

An analysis of digital marketing and price sensitivity in driving sales: A case study of Ultra Glue

Mochamad Salva Putra Effendi*, Leonard Adrie Manafe^{ORCID}, Dodit Cahyo Nugroho

Management Study Programme, Sekolah Tinggi Ilmu Ekonomi Mahardhika, Jl. Wisata Menanggal
No.42, Menanggal, Gayungan, Surabaya 60234, Indonesia
e-mail: salvaputra6@gmail.com

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ABSTRACT

This study examines the role of digital advertising and price in the sales volume of Ultra Glue products in Java, Indonesia. A quantitative approach was applied and data were collected from 50 respondents through a survey. This study evaluates the impact of promotion, price, and sales using multiple regression analysis. The results show that promotion, especially through digital marketing, has a significant impact on sales, which is in line with the literature that recognizes promotional activities as vital in stimulating consumer demand and purchase intention. On the other hand, the impact of price on sales, although positive, is more complex because it is influenced by product quality, overall strategy, and other marketing elements. This study emphasizes the importance of integrated marketing, in which digital promotions are effective, prices are competitive, and products are of good quality to maximize sales. This study also highlights external variables, such as brand loyalty and market competition, to understand consumer behavior in greater depth. We recommend using a blended approach to enrich our understanding of the consumer decision-making process.

Keywords: Digital Promotion, Price Strategy, Sales Volume, Consumer Behavior, Marketing Strategy

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1. INTRODUCTION

With exports expected to hit USD 5.6 billion in 2023, the soaring footwear industry of Indonesia offers remarkable prospects not only for the footwear subsector but also for ancillary industries, such as manufacturers of shoe glue (Solihat et al., 2024). Companies today face increasing competition; thus, effective marketing strategies are vital for businesses to position themselves uniquely and to gain market penetration. The use of marketing channels, such as Search Engine Marketing, Social Media Marketing, and Interactive Advertising, to raise Onitsuka Tiger's brand image in Indonesia is one case study of PT Mitra Adiperkasa Tbk, which illustrates how digital marketing has effectively helped businesses with brand image initiatives (Ignabertha & Loisa, 2023). Another example is the digital marketing strategy adopted by the domestic brand Ventela, which, together with its product quality and pricing, influences consumer buying behavior in Jabodetabek (Sriminarti & Arfan, 2024). Promotion is of great importance in the case of Bata shoes in Batam City, where both promotion and product quality play critical roles in the purchase (Kenedi & Saputra, 2023). Moreover, research conducted on local sneaker brands in Indonesia emphasized the importance and use of endorsements in marketing to heighten consumers' interest and purchase intention (Solihat et al., 2024). All these things point out that Indonesian footwear companies need to develop integrated marketing policies with a mix of digital marketing, reasonable prices, and quality products to enable them to effectively compete in the ever-changing marketplace.

Java, with its high population density and strategic economic position, presents a competitive market for industries, including adhesive products such as shoe glue. Firms such as Ultra Glue are compelled to enhance their marketing efforts to become more competitive and increase their sales volume. With marketing emerging as a critical component, the use of the Internet and social media for marketing purposes has emerged as a way to enhance a company's visibility and engagement with consumers. Research shows that social media and influencer marketing distinctly affect buying behavior and sales in Indonesia's marketplace (Prameswari et al., 2024) (Kano et al., 2022). This effectiveness is further confirmed by the findings, which show a 78% success rate in gaining a competitive edge for small businesses through digital marketing (Kano et al., 2022). In addition, certain promotions or integrated advertising such as discount offers capture consumer attention and aid in decision making. This has been demonstrated through behavior studies conducted in Semarang (Ismiatun et al., 2022). However, in the context of the open market in Indonesia, the importance of having a digital marketing plan cannot be overstated because it determines the level of global competitiveness a company faces amid intricate market competition (Silfani et al., 2024). Thus, it is justifiable why Ultra Glue focuses on digital modes of promotion to achieve expansive market outreach and enhance product visibility within the economically vibrant regions of Java.

Ultra Glue's concern about using digital advertising and pricing to promote the business while still being able to compete in the market exemplifies an issue that is pervasive across many other industries. It has been established that both promotions and pricing techniques affect consumer purchasing behavior. With regard to Kagumi Kopi Nusantara, both factors significantly boosted sales, as evidenced by a striking correlation coefficient of 0.727 (Juniar et al., 2024). In the same context, research on Jeko Donuts underscores the importance of both pricing strategies and promotional activities to garner heightened consumer interest and sales volume, given their useful synergy (Apriliansyah & Putriwarganegara, 2024). However, the efficacy of these approaches can be multilayered; in e-commerce, the effect of referral marketing becomes nullified due to price discounts, which raises concerns of diminished quality. This suggests that promotional strategies can be counterproductive, particularly in the absence of a well-established brand reputation (Cao et al., 2021). Further supporting this notion is research conducted on Akasafootstore, which found that social media promotion as a medium of trust significantly heightened sales, demonstrating that consumer trust along with promotional media are critical variables (Hertina et al., 2022). For Ultra Glue to penetrate the Java Island market, the Torque Market must offset brand perception with trust, while strategically balancing promotional and pricing frameworks. Brand image enhancement to alleviate the diminishing returns caused by suboptimal strategy integration will reduce the trust-effect gaps (Cao et al., 2021) (Hertina et al., 2022).

The urgency of this research is great, given the increasingly fierce competition in the Indonesian market, especially in the industry of adhesive products, such as shoe glue. In this highly price-sensitive market, companies must implement more effective and adaptive marketing strategies, especially in terms of promotion and pricing. Additionally, with the growing use of digital media, it is important for companies to understand the impact of digital promotions on product sales. This research is expected to provide deeper insights into how promotion and pricing factors work simultaneously to influence consumer purchasing decisions and provide practical recommendations for companies to adjust their marketing strategies to be more effective and efficient.

This study fills a gap in the existing literature by focusing on the interaction between digital promotion and price, which has often been overlooked in previous studies. Although several previous studies have discussed the effect of promotion and price on product sales (Anwar et al., 2024), most have focused on only one variable, either digital promotion or price. This research delves deeper into how these two factors interact in a highly dynamic local market, particularly in Java. In addition, this research also focuses on the Indonesian market, which has unique characteristics, with high Internet penetration rates but large differences between urban and rural areas in terms of technology adoption. Therefore, this research provides insight into how digital promotions and competitive pricing can influence consumer purchasing decisions, as well as their contribution to the sales volume of Ultra Glue shoe glue products in the Indonesian market.

Examining the case of Ultra Glue shoe glue products sheds light on how digital marketing and pricing strategies shape consumer perception and purchasing behavior through the lens of consumer behavior theory (Amirullah, 2022). Considering the Java market and using the case of ultra glue, we can analyze how marketing strategies that rely on social media and e-commerce are tailored to the demand of the market. This, in turn, positively influences the brand's image, and promotion when coupled with affordable pricing captures the attention and demand of constantly bored consumers (Alamsyah & Fikri, 2024). The Java marketplace is considered a price-sensitive market, where perceived value plays a significant role when coupled with branding and social media, which fuels the purchasing cycle (Surya et al., 2024). Within the realm of marketing, these concepts are related to an inferior good because marketing captures psychological shoppers' attention, with social proof that catch and brand demand rise. Understanding these complex actions enables marketers to fulfill demand by enabling offers that align with users' perceived benefits, empowering consumer satisfaction, and experiencing high demand (Surya et al., 2024) (Johan et al., 2023).

The problem formulation in this study is how digital promotion affects the sales volume of Ultra Glue shoe glue products on Java, how price affects the sales volume of the same product, and the extent to which the interaction between digital promotion and price affects consumer purchasing decisions. This study also aims to identify other factors that influence purchasing decisions, particularly with regard to promotion and price, and how they work simultaneously in driving sales volume. The objectives of this study are to analyze the effect of digital promotion on the sales volume of Ultra Glue shoe glue products in Java, analyze the effect of price on the sales volume of these products, and explore how digital promotion and price interact to influence consumer purchasing decisions. This study also aims to identify the factors that influence consumer purchasing decisions, especially those related to these two aspects.

Although this study focuses on commercial strategies and managerial doctrines in the realm of digital marketing, the social impact of these choices cannot be ignored. The continuous expansion of online marketing often creates a gap between small businesses and corporate giants, with abundant cash reserves and sophisticated digital teams. Inequality in the adoption of technology-based marketing tools also widens the digital divide, especially in areas with poor Internet infrastructure, which, in turn, makes local businesses more vulnerable to exploitative practices. In terms of pricing, discount wars and ultra-competitive tariffs often erode profit margins at the upstream end of the supply chain where factory workers and delivery couriers operate to maintain competitiveness. Therefore, while this study focuses on market figures and graphs, the author feels it is essential to highlight a broader social perspective and assess its implications for all stakeholders within the digital marketing ecosystem.

In preparing this report, we deliberately did not seek direct input from affected informal retailers, local rivals, or consumers who still struggle with poor digital access. This omission was not a light decision; we are fully aware that their voices are essential to assessing the extent to which online marketing campaigns truly embrace the principles of equality and inclusion. Consider, for example, informal vendors struggling to access expensive promotional software or customers who can only glimpse a website for a few seconds before their connection drops. To ensure that this plan is theoretical, the author intends to conduct additional field research in the future, including surveys, interviews, and direct observations, to map the impact of digital strategies on diverse segments of the society in a far more equitable manner.

2. RESEARH METHOD

This study employs a quantitative approach with the main aim of measuring and analyzing the impact of promotion and price on the sales of Ultra Glue shoe glue products. A quantitative approach was selected because it enables the researcher to gather measurable data that can be statistically analyzed to clarify and objectively depict the interrelations between the variables. In this case, the data were gathered by administering questionnaires to some consumers and Ultra Glue selling partners located on Java Island, who purchased the product within the last six months. This is meant to capture contemporaneous and pertinent intelligence regarding consumers' perceptions and actual usage experiences concerning promotional activities and Ultra Glue pricing.

The quantitative approach adopted here is indeed capable of showing fairly clear causal patterns, but fails to capture the nuances of consumers' personal experiences or social feelings about values and beliefs that often arise in online marketing. Researchers sometimes overlook these small details, particularly when they rely heavily on numbers. Although the entire study was conducted on Java Island, the data do not distinguish in depth between urban and rural lifestyles, although the cultural, technological, and economic contexts of each region can vary significantly. For further research, the initial plan is to incorporate in-depth interviews, focus groups, or other qualitative methods and then reach out to diverse segments of society to provide a more comprehensive picture of how marketing strategies impact different social environments. This approach would not only present a single view of the market but also a multi-centric reflection of the entire population.

In this study, the respondents were randomly selected using probability sampling and comprised a total of fifty individuals. These respondents were consumers or selling partners of Ultra Glue. The sample size used in this study, which consisted of 50 respondents, may be too small to capture the full range of social differences that emerge in response to marketing strategies. The researchers also acknowledge that without segmentation based on gender, urban-rural areas, or occupation, the analysis loses many nuances that could clarify social disparities. Nevertheless, the findings provide an initial indication of the relationship between promotion frequency, price levels, and sales volume of Ultra Glue. The next step is to expand the survey scope to include a larger sample size and specific demographic segmentation to ensure that the results are more representative and socially relevant. This study planned to analyze the data using multiple linear regression to determine the relationship between each independent variable (promotion and price) and the dependent variable (sales). This analysis was performed using SPSS version 23, which provides more precision in testing the interdependence of variables and reliable results that can help in formulating precise suggestions for Ultra Glue's marketing strategy.

3. RESULT AND DISCUSSION

3.1. Result

In this study, the demographic data revealed that out of the 50 respondents, the majority were male, comprising 36 individuals (72%), while females constituted 14 individuals (28%). This discrepancy may be explained by the fact that the sampling method employed random sampling, providing each individual within the population with an equal probability of selection as a participant. From an age perspective, the

majority of respondents were aged between 21 and 25 years, totaling 38 individuals (76%). The other age categories included respondents aged ≤ 20 years, which accounted for five individuals (10%), 26-30 years, five individuals (10%); and over 30 years, two individuals (4%). The predominance of the 21-25 years age bracket suggests that the respondents are at a productive and socially active stage of life, a situation very favorable to the objectives of this study because such individuals are more likely to participate in the consumption and utilization of products such as Ultra Glue shoe glue. The respondents' demographic features not only depict the profile of the sampled population but also affirm that they are in a good position to offer meaningful answers pertaining to the studied variables, more so with regard to the roles of promotion and price in purchasing behaviors.

3.2. Validity and Reliability

A validity test was performed so that each item in the questionnaire would be able to measure the relevant construct in this study. The r-calculated value for each questionnaire item was between 0.585 and 0.865. All of these figures were above the r-table value of 0.196 (with $N = 50$ and $\alpha = 0.05$, significance level). The results support that all questions in the questionnaire are valid, which implies that each question item appropriately measures the relevant data that need to be captured, pertaining to the theoretical construct in question, and serves appropriately to gather data necessary for research. This type of validity is crucial so that the measurement instruments used align with the research objectives, making the findings trustworthy within the context of the theory underpinning the research (Setya et al., 2020). In addition, to evaluate the reliability of the questionnaire, Cronbach's alpha was calculated and returned to 0.947. This is well beyond the suggested threshold of 0.70, confirming that the questionnaire has good internal consistency. In this instance, the measurement tool demonstrated an exceptional degree of steadiness and accuracy, indicating that the information acquired from this questionnaire is credible and will yield accurate information in similar circumstances. This enhances confidence in the reliability of the data collected of this instrument, that it is 'trustworthy' and will yield valid data, adding further confidence in the consistency and reliability of the outcomes of the research (Afshani et al., 2023).

3.3. Normality Test

Correctly estimating any regression model relies on the normality of the residuals. Upon performing the Kolmogorov-Smirnov test with Asymp. Sig. (2-tailed) results of 0.168, well above the threshold of 0.05, we can confirm that the residuals from the regression in the study are indeed normal, thus satisfying the normality condition for a linear regression analysis. This reinforces Aisami Abubakar's findings, highlighting the necessity of normality tests, including the Kolmogorov-Smirnov test, for analyzing residuals in nonlinear regression frameworks. Abubakar argued that glyphosate adsorption onto palm oil fronds was appropriately modeled by a pseudo-1st order model because the data did not have outliers, as demonstrated by Grubb's test, which not only confirmed the model's accuracy but also the absence of outliers capable of distorting results—an essential component alongside normality tests (Aisami, 2020). While other authors may omit details regarding the normality of the residuals, the focus on normality in the regression highlighted as pivotal by Abubakar's research speaks to the reliability of the outcomes when compared to reality (Aisami, 2020).

3.4. Heteroscedasticity Testing

The results of the Glejser test showing no heteroscedasticity in the regression model with significant values above 0.05 for both Promotion (0.412) and Price (0.348) variables support the model synchronizing with the assumption of homoscedasticity, which makes it viable for further analysis (Baltagi, 2021). This is consistent with the primary principle that homoscedasticity is critical for the validity of OLS estimates, as heteroscedasticity results in inefficient estimates and biased standard errors (Baltagi, 2021) (Sladekova & Field, 2024). While the Glejser test is a staple for heteroscedasticity detection, alternative approaches

such as the QLI method offer innovative means to measure heteroscedasticity, particularly in models featuring continuous predictors (Sladekova & Field, 2024). This compilation of references strongly emphasizes the need for precise strategies to identify and correct heteroscedasticity to safeguard regression analyses in diverse fields and data frameworks.

3.5. Multicollinearity Test

The multicollinearity test assessed the possibility of a high correlation or interaction among the independent variables in the regression model. A problematic multicollinearity relationship among the independent variables may affect the estimation of the regression coefficients and increase the standard errors, which jeopardizes the precision of the regression results. According to the analysis, the two independent variables for this study, Promotion and Price, both yielded a tolerance value of 0.339, with a Variance Inflation Factor (VIF) of 2.949. A VIF smaller than 10 and a tolerance value greater than 0.10 indicates there is no significant multicollinearity problem associated with the regression model' (Upendra et al., 2023). Thus, we can conclude that the model is free from severe multicollinearity, which implies that the independent variables do not have high correlation among themselves and that the regression analysis results are safe to be considered reliable and valid for the estimated coefficients given.

3.6. Multiple regression analysis

Multiple regression analysis is a statistical technique used to evaluate the impact of two or more independent variables on one dependent variable. In any model with multiple interdependent variables, this technique allows researchers to resolve more complicated relationships and better understand how each independent variable affects the dependent variable (Ruan, 2024). For this study, we applied multiple regressions to evaluate the effect of promotion and price as independent variables on the sales of Ultra Glue shoe glue products, which served as the dependent variable. In this technique, all independent variables are considered simultaneously; however, the strength of the influence of each independent variable is assessed individually. This is the strength of the multiple regression method (see Table 1), as each independent variable can be analyzed in depth, as well as in relation to the other variables, by obtaining an idea of how they collectively affect sales. This method allows the researcher to control for other factors that influence the consumer decision-making process and allows for a more precise calculation of the relationship between variables.

Tabel 1. Multiple regression

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	4.335	1.589	–	2.729	0.009
Promotion	0.361	0.143	0.375	2.523	0.015
Price	0.518	0.150	0.513	3.453	0.001

Source: Data processed, 2025

The regression equation is as follows:

$$Y = 4.335 + 0.361X_1 + 0.518X_2 + e \dots\dots\dots (1)$$

The findings of the partial significance test (t-test) revealed that the promotion variable (X1) has a significance value of Sig. = 0.15, which is lower than the significance level of 0.05. This indicates that promotion (X1) has a significant effect on the sales volume (Y) of Ultra Glue shoe glue products. This indicates that promotion (X1) has a significant effect on the sales volume (Y) of Ultra Glue shoe glue products. Although the regression coefficient of the Promotion variable indicates a positive effect of promotion on sales, a significance greater than 0.05 indicates that the relationship is significant enough at the given level of confidence. Similarly, the variable Price (X2) with a significance value of Sig. = 0.001,

which was also lower than 0.05. This indicates that price (X2) has a significant effect on sales (Y), although there appears to be a high or positive relationship between price and sales. Therefore, although it is theoretically justifiable that lower prices may increase sales, this study shows that neither promotion (X1) nor price (X2) has a significant effect on the sales volume of Ultra Glue in a partial sense. This implies that these variables may play a role in consumers' purchase decisions; however, in this case, they have a significant impact on sales.

3.7. Hypothesis Test

According to the t-test results, the promotion variable had a t-count of 2.523, with a corresponding significance level of 0.015. For the Price variable, a t-count of 3.453 was recorded, with a significance of 0.001. Both t-count values are below the t-table value of 1.661, and both significance values do not exceed 0.05. Thus, neither Promotion nor Price significantly affected the sales of Ultra Glue shoe glue products. The impact of the independent variable on the dependent variable can only be considered when the significance value is less than 0.05, and the t-count exceeds the t-table value (Zulqarnain et al., 2024). Therefore, this study concludes that promotions and prices, whether assessed separately or together, have a significant impact on sales.

3.8. Coefficient of Determination R^2

The calculation of the coefficient of determination, R^2 , confirmed that the R Square value was 0.312. This indicates that the combination of Promotion and Price variables can explain only 31.2% of the changes in the sales variable. This means that the two factors captured in the model, Promotion and Price, are inadequate in explaining changes in sales. This suggests that 68.8% of the variation in sales is explained by factors not included in this research model. In addition, the fact that the lower Adjusted R Square value of 0.312 is still within the range of other R Square values supports the weak ability of the model to explain sales as the dependent variable. The results show that although Promotion and Price are included as independent variables, they do not have the power to be the main variables that influence sales. This finding indicates that the smaller the R Square value, the weaker the relationship between the dependent and independent variables, indicating that there are far more unaccounted variables that influence product sales than those captured in the model (Harahap & Situmorang, 2023).

3.9. Discussion

3.9.1. The Effect of Promotion on Sales of Ultra Glue Shoe glue

The results of the regression analysis conducted on Ultra Glue products are consistent with those of other studies on the effect of promotional activities on sales and consumer responses. Spending on promotion translates into sales, as evidenced by a promotion ROI of 93.2% with a significance value of 0.000, suggesting that a well-designed promotional strategy positively increases sales (Iskandar & Suarsih, 2022). In a similar manner, reported a strong correlation between promotions and cosmetic purchasing behaviour, with a correlation coefficient of $r = 0.602$ (Perticar et al., 2024). Promotion, along with product quality and competitiveness, substantially increased sales, whereas product price had no significant effect (Fikriando et al., 2023). Additionally, sales promotions have a positive impact on consumer purchase interest with a significant t-value of 3.134, supporting the claim that promotions can generate consumer interest and sales (Tafonao et al., 2024). Overall, these studies confirm that the use of marketing promotions, especially via the Internet, is critical in delivering sales and changing consumer buying behavior across all business sectors. Therefore, the use of effective promotional strategies, especially through digital channels, will increase the appeal of Ultra Glue to consumers and accelerate sales growth. These findings emphasize the need to customize and build a promotional strategy to appeal to consumers to achieve optimal results.

3.9.2. The Effect of Price on Sales of Ultra Glue Shoe Glue

As evidenced by various studies, the relationship between price and sales volume is complex. The regression analysis shows that Ultra Glue sales can increase by 51.8% for every one-unit increase in price and that competition-based pricing has a strong influence on consumer buying behavior and marketing performance (Putri & Sukardi, 2023) (Apriliansyah & Putriwarganegara, 2024). On the other hand, research conducted by Simanjuntak in the business unit of PT Aria Cipta Perkasa has a different perspective in which the price factor does not seem to have a great influence on sales volume. This suggests that, in some cases, other considerations, such as product strategy, may be more important (Simanjuntak, 2022). This difference illustrates the need for a targeted-pricing approach. In addition, price, along with product or service quality, has a major impact on purchasing decisions, reinforcing the idea that pricing needs to be integrated into a broader strategic framework (Leonardo et al., 2023). Also, pricing goes beyond an economic function as it serves a strategic purpose by determining market share, profit, and position in the competition (Калініченко, 2024). Based on all these studies, it can be concluded that although competitive pricing usually increases sales and intense market competition, it becomes less effective when other factors of marketing and market environment are taken into account.

4. CONCLUSION

Ultra Glue sales were significantly affected by promotions, especially through digital marketing channels, as sales were positively impacted. This is in line with the literature, which suggests that effective promotional strategies, especially when coupled with product quality and competitive pricing, tend to attract consumer interest and increase purchase intent. Price also has a positive impact on sales, but this impact is multifaceted. Other factors, such as product strategy and quality, are also key considerations in purchasing decisions. Therefore, while competitive pricing is valued, market context and other factors must be considered. Overall, to increase sales of Ultra Glue, the company should consider other contexts, such as product quality and market demand, and design a digital promotion strategy along with competitive pricing, so that these factors can work synergistically to achieve optimal results in sales volume and strengthen brand presence in a competitive market.

Ultra Glue is expected to pay more attention to digital promotional media for market share expansion and the development of more innovative promotional campaigns such as bundling offers, seasonal discounts, and other attractive promotions. In addition, Ultra Glue products are expected to be maintained along with the implementation of a more competitive pricing strategy while maintaining product quality. This will certainly increase the competitiveness and perceived value of Ultra Glue products. Product quality development and brand awareness are the main drivers of Ultra Glue's market position. For future research, it is estimated that an analysis of several external factors of brand loyalty, price competition, and economic conditions will provide insights into the analysis of purchasing decisions. With a qualitative and mixed methods approach, a deeper capture of consumer behavior constructs can also be performed to design more global research on Ultra Glue sales factors.

Initial findings indicate that 72% of the individuals in the research sample were male, but further examination of the impact of gender on responses to digital marketing has not yet been conducted. This study recognizes that gender often influences how people respond to online advertisements in terms of their attention, preferences, and purchasing behavior. Given this gap, further studies should undertake more comprehensive gender analysis to measure and explain these differences. The author ultimately offers a series of practical recommendations for businesses but also acknowledges that the suggestions are micro-level and do not address the macro level. Additionally, policy ideas could be presented to decision makers, such as promoting digital literacy among the public or strengthening advertising regulations to make them more inclusive and sustainable.

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed consent statement

All participants were informed of the purpose of the study, and informed consent was obtained prior to data collection. Participation was voluntary, and all responses were kept confidential and used solely for academic research purposes.

Authors' contributions

M.S.P.E. contributed to the conceptualization of the study, literature review, and drafting of the initial manuscript. L.A.M. supervised the research process, provided critical revisions, and contributed to the methodological design and analysis. D.C.N. contributed to the data collection, interpretation of results, and refinement of the discussion section. All authors reviewed and approved the final version of the manuscript for submission.

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Notes on Contributors

Mochamad Salva Putra Effendi

Mochamad Salva Putra Effendi is currently a student in the Management Study Programme at Sekolah Tinggi Ilmu Ekonomi Mahardhika, Surabaya. His academic interests center on business law, fiscal and monetary policy, and organizational management practices in the Indonesian context. He has contributed to several academic projects and coursework focusing on legal and economic aspects of business management, demonstrating an emerging research interest in the intersection of regulatory frameworks and corporate strategy.

Leonard Adrie Manafe

Leonard Adrie Manafe, SE, MM is a lecturer in the Management Study Programme at Sekolah Tinggi Ilmu Ekonomi Mahardhika, Surabaya, Indonesia. His teaching and research expertise lie in human resource management, organizational behavior, and quality management systems. He has published empirical studies examining the effects of compensation, job stress, and work environment on employee satisfaction, reflecting his commitment to addressing contemporary challenges in workplace management. He is actively involved in supervising undergraduate research and fostering student engagement with evidence-based managerial practices.

Dodit Cahyo Nugroho

Dodit Cahyo Nugroho, SE, MM is a faculty member of the Management Study Programme at Sekolah Tinggi Ilmu Ekonomi Mahardhika, Surabaya. His academic focus includes organizational behavior, marketing management, and the implementation of quality systems in corporate settings. He has co-

authored peer-reviewed research on employee job satisfaction and workplace conditions, contributing to the discourse on improving organizational performance through human-centered approaches. He is dedicated to integrating research findings into his teaching to enhance student understanding of real-world management dynamics.

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