

Repurchase Intentions in Focus: Unraveling Membership Programs, Omnichannel Strategies, and Digital Marketing Effects

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ABSTRACT

Customers play a vital role in business success and cannot be ignored. Since customers are the primary driver behind the founding of a firm, competitors will strive to win over new clients. Many businesses are looking for ways to retain their regular customers due to their propensity to repurchase the products the business sells. The development of lifestyle regarding facial care / skincare has resulted in many new businesses in the beauty sector, giving rise to competition between businesses. This study aims to investigate the effects of membership programs, omnichannel strategies and digital marketing on repurchase intention on Sociolla Bali. This study employs multiple linear analysis methods using SPSS 26, the findings show that (1) membership programs have a positive influence on repurchase intention; (2) omnichannel strategy has a positive effect on repurchase intention; and (3) digital marketing has a positive effect on repurchase intention. This means that the better the membership program, omnichannel strategy and digital marketing at PT Social Bella Indonesia (Sociolla) Bali, the better the interest in repeat purchases from consumers.

Keywords: Digital Marketing, Membership, Omnichannel Strategy, Repurchase Intention

INTRODUCTION

Businesses of today assist a large number of customers in meeting all of their needs. These demands range from intermediate to tertiary needs in addition to primary needs. Businesses are able to create new business prospects by taking advantage of the growing wants, desires, and lifestyles of individuals. Customers play a vital role in business success and cannot be ignored. Since customers are the primary driver behind the founding of a firm, competitors will strive to win over new clients. Numerous businesses are searching for strategies to hold onto their loyal clients because doing so allows them to earn their loyalty and increase the likelihood that they will utilize the company's services or goods in the future.

Taking care of one's appearance and skin health, particularly facial skin, has evolved into a lifestyle. This draws businesses to enter this industry. Because there are so many stores offering the same products, the proliferation of new firms in the cosmetics industry confuses consumers when it comes to making judgments. From this vantage point, businesses can, nevertheless, explore for unique strategies to pique the interest of customers in their products through offerings in terms of quality, pricing, promotions, services, and other areas.

This increasing need for skincare and cosmetics has apparently encouraged Chrisanti Indiana to create a special platform that makes it easier for women to be able to buy beauty and skincare products according to their needs. This platform is called Sociolla. Sociolla is a cosmetics shop that has been providing various quality and genuine beauty products since 2015. Sociolla collaborates directly with national distributors and official brand owners in Indonesia to ensure that every product that consumers buy is genuine with certification from the Food and Drug Supervisory Agency (BPOM). In addition to being genuine, Sociolla products are also stored with care, as attested to by the company's operations management, in accordance with global norms and the brand owner's storage recommendations. Keeping up with former clients is one of a businessman's challenges. Bain & Company research indicates that a 5% improvement in client retention can result in a 75% increase in business earnings. Sociolla developed an application for a customer loyalty program in the form of a loyalty point system called SOCO points. Every time you make a contribution to SOCO or shop at Sociolla, you will receive incentives known as SOCO Points. These points can later be redeemed for a variety of alluring, special gifts.

Effective Customer Relationship Management (CRM) can help a business acquire and keep consumers, which will always enhance its market share and provide it a competitive edge over rivals in the industry, according to a study by Fiiwe et al. (2023). Businesses and their staff will become more productive and efficient in an attempt to meet client expectations or satisfaction through CRM. Repeat purchase from this also results in the development of devoted customers. In contrast to Kim and Byun's (2022) research, his study discovered no discernible association between customer relationship commitment and repurchase intentions.

The next step up from multichannel is omnichannel, which allows customers to receive real-time updates on changes. This omnichannel approach can facilitate customers' search for information about the products being offered in the business world, particularly in the retail sector. Indirectly, this omnichannel approach makes it easier for business owners and their customers to communicate. Omnichannel marketing is, to put it simply, a multichannel sales strategy that emphasizes offering a smooth customer experience to customers who shop online, via laptops, mobile devices, or physical storefronts (Cinthya, 2023).

Digital marketing is an additional tactic that a company may use. The goal of digital marketing is to reach potential customers through online communication channels by utilizing a variety of methods and digital media in conjunction with internet-connected devices (Chakti, 2019). Digital marketing is a pretty typical approach for firms to reach a bigger target demographic because of how quickly technology is developing. But, in light of the growing popularity of digital marketing, companies need to be able to showcase their own distinctiveness to draw in customers.

The rivalry from new businesses brought about by various programs offered by corporations to recruit new business and retain existing ones motivates researchers to look into whether this is effective in attracting customers and improving repurchase intention. Certain programs include membership programs, omnichannel and digital marketing.

LITERATURE REVIEW

Theory Reasoned Action

Theory of Reasoned Action (TRA), originally introduced by Ajzen and Fishbein in 1980 (Alamanda et al., 2021), serves as the grand theory of this study. This theory holds that all available knowledge determines an individual's action intention (Wisker & Kwiitek, 2018). Ajzen continued by saying that two factors affect how someone behaves: the first has to do with attitude (attitude toward behavior), and the second has to do with social influence (subjective norms). Norms subjective describes an individual's beliefs about normal behavior and acceptable in society, while for individual attitudes towards behavior based on the individual's beliefs about that behavior.

Theory of Reasoned Action also explains that repurchase intention is very important, because a repurchase decision indicates that the customer has trust in the company. In order to strengthen consumer trust, Sociolla has created a focused and transparent membership system that can be accessed by all its members.

Membership Program

Customer Relationship Management (CRM) is a strategic management approach that aims to maximize customer value and business profitability by establishing, cultivating, and realizing long-term, mutually beneficial connections with customers, particularly potential customers (Sudarsono, 2020). CRM is a company's strategic process for interacting with its customers in order to understand current and future customer needs so that it can bring profits to the company. Apart from that, CRM is also useful for managing and monitoring customer behavior (Dyche, 2002).

Customer Relationship Management, or CRM, as defined by Handayani and Pratama (2019), is more than just a concept or endeavor. Understanding, foreseeing, and managing an organization's customers' demands is the goal of customer relationship management. CRM is a business approach that aims to manage customer relationships through optimal communication in order to acquire consumer trust, commitment, and loyalty (Zakaria & Marlia, 2019). Three indications of customer relationship management are identified by Kotler and Armstrong (2013): structural links, social benefits, and financial advantages.

According to Rizal (2020), to be able to build good relationships, a company pays attention to 3 main things, namely: trust, familiarity, and professional awareness. Customer relationship management, or CRM, recognizes and addresses the requirements, wants, and grievances of its customers in addition to trying to boost customer income. In order to improve relationships with existing customers and keep

hold of new ones, the CRM stages include acquiring new customers through the provision of easy access to information, innovative products, and appealing services. This stage is an attempt to gain customer loyalty, thereby generating customers' desire to make repeat purchases of the same product. This is consistent with Theory of Reason Action (TRA), which explains that customer trust in the business can lead to the formation of customer loyalty.

Based on the description above, the hypothesis developed is:

H1: Customer relationship management (membership program) has a positive and significant effect on repurchase intention.

Omnichannel Strategy

The growth of retail adopting omnichannel is driven by the development of mobile devices and social networks which influence sales, and consumers can choose various sales channels anytime and anywhere (Beck & Rygl, 2015). The term omnichannel was first defined as an integrated sales experience that integrates physical stores with online shopping information and experiences (Rigby, 2011). The implementation of omnichannel cannot be separated from the use of technology and innovation which is always developing, the aim is to improve the consumer experience in shopping and improve the relationship between sellers and consumers (Hui et al., 2013).

Businesses utilize omnichannel, a cross-channel business strategy to enhance their customers' comfort and ease where customers of businesses that use omnichannel strategies can shop through a variety of traditional and online channels. When it comes to connecting with customers and potential customers in particular, omnichannel marketing refers to a consistent and well-coordinated approach that focuses on giving the best possible service and utilizing the appropriate channels at the appropriate moment. According to retail research institutes L2 and Rockoopl in Yan and Kwak (2016), there are four factors that make up the omnichannel index: technology and data, strategy and positioning, operational and delivery capabilities, and consumer retail experience.

Customers may find it simpler to gather information, consider options, and make judgments while making purchases when omnichannel retail marketing integrates all offline and online store marketing platforms. Companies will find it simpler to win over customers' trust and influence their purchasing intents and willingness to make repeat purchases if they can fully utilize an omnichannel strategy by providing a secure platform for customers.

A hypothesis that may be made based on the preceding description is as follows:

H2: Omnichannel strategy has a positive and significant effect on repurchase intention

Digital Marketing

The phrase "digital marketing", or simply "digital marketing", refers to any marketing efforts that use internet-connected devices together with other digital tactics and media in order to reach potential customers through online communication channels (Chakti, 2019). The role of digital marketing strategy is important to attract consumers and direct them to communicate electronically and conventionally (Wibowo & Sitorus, 2022).

A digital marketing strategy using social media is very important because it can provide business people with knowledge about how to expand their network through the use of social media to increase competitive advantage. Businesses can use digital media like Instagram, YouTube, Tik-Tok, TV commercials, and other digital media to spread a positive impression in the eyes of customers and inform them of new items, promotions, and discounts. Customers will also take notice, comprehend, and react, which will lead to decisions about what to buy and a desire to repurchase. Digital marketing serves as a tool for businesses and customers to communicate, as well as an instrument to persuade consumers to use or purchase products in accordance with their needs and preferences. Research conducted by Ardisa et al. (2022) states that the more actively digital marketing is used, the higher the likelihood of customer's repurchase intentions. Therefore, digital marketing applications must continue to be updated in order to attract consumers to make repeat purchases in the future.

Based on the description above, the following hypothesis can be formulated:

H3: Digital marketing has a positive and significant effect on repurchase intention.

RESEARCH METHOD

This study was conducted at the Beachwalk Mall and Living World Mall in Bali, at PT Socia Bella Indonesia (Sociolla) Bali. One hundred customers who are already members of Sociolla comprised the demographic used for the research. Researchers employed approaches for purposive sampling. Observation and information gathering through questionnaires were the methods employed in this study to get data on the issues that the researchers were studying.

A Likert scale, a type of value scale, was used to measure the variables in this study. There are five levels in all, each with several options: (1) Strongly Disagree, (2) Disagree, (3) Somewhat Agree / Neutral, (4) Agree, and (5) Strongly Agree are the levels. Once the data is accessible, data processing is done with the SPSS 26 software to see if the variables are appropriate for determining partial t test, validity, reliability, normality test, multicollinearity test and heteroscedasticity test. Remember that the researchers also performed a simultaneous test (F test) and data analysis.

RESULTS

Validity Test Results

An assessment of a questionnaire's validity is done using a validity test. If the answers to the questionnaire's questions can shed light on the subject matter the questionnaire is intended to measure, then the questionnaire is deemed valid. All of the research's question items related to membership program characteristics, omnichannel strategy, digital marketing, and repurchase intention are legitimate, according to the validity test results. The fact that every question item has a correlation coefficient value higher than 0.30 indicates this.

Reliability Test Results

The results of the reliability test show that the variables related to the membership program, omnichannel strategy, digital marketing, and repurchase intention have all had Cronbach Alpha coefficient values over 0.60. The upshot is that since every variable employed is trustworthy, it is appropriate to use them as research tools.

Normality Test Results

A regression model's dependent and independent variables can be tested for normality to see if they have a normal distribution or not. Data were tested for normality using the one sample Kolmogorov Smirnov test with a significance level of 0.05. A significance level of larger than 5% or 0.05 indicates that the data are normally distributed (Ghozali, 2021). The Asymp value is displayed in the Kolmogorov-Smirnov test normalcy test results. It is possible to conclude that this variable has a normal distribution because Sig. (2-tailed) $0.376 > 0.05$.

Multicollinearity Test Results

The multicollinearity test is performed to ascertain whether the regression model found any correlation between the independent variables (Ghozali, 2021). The multicollinearity test results indicate that there are no signs of multicollinearity between the independent variables in the regression model because the tolerance values of the independent variables—membership programs, omnichannel strategies, and digital marketing—are > 0.10 and the VIF value is ≤ 10 .

Heteroscedasticity Test Results

To ascertain whether there is variance inequality between the residuals of various observations in the regression model, the heteroscedasticity test is used (Ghozali, 2021). The partial absolute residual's (ABRES) significance value is more than 0.05, according to the heteroscedasticity test results. Digital marketing scored 0.926, omnichannel approach scored 0.353, and membership program scored 0.956. These findings indicate that the regression model is appropriate for use in predicting the dependent variable because it does not exhibit heteroscedasticity symptoms.

Multiple Linear Regression Analysis Results

Utilizing SPSS version 26.0 for Windows, ascertain the impact of membership programs, omnichannel, and digital marketing techniques on repurchase intention at PT Social Bella Indonesia (Sociolla) Bali. Table 1 below shows a portion of the findings from the multiple linear regression analysis that was used to ascertain the impact of membership programs, omnichannel, and digital marketing techniques on repurchase intention at PT Social Bella Indonesia (Sociolla) Bali.

Table 1. Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3,531	0,380		9,287	0,000
Membership Program	0,042	0,019	0,093	2,211	0,029
Omnichannel Strategy	0,172	0,014	0,508	12,710	0,000
Digital Marketing	0,314	0,032	0,442	9,906	0,000

Based on Table 1, the following multiple linear regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3.531 + 0.042X_1 + 0.172X_2 + 0.328X_3 + e$$

F-test

The results of the F test show that the calculated F value is 536.981 with a significance value of 0.000 which is smaller than $\alpha = 0.05$. These results mean that the membership program, omnichannel strategy and digital marketing are able to predict or explain the phenomenon of repurchase intention at PT Social Bella Indonesia (Sociolla) Bali. This means that the model can be used for further analysis or in other words there is a simultaneous influence of membership programs, omnichannel and digital marketing strategies on repurchase intention at PT Social Bella Indonesia (Sociolla) Bali.

Hypothesis Testing (t-Test)

Based on Table 1, the t test results can be explained as follows: (1) The calculated t value for the membership program variable is 2.211 and the significant t test value is 0.029 which is smaller than α (real level) = 0.05. This shows that H_0 is rejected and H_1 is accepted. This proves that partially the membership program has a positive and significant effect on repurchase intention at PT Social Bella Indonesia (Sociolla) Bali, so the first hypothesis (H_1) is accepted; (2) The calculated t value for the omnichannel strategy variable is 12.710 and the t test significant value is 0.000 which is smaller than α (real level) = 0.05. As can be seen, H_0 is refused whereas H_1 is accepted. This proves that partially the omnichannel strategy has a positive and significant effect on repurchase intention at PT Social Bella Indonesia (Sociolla) Bali, so the second hypothesis (H_2) is accepted; and (3) The calculated t value for the digital marketing variable is 9.906 and the t test significant value is 0.000 which is smaller than α (real level) = 0.05. As can be seen, H_0 is refused whereas H_1 is accepted. Therefore, repurchase intention is significantly and partially positively impacted by digital marketing at PT Social Bella Indonesia (Sociolla) Bali, so the third hypothesis (H_3) is accepted.

DISCUSSION

The Effect of Membership Programs on Repurchase Intention

Businesses use membership programs as part of their customer relationship management strategy in an attempt to keep customers. Increasing client retention value will be simpler for businesses that uphold good customer connections. Loyal customers can contribute to the growth and increased income of the business. Customer Relationship Management (CRM) will help build and retain their customers and it always gives a result in increased market share and competitive advantage compared other parties in the business. This will also increase profitability companies through increased productivity. In addition to focusing on boosting revenue, CRM also attempts to comprehend the demands, preferences, and grievances of its clients. The stages of CRM involve attracting new customers by offering convenient access to information, innovative products, and appealing services; this is done to strengthen existing relationships with customers and keep hold of existing ones. This stage involves attempting to win over new customers' loyalty, which in turn encourages them to purchase the same product again. This aligns with the Theory of Reason Action (TRA), which posits that customer loyalty can arise from a sense of confidence in the business.

The Effect of Omnichannel Strategy on Repurchase Intention

Businesses must employ both physical and online channels to grow their business; otherwise, they risk not being able to compete in the marketplace. The omnichannel approach is the company strategy that's popular right now. A company that uses an omnichannel business strategy unifies its services and operations across all of its owned sales channels into a single, integrated system. Omnichannel marketing integrates both offline and online retail marketing channels, which helps facilitate customers information searches, decision-making, and processing while making purchases. In omnichannel retail, security plays a significant influence in shaping customers' intents to make

purchases. This is because consumers are more susceptible to data and personal information theft since omnichannel retail necessitates the use of electronic devices and technology. It is understandable that customers seek more reassurance from omnichannel shopping platforms about the confidentiality and security of their personal data. By providing a secure environment for customers, businesses may leverage omnichannel strategies to their fullest potential and build customer trust. This trust will impact consumers' purchase intents and encourage repeat business. The results of this study are consistent with the TRA, a widely accepted theory that holds that customer confidence in a firm and its products is demonstrated by recurrent purchases. This shows that creating an omnichannel experience can increase trust thereby resulting in increased repurchase intentions among consumer retail.

The Effect of Digital Marketing on Repurchase Intention

Purchase decisions are the foundation of buying behavior, according to TRA, and perceptions of the product have a role in these decisions. One of the main ways digital marketing influences repurchase intentions is through forming positive consumer attitudes. Businesses can use digital media like Instagram, YouTube, Tik-Tok, TV commercials, and other digital media to spread positive consumer perceptions and inform consumers about new items, sales, and discounts. Engaging and personalized content, as well as interactive user experiences facilitated by digital platforms, contribute to shaping consumers' positive perceptions of a brand or product. Additionally, clients will listen, comprehend, and react, leading to decisions about what to buy and a want to repurchase. Repurchase intention is the outcome of a customer's evaluation, which takes into account their sentiments about the deal they are currently enjoying.

CONCLUSION

Based on research conducted, it shows that the implementation of the membership program at PT Social Bella Indonesia (Sociolla) Bali has a positive and significant influence on consumer repurchase interest. An effective membership program can create consumer engagement, increase repeat purchase interest, and strengthen long-term relationships between companies and customers. Apart from that, the multichannel strategy implemented by Sociolla Bali has a positive effect on repurchase levels. The company's presence in various sales channels, both online and offline, makes it easy for consumers to communicate and shop. Good integration of these channels can create a complete shopping experience and increase customer satisfaction. Digital marketing has also been proven to have a significant positive impact on Sociolla Bali consumers repurchase interest. By using online platforms, companies can more effectively reach their target market, convey promotional messages and increase brand awareness. Creative and targeted digital marketing can increase product appeal, make consumers feel connected and encourage repeat purchases. Based on research that has been conducted, companies that can optimally utilize membership programs, multichannel strategies and digital marketing will have an advantage in building consumer trust. The trust that is built can be the most important key in increasing purchase intentions and encouraging repeat purchases from consumers. Therefore, the company's efforts to stay abreast of market trends and implement the right strategies can have a positive impact on the company's growth and sustainability.

LIMITATION

Based on the description of the conclusions above, the limitations of this research are as follows: (1) The scope of this research is limited to respondents from PT Social Bella Indonesia (Sociolla) Bali, so the research results cannot be generalized to other respondents; and (2) Considering the environment is dynamic and subject to constant change, the research was only conducted over a limited time period (a cross-section), necessitating additional research in the future.

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DECLARATION OF CONFLICTING INTERESTS

All authors declare that they have no conflicts of interest.

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