

Successful Keys to Enhancing Aerostreet Purchase Decisions in Semarang City through Co-Branding, Content Marketing, and Reviews

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Abstract

Research aims to explore the influence of *Co-Branding, Content Marketing, and online customer reviews* on the decision to purchase Aerostreet shoe products in Semarang. This Study uses quantitative analysis techniques with a sample of 120 consumers of Aerostreet shoe products in Semarang. The participants in this Study were residents of Semarang who had purchased Aerostreet shoe products. The sampling technique used was a *purposive sampling method*. Statistical tests, classical assumption tests, and multiple linear regression tests were used to evaluate the data. The findings of this Study indicate that Co-Branding and Content Marketing have a positive and significant influence on purchasing decisions. In contrast, Online Customer Reviews have a positive but insignificant influence.

Penelitian ini bertujuan untuk mengeksplorasi pengaruh *Co-Branding, Content Marketing, dan Online Customer Review* tersebut terhadap keputusan pembelian produk Sepatu Aerostreet di kota Semarang. Penelitian ini menggunakan teknik analisis kuantitatif dengan sampel diperoleh sebanyak 120 konsumen produk sepatu Aerostreet di kota Semarang. Partisipan penelitian ini adalah warga Semarang yang pernah melakukan pembelian produk sepatu Aerostreet. Teknik pengambilan sampel yang digunakan adalah metode *purposive sampling*. Uji statistik, uji asumsi klasik dan uji regresi linear berganda digunakan untuk mengevaluasi data. Temuan dari penelitian ini menunjukkan bahwa Co-Branding dan Content Marketing memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian, sedangkan Online Customer Review memiliki pengaruh yang positif namun tidak signifikan.

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INTRODUCTION

In recent years, advancements in digital technology have led to significant changes in various sectors, including field marketing in Indonesia. Innovation in the fields of technology, information, and communication, especially with the advent of the internet and various digital platforms, has shifted marketing methods towards a more strategic, sophisticated, dynamic, and technology-based approach. Currently, companies like No Again rely primarily on traditional promotions, such as television, radio, or billboards, but have also switched to utilizing social media, websites, and digital applications as means of reaching consumers more extensively and effectively. This digital transformation enables perpetrators to obtain real-time market data, analyze consumer behavior more deeply, and adjust their marketing strategy to be more targeted and efficient in responding to market dynamics (Irawan et al., 2024). Drastic changes are noticeable in the world of marketing, particularly in the fashion industry, where trends in shoes and sneakers are evident. Continuous fashion trends, as well as social media influence, have driven requests for products that are not only comfortable to use but also visually appealing and aligned with market tastes. In Indonesia itself, the need for fashion control in daily life in society makes the sector very spacious in its coverage and has high power competition.

Competitive market conditions. Pushes various brands, both local and international, to continue innovating and offering new products. Consumers are faced with a variety of choices in shoe sets with varying designs, prices, and quality. However, interestingly, in recent years, local Indonesian brands have shown significant development. In addition to being able to endure very tight business competition, they also build a strong brand identity and gain public confidence. Ventela, Compass, Aerostreet, Geoff Max Brodo, NAH Project, Footwear, and Nokha are just a few examples of brands that have successfully attracted local attention and consumers. Especially young people are more interested in product quality, national high, and distinctive.

Successful brands leverage the No. 1 ability they utilise digital technology to strengthen their marketing strategy, build connections with consumers, and create image-relevant brands aligned with current market trends. By continuing to develop innovations and maintain high-quality products, the industry provides local Indonesians with an opportunity to grow faster and become more competitive, not only in the domestic market but also at the global level.

Brands not only offer products at affordable prices but also display designs that cater to the Indonesian market's tastes, even starting to rival products from foreign companies that have long dominated. Achievement: This demonstrates the potential of digital technology and social media for the creative local industry, enhancing brand image, expanding market reach, and increasing competitive power both domestically and internationally. Thanks to the transformation of this sector, Indonesian fashion today has more opportunities to develop and strengthen its position in the global market.

Table 1. Popularity Ranking of Local Shoes based on mybest.id 2024

NO	BRAND	TYPE
1	Aerostreet	Sneakers
2	Ventela	Sneakers
3	Brodo	Sneakers
4	Kodachi	Sneakers
5	Geoff Max	Sneakers
6	Compass	Sneakers
7	Joemen	Slippers
8	League	Sporty
9	Nah Project	Sporty
10	Patrobas	Sneakers

Source: mybest.id Local Shoe Popularity Ranking 2024

The market has become highly competitive due to increased competition from local brands. This is due to the high level of public demand. For businesses to remain competitive, they need a strong marketing plan that attracts both existing and new customers (Satria & Dianita, 2025). According to Fadly (2023), a marketing strategy is an organized, long-term plan designed to promote products or services that meet consumer needs and desires, ultimately helping the company achieve its objectives.

Aerostreet is a local brand that has successfully competed with both local and international brands through its precise marketing strategy. Adhitya Caesarico's business, PT Adco Pakis Mas, produces Aerostreet shoes. The business is located in Klaten Regency, Central Java, specifically in Hamlet I, Bentangan, Wonosari District. In 2015, the brand, which uses the hashtag #LokalTakGentar, began production. With the slogan "Now everyone can buy good shoes," Aerostreet emphasizes that everyone can now afford premium shoes at affordable prices (Parimta et al., 2023).



Figure 1. Profile Aerostreet

Source: <https://www.instagram.com/aerostreet/>

With Work, the same applies to other companies that want to offer more choices for consumers to make informed decisions. Buy Street Astreetco-brandco-brandingch. Co-branding is a tactic used by businesses that combine two or more established brands to produce one or more goods for sale and simultaneously return them to the market (Lotian & Kartawinata, 2023). Several example product results from collaboration shoes include Aerostreet, Khong Guan, Swallow, Shinchuan, Tahilalats, KitKat, Tong Tji, Promag, Boncabe, and others. Based on Aerostreet's collaboration with other brands, we offer affordable prices and produce in a way that allows quantities to start from Rp. 169,000 and only as many as 5,000 pairs of shoes. Based on a source from Beautynesia. The impact of collaboration is evident in example product results, such as the collaboration with B, which successfully sold as many as five pairs in just 58 seconds.

Apart from implementing a *Co-branding* strategy, Aerostreet also attracts consumers with its brilliant content marketing strategy to increase decision-making and purchases. Through the design, planning, and production of engaging material, marketing content aims to attract interested candidates and customers, with the hope that they will become engaged customers (Misbakhudin & Komaryatin, 2023). Aerostreet is an interesting consumer with its content marketing strategy, which involves creating promotional videos featuring similar figures, such as *public figures* famous for their likeness, like Ariel Noah and Pevita Pearce, as advertising models. Through this video, Aerostreet invites you not to buy imitation products in a satirical manner, using an advertising model that resembles. In this case, the audience should consider buying products locally from Aerostreet because they are guaranteed to be original, rather than buying counterfeit goods at a slight price difference. In some posts on his Instagram, Aerostreet often displays content that shows the process of installing the shoe sole, which demonstrates the shoe's quality guarantee in terms of usage.

Consumers often hesitate when choosing and deciding which items to purchase, as seen in the social media phenomenon. To overcome this doubt, *customer reviews* serve as an additional source of information, helping consumers understand the advantages and disadvantages of a product and thereby increasing their confidence in purchasing decisions (Sarmis, 2020). Online customer reviews serve as a form of word-of-mouth advertising, which manufacturers utilize to promote their products. Customers who have used and experienced the benefits of a product will provide information about the product to potential buyers. This information can significantly influence purchasing decisions (Murtas & Andreini, 2025). The phenomenon of online *customer reviews on Aerostreet on Shopee indicates that* this brand has received more than 50,000 positive reviews, suggesting that its store and products are trustworthy to consumers (Basit & Vidal, 2021).

Co-branding has a positive and significant impact on the purchase decision of Aerostreet shoes, according to previous research conducted by (Lotian & Kartawinata 2023) This research demonstrates that the attractiveness of a product can be enhanced through a partnership between two brands, which in turn can motivate consumers to make a purchase. (Izza et al., 2023) found that co-branding has a significant impact on the purchase choice of Aerostreet shoes, especially among teenagers in Kudus Regency, lending credibility to this Study. This differs from research by Harjadi (2024), which found that co-branding actually had a negative and significant impact on consumers' decisions in Kuningan City to purchase Aerostreet products. This may occur because local consumers have a negative opinion of the brand collaboration.

Furthermore, research by Misbakhudin & Komaryatin (2023) found that content marketing has a significant and positive influence on consumer spending choices. This demonstrates how effective content-based marketing techniques can increase customer awareness of a product, foster interest and trust, and ultimately drive sales. This conclusion aligns with Hamdan (2021) study, which also found that content marketing has a significant impact on consumer purchasing decisions. However, Asnawati (2022) study yielded conflicting findings, suggesting that content marketing has a significant and negative influence on consumer purchasing decisions. This may be due to marketing materials not aligning with the target audience's requirements or expectations, ultimately leading to a negative impression.

Furthermore, according to Sarmis (2020) study, students at Singaperbangsa University in Karawang based their purchase decisions on Ventela brand shoes, influenced by online reviews. This suggests that the views and experiences of other consumers largely shape customer trust in a product. Naofal & Wilujeng (2024) study supports this Study by showing that customers using the Shopee platform in Madiun were significantly and positively influenced by online customer reviews when making their decision to purchase Aerostreet sneakers. However, this contradicts Llicic & Kulczynski (2021) study, which found that online customer reviews have a significant and negative influence on consumers' purchase decisions for shoes from online retailers. This may be due to false or unreliable ratings that lead customers to distrust its quality. Based on the background description above, the objectives of this Study include:

1. To analyze the influence of *Co-Branding* on Purchasing Decisions for the product shoe Aerostreet in Semarang City.
2. To analyze the influence of *Content marketing* on Purchasing Decisions for the product
3. shoe Aerostreet in Semarang City.
4. To analyze the influence of *Online Customer Reviews* on Purchasing Decisions for the product shoe Aerostreet in Semarang City.

Benefits of Research

Benefits of research. These are intended for academic readers and researchers, who are also expected to expand their understanding and gain additional information from this Study, which relates to *Co-Branding, Content Marketing, and Customer Reviews* on Purchasing Decisions for shoes at Aerostreet. Research results. These expectations can help drive development research in field management-related marketing, including co-branding, *Content Marketing, Online* customer reviews, and Purchasing Decisions. Practical benefits from the Study. This covers the source study for choosing a study, own profit, and practical aspects. It provides a source Study for management to help them choose a plan for marketing the

best product, such as Aerostreet shoes. In-depth knowledge about characteristics that influence purchase decisions can also be obtained from studies, which allow businesses to determine the important factors to consider when improving their product. More Far again, findings study. This can be used to produce more ads for campaign success, improve customer choice, and ultimately increase shoe product sales at Aerostreet.

Literature Review

Co-branding

Collaboration branding, also known as co-branding, is a type of Work that involves engagement, trade, and commitment between people or organizations (Harjadi, 2024). Work together to distribute this information, assets, benefits, and the tasks to reach the objective or resolve the problems faced by the parties. Lotian & Kartawinata (2023) have an opinion that *co-branding* is a strategy that is implemented company with combine two or more brands that have There is For form One brand the next flagship marketed return to the market that has there is. This means that the company combines several brands to create a main brand offering to the existing market. *Co-branding* is also defined as the usual cooperation involving two brands that are widely known by customers. This includes efforts planned strategically to advance the interests of both parties, or more, in a planned and measurable way (Izza et al., 2023). Because the combination of two famous brands, co-branding can increase sales in the target area at the moment and open up potential new customers, according to Harjadi (2024). The elements in co-branding, namely a strong brand, unique collaboration, positive consumer assessment, and positive consumer response, are key factors.

Content Marketing

Content marketing is an activity that involves creating, distributing, sharing, and promoting content, all of which aim to encourage consumers to purchase products or services (Hamdan et al., 2021). As more people rely on the internet, the way businesses interact with customers through digital spaces has evolved rapidly. *Content marketing* is also defined as a type of online marketing that utilizes techniques for creating and distributing useful and relevant content to attract customer interest (Asnawati et al., 2022). Content marketing has emerged as a successful tactic in the rapidly evolving digital era, influencing customer purchasing choices. When executed effectively, content marketing can enhance customer relationships, increase product knowledge, and provide valuable information that enables customers to make informed purchasing decisions (Sarmis et al., 2024). (Ramadhan & Laila, 2024) argue that *content Marketing* is a management process in which marketers identify and reanalyze consumer preferences by utilizing digital content, which is then distributed through electronic media. According to Mrad & Haddad (2019), the elements of *content marketing* are: informative, valuable, unique, and relevant marketing.

Online Customer Review

When determining which goods, services, or products to purchase, consumers can obtain a wealth of information and references from online consumer reviews (Paramita et al., 2023). When purchasing a product, consumers also consider online consumer reviews, which can reveal their expectations for the product (Daroini & Hasan, 2023). According to (Lin & Yang 2024), online consumer reviews serve as a form of word-of-mouth promotion in online sales, enabling potential consumers to learn about a product from users who have experienced its benefits. *Online Customer Reviews* serve as a valuable source of information that helps consumers gather data to inform their purchasing decisions. The perceptions formed from these reviews often play a significant role in this process (Sarmis, 2020). Consumer opinions about a product, both positive and negative, are expressed through online customer reviews. These opinions are based on each individual's personal experiences (Misbakhudin & Komaryatin, 2023). *Online customer reviews* have a close relationship with consumer purchasing decisions, as both are factors that influence the emergence of interest in making online purchases (Agesti et al., 2021). Elements in *online customer reviews*, according to Misbakhudin & Komaryatin (2023), include consumer impressions, review frequency, consumer experience, and consumer influence.

Purchasing Decision

Consumers use their purchasing decisions to combine all the information they have into important factors when deciding between two or more options, which allows them to select and purchase the product of their choice (Asnawati et al., 2022). Agesti (2021) argues that customers can choose from various options when making purchasing decisions, which helps them decide whether or not to purchase a product or service. When customers allocate their funds to purchase a product or service in the market, both before and after the transaction, this is referred to as the consumer purchasing decision-making process (Hamdan et al., 2021).

The act of obtaining information to evaluate two or more different options and then selecting one can be seen as a purchasing decision-making process (Misbakhudin & Komaryatin, 2023). Purchasing choice is the final step consumers take to select the goods they want, as noted by Sarmis (2020). Customers use the purchasing decision-making process to identify problems, investigate brands or goods, evaluate potential solutions from each alternative, and ultimately decide whether to purchase (Irawan et al., 2024). Elements in the purchasing decision, according to Misbakhudin & Komaryatin (2023), are the brand, product benefits, brand uniqueness, and repeat purchases.

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Fishbein & Ajzen (1975), posits that a person's behavior is influenced by their intention to act, which in turn is shaped by two primary factors: attitude toward the behavior and subjective norms (Panjaitan & Cahya, 2025). Attitude toward behavior refers to an individual's assessment, whether positive or negative, of a particular action. Meanwhile, subjective norms refer to the social pressure or influence exerted by people considered important to the individual. In the context of this Study, three independent variables —co-branding, content marketing, and online customer reviews — play a crucial role in shaping consumers' attitudes and subjective norms. A positive attitude toward a product and social support from the surrounding community will increase purchase intentions, ultimately driving consumers to purchase Aerostreet shoes in Semarang.

Co-Branding

From TRA's perspective, co-branding can contribute to shaping consumer attitudes toward a product. When a brand collaborates with another reputable brand, it creates a positive perception in consumers' minds. This perception increases confidence in the product's quality and provides added value, ultimately strengthening consumer purchase intentions.

Content Marketing

Content-based marketing strategies play a role in fostering positive attitudes and strengthening consumers' subjective norms. Engaging, relevant, and educational content can shape positive perceptions of a product. Conversely, the content gains widespread attention, such as being widely shared or receiving positive comments. In that case, it creates social pressure or subjective norms that strengthen consumers' inclination to purchase the product.

Online Customer Review

Consumer reviews significantly influence subjective norms because they are generally perceived as honest and trustworthy opinions. Positive reviews can provide social support, encouraging potential consumers to follow purchasing trends. Furthermore, reviews also influence consumer attitudes because they serve as a basis for assessing a product's quality, strengths, and weaknesses before making a purchasing decision.

Purchasing Decision

According to the TRA framework, the decision to purchase is the result of the behavioral intention that has been formed. When consumers have a positive attitude toward a product, that is influenced by *co-branding strategies* and *content marketing* and receiving social support through positive reviews from

other users online will strengthen your intention to make a purchase. This intention is ultimately translated into concrete action, namely purchasing the product. In conclusion, the three independent variables (*co-branding*, *content marketing* and *online customer reviews*) play a role in influencing attitudes and subjective norms as explained in the TRA. These two factors then determine behavioral intentions, which ultimately lead to the consumer's final decision to purchase the product.

Hypothesis Development

The Relationship Between *Co-branding* and Purchasing Decisions

Research by Lotian & Kartawinata (2023) shows that co-branding has a significant and positive effect on consumer choice to purchase Aerostreet products. This is evidenced by the t-table, where $4.272 > 1.984$, with a significant difference. $0.000 < 0.05$ from the t-test. This is because the co-branding carried out by Aerostreet has good quality and influences consumer desire to purchase. The co-branding approach of Aerostreet is strong, but there are a few key considerations to keep in mind when it comes to co-branding. Aerostreet scored lower than other products. One reason is the difference in co-branding design—Aerostreet with other products. According to Izza et al., (2023), co-branding has a significant and positive influence on teenagers in Kudus Regency's choice to purchase Aerostreet brand shoes. Aerostreet customers' interest in making purchases will increase depending on how well the company executes its brand partnership plan. Therefore, the following hypothesis can be concluded:

H1: *Branding* has a positive and significant influence on purchasing decisions.

The Relationship between *Content Marketing* and Purchasing Decisions

According to research by Misbakhudin & Komaryatin, (2023), content Marketing has a significant and positive influence on students' choice to purchase stylish shoes in Jepara. A t-test with significant evidence. $0.045 < 0.05$ and a result of $2.028 > t\text{-table } 1.985$. This is because the information provided by trendy shoe sellers is accurate. Research by Rusdianto & Saputro (2025) found that content Marketing has a significant and positive influence on purchasing decisions. This is due to PVN shoes. Marketing materials create an attractive impression on consumers. Therefore, the hypothesis is that:

H2: *Content Marketing* has a positive and significant influence on purchasing decisions.

The Relationship between *Online Customer Reviews* and Purchasing Decisions

Sarmis (2020) research. Quantitative research was used in this Study. According to Izza et al., (2023), quantitative research techniques are strategies for studying a specific population or sample based on concrete data and numerical measurements. The study population was individuals who had purchased and worn Aerostreet shoes in Semarang. This Study used primary data. According to Paramita et al., (2023), primary data is information that researchers obtain directly from respondents or primary sources through interviews or questionnaires in the form of statements.

H3: *Online Customer Reviews* have a positive and significant influence on purchasing decisions.

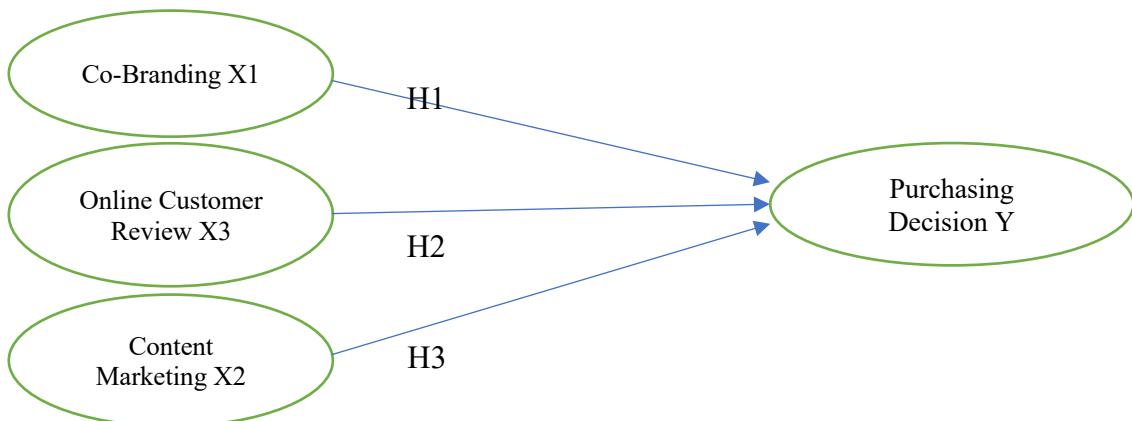


Figure 2. Framework

METHOD

Quantitative research methods were employed in this study. According to Izza et al., (2023), quantitative research techniques are strategies for studying a specific population or sample based on concrete data and numerical measurements. The study population was individuals who had purchased and worn Aerostreet shoes in Semarang City. This study used primary data. According to Paramita et al., (2023), primary data is information that researchers obtain directly from respondents or primary sources through interviews or questionnaires in the form of statements.

The survey method is the data collection approach used in this Study, which involves sending questions to respondents online using a Google Form link (Whinakro, 2022). A popular scale for creating surveys is the Likert Scale, which has five levels of responses arranged as statements, with options ranging from 1 (strongly disagree) to 5 (strongly agree) Hamdan et al., (2021). The analytical tool used in this Study is SPSS statistical software. According to Misbakhudin & Komaryatin (2023), the advantage of SPSS software over other applications is that it provides various advanced statistical features, including linear and logistic regression, t-tests, analysis of variance (ANOVA), factor analysis, chi-square tests, correlation, and many more. This enables users to conduct comprehensive data analysis for various research purposes, making it easier for individuals, including those without a statistical or programming background, to perform data analysis. Data analysis techniques, including validity tests, reliability tests, classical assumption tests, R tests, F tests, and T tests, were conducted with a significance value criterion of less than 0.05, yielding significant results (Paramita, 2023). Because the population size cannot be determined with certainty, the Hair et al. (2019) formula is used as a sampling approach in this investigation. According to the formula of Hair et al., (2019), a sample measurement is conducted by multiplying the number of question indicators by 5 to 10. There are 16 indicators in this research, so the minimum sample size is $16 \times 7 = 112$ samples. The sample criteria used include:

1. Over 17 years of age
2. Having purchased Aerostreet shoes at least once
3. Residents of Semarang City

Table 2. Operational Definitions

No.	Variables	Definition	Indicator	Statement
1	Co-branding (X1)	branding or brand collaboration is a form of cooperation between individuals or organizations that involves exchange, participation, and agreement to act together (Harjadi, 2024)	<ol style="list-style-type: none"> 1. Strong Brand 2. A Unique Collaboration 3. Positive Consumer Assessment 4. Positive Consumer Response (Harjadi, 2024) . 	<ol style="list-style-type: none"> 1. I think that Aerostreet Shoes products have a strong brand reputation in the market. 2. I think that the Aerostreet Shoes collaboration product has its own uniqueness compared to other products. 3. I think that the Aerostreet Shoes collaboration product has a model that suits consumer tastes. 4. The Aerostreet Shoes collaboration product has good popularity among the public.
2	Content marketing (X2)	Content marketing is an activity to create, distribute, share, and promote content, all of which aim to encourage consumers to purchase	<ol style="list-style-type: none"> 1. Informative 2. Having Value 3. Uniqueness 4. Relevance (Hamdan et al., 2021) 	<ol style="list-style-type: none"> 1. Aerostreet always displays informative content for consumers. 2. Aerostreet always displays content that is of good value to consumers.

		products or services (Hamdan et al., 2021).		<ol style="list-style-type: none"> 3. Aerostreet always displays unique content to attract consumers. 4. Aerostreet always displays relevant content to attract consumers.
3	Online Customer Review (X3)	Online Customer Reviews are a source of information and references for consumers that can be very helpful in choosing products, services, or goods to purchase (Paramita et al., 2023).	<ol style="list-style-type: none"> 1. Consumer Impressions 2. Review Frequency, 3. Consumer Experience 4. Consumer Influence. (Paramita et al., 2023).	<ol style="list-style-type: none"> 1. I think that the product reviews of Aerostreet Shoes have a good impression in the eyes of consumers. 2. I think that many amount review positive Aerostreet Shoes products make I pushed For buy the product 3. I think that experience positive consumers to Aerostreet Shoes products push I For buy the product . 4. I think that influence consumer to Aerostreet Shoes products push I For buy the product .
4	Purchase Decision (Y)	Purchasing decisions are a process that integrates all the knowledge consumers have into valuable considerations when choosing between two or more alternatives, enabling them to decide which product to choose and purchase (Asnawati, 2022).	Purchasing decisions are a process that integrates all the knowledge consumers have into valuable considerations when choosing between two or more alternatives, enabling them to decide which product to choose and purchase (Asnawati, 2022).	<ol style="list-style-type: none"> 1. I believe that Aerostreet Shoes are very well-known in the market. 2. The good quality of Aerostreet Shoes makes me want to buy them. 3. The uniqueness of Aerostreet Shoes makes me want to buy them. 4. I believe that the affordable price of Aerostreet Shoes makes me want to repurchase them.

RESULTS AND DISCUSSION

Object Overview Study

Aerostreet was selected by researchers as the subject of their Study. One of the company's local producers of shoes is Aerostreet, which has adopted a proper marketing approach to compete with goods both domestically and abroad. Adhitya Caesarico owns PT Adco Pakis Masbusiness, which produces the Aerostreet shoe. The company's address is Dusun I, Bentangan, Klaten Regency, Wonosari Regency, Central Java In 2015, the Brand, which uses the hashtag #LokalTakGentar, began production. " Now everyone can buy good shoes," Aerostreet's tagline highlights. Now, everyone can get a quality tall with a reasonable price.

Analysis Descriptive

In this chapter, the researcher presents the results of data collection and analysis conducted. Data analysis was conducted using the process information obtained from participants through a questionnaire. Data analysis was conducted using a descriptive data profile and descriptive statistics, followed by data analysis using SPSS software for data testing. After obtaining results from data processing, the researchers

will discuss and draw interesting conclusions based on the data obtained through SPSS. Researchers develop a survey to collect data and then send it to 120 respondents who meet the specified criteria using Google Forms. Participants in the Study are those aged over 17 years who live in Semarang and have ever bought goods from Aerostreet Shoes. From the results distribution, 120 respondents were obtained, with damaged questionnaires accounting for 8.

Table 3. Characteristics Respondents

NO	Characteristics	Total	%	
1	Age	17-25 Years	73	61%
		25-35 Years	19	16%
		> 35 Years	28	23%
2	Gender	Man	50	42%
		Woman	70	58%
3	Work	Student	50	42%
		Employee Private	19	16%
		Self-employed	8	7%
		Servants (PNS)	27	23%
		Other	16	13%
4	Type of Shoes Purchased	Aerostreet Vulcanized	29	24%
		Aerostreet Brooklyn	27	23%
		Aerostreet Hoops	14	12%
		Aerostreet Collaboration	50	42%

Description of Respondent Characteristics Based on Gender

Respondent gender was also a factor in determining eligibility for the questionnaire distributed by the researchers. Overall, the data shows that female respondents outnumbered male respondents (58%) by 42%. This is because most customers who purchase Aerostreet shoes are women who enjoy the Brand's fashion style.

Description of Respondent Characteristics Based on Age

Respondent characteristics based on age are intended to provide a general overview of the age of the research participants. A frequency of 73 and a percentage of 61% indicate that respondents who have purchased Aerostreet Shoes items are usually between 17 and 25 years old. This is because the majority of clients who have purchased items from Aerostreet Shoes are young people aged between 17 and 25, who choose the Brand. After all, they like fashion.

Description of Respondent Characteristics Based on Occupation

The following are the conclusions that can be drawn about respondents who have purchased Aerostreet Shoes: students (frequency 50 and 42%), private employees (19 and 16%), self-employed (frequency 8 and 7%), civil servants (frequency 27 and 23%), and people who have other jobs (16 and 13%).

Description of Respondent Characteristics Based on the Type of Shoes Purchased

These respondent attributes are intended to provide a general overview of the types of shoes purchased by survey participants. It can be concluded that the types of shoes purchased by respondents are Aerostreet Vulcanized with a frequency of 29 and a percentage of 24%, Aerostreet Brooklyn with a frequency of 27 and a percentage of 23%, Aerostreet Hoops with a frequency of 14 and a percentage of 12%, and Aerostreet Collaboration with a frequency of 50 and a percentage of 42%. Aerostreet consumers prefer collaboration products due to their attractive designs and collaborations with various well-known brands.

Validity Test

Table 4. Validity Test Results

No	Indicator	R count	R table	Information	No	Indicator	R count	R table	Information
1	CO-BRANDING (X1)				3	ONLINE CUSTOMER REVIEW (X3)			
	X1.1	0.711	0.1793	Valid		X3.1	0.718	0.1793	Valid
	X1.2	0.723	0.1793	Valid		X3.2	0.679	0.1793	Valid
	X1.3	0.573	0.1793	Valid		X3.3	0.687	0.1793	Valid
	X1.4	0.714	0.1793	Valid		X3.4	0.667	0.1793	Valid
2	CONTENT MARKETING (X2)				4	PURCHASE DECISION (Y)			
	X2.1	0.825	0.1793	Valid		Y.1	0.777	0.1793	Valid
	X2.2	0.751	0.1793	Valid		Y.2	0.622	0.1793	Valid
	X2.3	0.667	0.1793	Valid		Y.3	0.637	0.1793	Valid
	X2.4	0.774	0.1793	Valid		Y.4	0.685	0.1793	Valid

From the data obtained, it can be concluded that each question item variable has a mark that is more significant than the rtable. Thus, all statements in every variable can be declared valid.

Reliability Test

Table 5. Reliability Test Results

Variable Name	R	Cronbach Alpha	Information
Purchase Decision (Y)	0.607	0.60	Reliabel
Co-Branding (X1)	0.612	0.60	Reliabel
Content Marketing (X2)	0.750	0.60	Reliabel
Online Customer Review (X3)	0.621	0.60	Reliabel

Because all Cronbach's Alpha values of the values variables are greater than 0.6, all variables considered can be believed, according to the reliability test findings above.

Classical Assumption Test

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.07209779
Most Extreme Differences	Absolute	.064
	Positive	.047
	Negative	-.064
Test Statistics		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on the normality test with Kolmogorov-Smirnov, the Smirnov Unstandardized Residual of *Co-Branding (X1)*, *Content Marketing (X2)*, and *Customer Review (X3)* on Purchasing Decisions (Y) are $0.200 > 0.05$. So the results obtained are stated in a regression model, normally distributed.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.562	.460		-1.222	.224
X1	.020	.040	.070	.513	.609
X2	.019	.034	.074	.559	.577
X3	.050	.036	.182	1,380	.170

a. Dependent Variable: ABS_RES

Based on the heteroscedasticity test, the obtained sig values for *Co-Branding* (X1) (0.609), *Content Marketing* (X2) (0.577), and *Online Customer Review* (X3) (0.170 > 0.05) indicate that there is no heteroscedasticity problem.

Multicollinearity Test

Table 8. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,718	.797		5,923	.000		
X1	.294	.069	.334	4,270	.000	.417	2,397
X2	.360	.058	.466	6,191	.000	.451	2,219
X3	.108	.063	.130	1,728	.087	.450	2,220

a. Dependent Variable: Y

From the results from results multicollinearity test analysis tolerance value of *Co-Branding* (X1) (0.417), *Content Marketing* (X2) (0.451) and *Online Customer Review* (X3) (0.450) > 0.100, while VIF value of *Co-Branding* (X1) (2.397), *Content Marketing* (X2) (2.219), and *Online Customer Review* (X3) (2.220) < 10.00. There is no multicollinearity.

Analysis Multiple Linear Regression

Table 9. Analysis Test Results Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,718	.797		5,923	.000
X1	.294	.069	.334	4,270	.000
X2	.360	.058	.466	6,191	.000
X3	.108	.063	.130	1,728	.087

a. Dependent Variable: Y

$$Y = 0.334 X1 + 0.466 X2 + 0.130 X3$$

- a) Regression test results show *Co-Branding* variable (X1) has coefficient regression positive, with $\beta = 0.334$. This shows Purchase Decision variable (Y) will increase by 0.334 if *Co-Branding* variable (X1) also experienced an increase by 1 point.

- b) variable (X2) shows coefficient regression positive with β value = 0.446, according to with regression test results . With Thus , the Purchase Decision variable (Y) will increase by 0.466 if Content Marketing variable (X2) experienced increase as big as One points .
- c) Regression test results show that The Online Customer Review variable (X3) has coefficient regression positive , with $\beta = 0.130$. This is show the Purchase Decision variable (Y) will increase by 0.130 if the Online Customer Review variable (X3) experienced increase a number of One points.

Coefficient Determination (R^2)

Table 10. Coefficient Results Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.839 ^a	.704	.696	1,086
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Based on the results analysis, the Coefficient Determination (R^2) is obtained, presenting the diversity of variables in the number of Purchase Decisions (Y) that can be made, which is explained by the independent variables, namely *CO Branding* (X1), *Content Marketing* (X2), and *Online Customer Review* (X3), at 70% or 0.704. At the same time, the remaining 30% explained other variables not included in the regression model.

F Test (Simultaneous)

Table 11. F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	325,143	3	108,381	91,914	.000 ^b
	Residual	136,782	116	1,179		
	Total	461,925	119			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Based on results, F Test analysis (Simultaneous) obtained, the calculated F value (91.914) > f table (3.07) and sig (0.000) < 0.005. Therefore, it is concluded that it can influence the positive and significant variables X1, X2, and X3 simultaneously against Y. Thus, H3 is accepted, and H0 is rejected.

Partial Test (t-Test)

1. Based on the results analysis table, the calculated t value (4.270) > t table (1.979) and sig (0.000) < 0.05. So it is concluded in a way that "*Co-Branding* (X1) has influence positive and significant on Purchasing Decisions" Accepted. That matters because, based on the t-test, the results showed that co-branding has a positive and significant influence on purchasing decisions.
2. Based on the results analysis table, the calculated t value (6.191) > t table (1.979) and sig (0.000) < 0.05. So it is concluded in a way partial "*Content Marketing* (X2) has an effect positive and significant on Purchasing Decisions" Accepted. That matters because, based on the t-test, the results showed that content marketing has a positive and significant influence on purchasing decisions.
3. Based on the results analysis table, the calculated t value (1.728) < t table (1.979) and sig (0.087) > 0.05. So it is concluded in a way partially "*Online Customer Review* (X3) influential positive and negative significant on Purchasing Decisions" Rejected. That matters because,

based on the t-test, the results of *the Online Customer reviews* were significantly influential on purchasing decisions

Discussion

Influence *Co-Branding* on Purchasing Decisions

Tests conducted to determine the influence of *Co-Branding* (X1) on Purchasing Decision (Y) show that the variable of *co-branding* is influential, positive, and significant in the decision to purchase. This is proven with results data processing using the t-test obtained t-value as big as $(4.270) > t\text{-table } (1.979)$ with marked significance $(0.000) < 0.05$. With this hypothesis, which states that price is influential, positive, and significant, accepted, the more compelling *the co-branding* efforts undertaken by Aerostreet, the greater the likelihood that consumers will make purchasing decisions. The significant influence of *co-branding on purchasing decisions is due to* the Aerostreet Shoe collaboration's designs, which resonate with consumers' tastes, thus creating a desire to purchase. The frequent collaborations between Aerostreet and Aerostreet attract consumers to Aerostreet products. For the *Co-Branding variable*, the data processing results from the questionnaire showed an average frequency score of 4.18, indicating a high level of agreement.

The company must continue to maintain *the Co-Branding*, which has received positive reviews from consumers, as the Aerostreet Shoes collaboration product has a model that suits consumer tastes. Based on the coefficient regression, *the co-branding* variable is worth 0.334. This indicates that co-branding has a positive influence on purchasing decisions. The results of this Study are in line with research conducted by Izza et al., (2023), which states that *branding* has a positive and significant influence on the purchasing decisions of Aerostreet brand shoes among teenagers in Kudus Regency. The results of this Study also align with research conducted by Lotian & Kartawinata (2023), which states that *branding* has a positive and significant influence on purchasing decisions for Aerostreet products.

Influence *Content Marketing* on Purchasing Decisions

Tests conducted to determine the influence of *Content Marketing* (X2) on Purchasing Decisions (Y) show that the variable *content marketing* is influential, positive, and significant in decision-making. This is proven with results data processing using the t-test, obtained calculated t value $(6.191) > t\text{ table } (1.979)$ with marked significance $(0.000) < 0.05$. So, with this hypothesis 2, which states that *content marketing is* influential, positive, and significant, it is accepted. The more engaging Aerostreet's *content marketing, the more consumers' purchasing decisions increase. The reason why content marketing* has a significant positive impact on purchasing decisions is that Aerostreet consistently displays informative content for consumers, making Aerostreet Shoes highly popular in the market. This is evidenced by the T-test data, which shows that *content marketing* has the greatest influence on purchasing decisions. Questionnaire data processing reveals a frequency score with an average of 4.18, indicating a high category. This indicates that Aerostreet always displays relevant content to attract consumers. Based on the coefficient regression, the variable *Content Marketing* is worth 0.466. This indicates that content marketing has a positive impact on decision-making and purchasing. Research results. This aligns with research (Misbakhudin & Komaryatin, 2023), which states that *content marketing* has a positive and significant influence on purchasing decisions for fashion shoes in Jepara. The results of this Study also align with research conducted by Pemarom et al., (2025), which states that *content marketing* has a positive and significant influence on the purchasing decisions of PVN shoes.

The Influence of Customer Reviews on Purchasing Decisions

Tests conducted to determine the influence of *customer reviews* (X3) on Purchase Decisions (Y) show that *customer reviews have a* positive and significant influence on the purchase decision. This is proven with results data processing using the t-test obtained t-value as big as $(1.728) < t\text{-table } (1.979)$ with mark significance $(0.087) > 0.05$. Therefore, hypothesis 3, which states that *customer reviews* are influential, positive, and significant, was rejected. That matters because, based on the t-test, the results showed that online customer reviews have a significant influence on both positive and negative aspects of purchasing decisions. This is because, although there are many positive reviews of Aerostreet Shoes

products, consumers are not influenced when purchasing the product. Based on the coefficient regression, the variable "*customer review*" is worth 0.130. This indicates a positive correlation between *customer reviews* and the decision to make a purchase. Research results. This is in harmony with the study by Zakiyah & Hariasih (2024), which found that *customer reviews*, both positive and negative, are significant in influencing purchase Decisions for Fashion shoe product.

CONCLUSION

1. Based on data analysis using the T test, the calculated t value (4.270) > t table (1.979) and sig (0.000) < 0.05 were obtained. Therefore, it is concluded that, in a way, partial "*Co-Branding (X1)* has influence positive and significant on Purchasing Decisions" Accepted. That matters because, based on the t-test, the results showed that co-branding has a positive and significant influence on purchasing decisions.
2. Based on data analysis through the T test, the calculated t value (6.191) > t table (1.979) and sig (0.000) < 0.05. So it is concluded in a way partial "*Content Marketing (X2)* has an effect positive and significant on Purchasing Decisions" Accepted. That matters because, based on the t-test, the results showed that content marketing has a positive and significant influence on purchasing decisions.
3. Based on data analysis through the T test, the calculated t value (1.728) < t table (1.979) and sig (0.087) > 0.05. So it is concluded in a way partially "*Online Customer Review (X3)* influential positive and negative significant on Purchasing Decisions" Rejected. That matters because, based on the t-test, the results showed that online customer reviews have a significant influence on both positive and negative aspects of purchasing decisions.

Suggestions

For variables, *the Co-Branding* results questionnaire data processing, based on Excel, shows an average score frequency of 4.18, which falls within the high category. The company must continue to guard *Co-Branding*, which has received positive evaluations from consumers, where the product, Aerostreet Shoes, features a suitable model that appeals to consumers. For the variable *Content Marketing*, data processing yields an average score of 4.18, which falls within the high category. This shows that *content marketing is well-assessed* by consumers. This demonstrates that Aerostreet consistently displays relevant content to attract consumers. Variables: *Online Customer Review*. Results data processing shows that the average score is 4.02, which is also classified as high. Aerostreet must always maintain product reviews. Aerostreet Shoes has a good impression on the eyes of consumers. Future researchers are expected to expand their sample and population, as the author's research focused solely on the Semarang community, thus neglecting groups outside the city. Furthermore, future researchers are expected to explore other variables, add new variables, or apply different approaches to determine the impact of purchasing decisions on the same or different objects, or the same object but in different locations.

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