the independent variables. This is also reinforced by the results of the Variance Inflation Factor (VIF) calculation, which shows that all independent variables have VIF values below 10 (1.848; 429; 2.205). It was concluded that in the observed regression model, there was no multicollinearity between the independent variables. This shows that the variables do not correlate with each other, so the regression analysis results are more reliable.

### Multiple Linear Regression Results

Multiple linear regression analysis of the influence and relationship between Islamic branding, online customer reviews, and tagline variables on purchasing decisions obtained the following equation:

$$KP = 0,338 IB + 0,247 OCR + 0,362 TL + e$$

From the results of the regression equation above, it is known that the research results are that the Islamic Branding variable regression coefficient value is 0.338 or 33.8 percent, explaining that every increase in Islamic Branding will increase purchasing decisions by 0.338 or 33.8 percent. Furthermore, the regression coefficient value for the Online Customer Review variable is 0.247 or 24.7 percent, explaining that every increase in Online Customer Review (OCR) will increase purchasing decisions by 0.247 or 24.7. Then, the regression coefficient value for the Tagline variable is 0.362 or 36.2 percent, explaining that every increase in the Tagline (TL) will increase purchasing decisions by 0.362 or 36.2 percent.

### Hypothesis Testing Results

Based on hypothesis testing that has been carried out on the influence of Islamic branding, online customer reviews, and taglines on purchasing decisions, it can be seen in the following table.

**Table 4. Partial Test Results (t-test)**

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	0.408	0.237	1,724	0,087
	IB	0.283	0.055	5,141	0,000
	OCR	0.265	0.062	4,272	0,000
	TL	0.315	0.062	5,045	0,000

Source: Primary, 2023 (processed)

The t test results in this study use a significance level of 5 percent with a t table value of 1.975. Based on these results, several conclusions can be drawn. First, the Islamic branding variable shows a calculated t value of 5.141 with a significance value of 0.000, which is smaller than 0.05. Because the calculated t value is greater than the t table, it can be concluded that Islamic branding has a positive and significant effect on online purchasing decisions at Shopee by Banda Aceh City students. Second, the online customer review variable has a calculated t value of 4.272 and a significance value of 0.000. Because the calculated t value is greater than the t table and the significance value is smaller than 0.05, it can be concluded that online customer reviews have a positive and significant influence on online purchasing decisions at Shopee by Banda Aceh City students. Third, the tagline variable shows a calculated t value of 5.045 with a significance value of 0.000. With a calculated t value that is greater than the t table and a significance value that is smaller than 0.05, it can be concluded that the tagline has a positive and significant influence on online purchasing decisions at Shopee by Banda Aceh City students. Thus, these three variables, namely Islamic branding, online customer reviews, and taglines, all have a positive and significant influence on online purchasing decisions on Shopee by students in Banda Aceh City.

### Simultaneous Test Results (F)

The f-value value obtained is 90.775, and a sig value of 0.000. With a significance level of 5 percent and  $df_1 (N_1) = k - 1 (4 - 1) = 3$  and  $df_2 (N_2) = n - k (160 - 4) = 156$ , the f-table value is 2.66, which means the f-value > f-table or  $90.775 > 2.66$ . Thus, the results of this calculation can be concluded that the Islamic branding, online customer review, and tagline variables significantly and simultaneously influence the online purchasing decision variable at Shopee by Banda Aceh City students.

**Table 5. Simultaneous Test Results (F-Test)**

Model	F	Sig
Regression	90.775	0,000 <sup>b</sup>

Source: Primary, 2023 (processed)

### Coefficient of Determination Test Results (R<sup>2</sup>)

It is known that the R Square value is 0.629, which means that there is an influence of the independent variables Islamic Branding, online customer reviews, and taglines, which together influence purchasing decisions by 0.629 or 62.9 percent. Meanwhile, the remainder (residual value) of the role of this variable is 0.371 or 37.1 percent (100 percent - 62.9 percent = 37.1 percent) influenced by other variables not involved in this research.

## Discussion

### The Influence of Islamic Branding on Purchasing Decisions

Regression testing results on the Islamic Branding variable obtained a t-value value of 5.141 and a t-table value of 1.975 with a sig value. 0,000. The results of this calculation show that the t-value value > t-table and the sig value. 0.000 < 0.05 so that a decision can be made that the Islamic branding variable has a positive and significant effect on online purchasing decisions at Shopee by students in Banda Aceh City.

Islamic Branding is the use of product names related to Islam that indicate the halal identity of a product (Nasrullah, 2015). Islamic Branding influences purchasing decisions for Shopee e-commerce users because Muslim consumers prefer products that comply with Sharia principles when purchasing, namely products with Islamic elements (Islamic Branding) and are labeled halal because the products consumed are precise and tested. Halal. That is in line with research conducted by Fitriya (2017) and Nurudin (2023), which revealed that Islamic Branding has a positive and significant influence on purchasing decisions.

### The Influence of Online Customer Reviews on Purchasing Decisions

The regression testing results on the online customer review variable obtained a t-value value of 4.272 and a t-table value of 1.975 with a sig value. 0,000. This calculation shows the t-value value > ttable and the sig value. 0.000 < 0.05 so that a decision can be taken that the online customer review variable positively and significantly affects online purchasing decisions at Shopee by students in Banda Aceh City.

Lackermair et al. (2013) stated that online customer reviews are another form of EWOM (Electronic Word of Mouth) consisting of consumer comments about products. Usually, the reviews given are accompanied by photos and videos of the products received so that potential consumers can get an idea of the quality of the product. Consumers tend to choose products with the best reviews, so they can be more confident buying products on Shopee e-commerce. The results of this study are research conducted by Guo et al., (2020); Hariyanto & Trisunarno (2021); Sudirjo et al., (2023); dan Ardianti & Widiartanto (2019) in their research showed that online customer reviews have a positive influence on purchasing decisions.

### The Influence of Taglines on Purchasing Decisions

Regression testing results on the tagline variable obtained a t-value value of 5.045 and a t-table value of 1.975 with a sig value. 0,000. The results of this calculation show that the t-value value > t-table and the sig value. 0.000 < 0.05 so that a decision can be made that the tagline has a positive and significant effect on online purchasing decisions on Shopee for students in Banda Aceh City.

A tagline is a series of short sentences introducing a brand or company to consumers (Azizi & Yateno, 2021). Taglines influence the purchasing decisions of Shopee e-commerce users because the taglines conveyed are unique, easy to remember, engaging, and different from other e-commerce. When a tagline is easy to remember, it will be embedded in the



minds of consumers, creating curiosity regarding a product/service and ultimately influencing purchasing decisions. Taglines have also greatly influenced Shopee's development to date because they have successfully attracted many new customers. To shop on Shopee. The results of this research are research conducted by Erpurini et al., (2022); Najih & Edi, (2024); Venzha & Maulina (2022); dan Zed et al., (2024), who found that taglines had a positive and significant influence on purchasing decisions on Shopee.

### **The Influence of Islamic Branding, Online Customer Reviews, and Taglines on Purchasing Decisions**

Based on the results of simultaneous testing, the  $f$ -count was 90.775, while the  $f$ -table was 2.66 with a sig value. 0,000. The results of this calculation show that the  $f$ -count value  $>$   $f$ -table and the sig value.  $0.000 < 0.05$  so that a decision can be taken that Islamic branding, online customer reviews, and taglines influence online purchasing decisions at Shopee by students in Banda Aceh City. The obtained R Square is 0.629. The R Square value explains the role of Islamic branding, online customer reviews, and taglines in influencing purchasing decisions, which is 0.629 or 62.9%. Meanwhile, the remainder (residual value) of the role of this variable is 0.371 or 37.1%, influenced by other variables not involved in this research.

## **5. CONCLUSIONS**

This study empirically investigates and analyzes the influence of Islamic branding, online customer reviews, and taglines on online purchasing decisions by students in Banda Aceh City at Shopee. Based on multiple linear regression techniques, this study found that the benefits of Islamic branding, online customer reviews, and taglines significantly influence online purchasing decisions by students in Banda Aceh City at Shopee. That shows that the majority of Acehnese people are Muslim and pay attention to products with Islamic nuances. Apart from that, consumers who want to buy a product can improve their purchasing decisions based on the experience of other consumers who have bought the same item. Likewise, the fitting tagline will be embedded in consumers' minds, creating consumers' minds, creating a desire to buy the product. The existence of Islamic branding and good online customer reviews will greatly determine online purchasing decisions at Shopee.

A limitation of this research is that the purchasing decision variables only include Islamic branding, online customer reviews, and taglines. This research still cannot fully reveal the factors influencing purchasing decisions on Shopee e-commerce. This research also found only 62.9% of the factors that influence purchasing decisions, while 37.1% of other factors were not examined in this research. The research object is also unlimited, where researchers are still researching Shopee e-commerce globally, not fixating on one product on Shopee. Apart from that, this research has limitations regarding its sample because it only examines students from 6 universities in Banda Aceh.

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