

The Influence of Affiliate Marketing, Flash Sale, Live Streaming, and Online Customer Review on Fashion Purchase Decisions on TikTok Shop

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Abstract

Purpose: This study aims to examine the effect of affiliate marketing, flash sale, live streaming, and online customer review on purchase decisions for fashion products on TikTok Shop in Jember Regency, Indonesia.

Design/methodology/approach: This research employs a quantitative method with an associative-causal design. Data were collected from 102 respondents who had purchased fashion products through TikTok Shop in Jember Regency, selected using purposive sampling. Data were obtained through an online questionnaire measured with a five-point Likert scale and analyzed using multiple linear regression with the assistance of SPSS.

Findings: The results show that affiliate marketing, flash sale, live streaming, and online customer review each have a positive and significant partial effect on purchase decisions. Online customer review is the most dominant variable ($\beta = 0.691$; $t = 7.041$), followed by flash sale ($\beta = 0.615$), live streaming ($\beta = 0.554$), and affiliate marketing ($\beta = 0.418$). The four variables jointly explain 61.2% of the variance in purchase decisions (Adjusted $R^2 = 0.612$).

Practical implications: Fashion sellers on TikTok Shop should prioritize the active management of customer reviews, design structured and periodic flash sale programs, improve the quality and interactivity of live streaming sessions, and build sustainable partnerships with credible content-creator affiliates.

Originality/value: Unlike most previous studies that examine these variables separately or in metropolitan settings, this study simultaneously tests four digital-marketing variables in the context of fashion products in a non-metropolitan area, Jember Regency, thereby contributing to the external validity of social commerce research in Indonesia.

Paper type: Empirical

Keywords: affiliate marketing, flash sale, live streaming, online customer review, purchase decision.

1. Introduction

The development of information and communication technology has fundamentally reshaped global trade, giving rise to social commerce, an ecosystem in which commercial transactions are integrated with social interaction and user-generated content (Salvati et al., 2025). Indonesia's digital shopping transaction value reached IDR 487.01 trillion in 2024, growing 7.3% year-on-year after a temporary correction of 4.7% in 2023, indicating that the national digital trade ecosystem has entered a maturity phase in which consumers are increasingly selective and digitally savvy (Bank Indonesia, 2024; GoodStats, 2025).

Within this ecosystem, TikTok Shop has emerged as the most disruptive social commerce platform in Indonesia. Indonesia is the second-largest TikTok Shop market in the world, with a Gross Merchandise Value (GMV) of USD 6.198 billion (approximately IDR 100.5 trillion) in 2024, a growth of 39% year-on-year, and this figure is projected to reach USD 13.1 billion in 2025 following the strategic integration of TikTok Shop with Tokopedia (Momentum Works, 2025). Unlike conventional marketplaces that rely on active consumer search, TikTok Shop adopts a discovery-based commerce

model in which products are found organically through algorithmically curated content (Laudon & Traver, 2021).

Fashion products constitute the most dominant online shopping category in Indonesia, chosen by 70% of consumers, well ahead of beauty and personal care (50%), food and beverage (42%), household appliances (37%), and electronics (31%) (GoodStats, 2025). This dominance confirms the relevance of examining the factors that drive fashion purchase decisions on TikTok Shop. Jember Regency was selected as the research location because of its large student population, associated with several universities, which contributes to a high penetration of social media use and online shopping; nationally, 54.1% of Indonesian social media users are aged 18–34 years, spend an average of 3 hours and 14 minutes per day on social media, and 61% use it for online shopping, a demographic profile that closely mirrors TikTok Shop's fashion consumers in Jember.

Prior studies on the drivers of purchase decisions in TikTok Shop show inconsistent findings. While several studies confirm that affiliate marketing, flash sale, live streaming, and online customer review each significantly affect purchase decisions (Zuhri et al., 2023), (Ramadani et al., 2025), (Septiani et al., 2025), (Tusadiah et al., 2024), (Salvati et al., 2025), others find weaker or non-significant effects for particular variables (Novilia et al., 2025) (Al-Fairuz, 2024). In addition, most previous research tests these variables partially, in pairs, or in triples rather than simultaneously, and is predominantly conducted in metropolitan cities such as Jakarta, Surabaya, Semarang, and Yogyakarta, leaving a contextual gap regarding non-metropolitan consumer behavior.

Building on this research gap, this study aims to examine and analyze the partial effect of affiliate marketing, flash sale, live streaming, and online customer review on purchase decisions for fashion products on TikTok Shop in Jember Regency. The study is expected to contribute theoretically to the literature on digital marketing and social commerce, and practically to guide fashion sellers, content-creator affiliates, and platform managers in designing more effective marketing strategies.

2. Literature Review and Hypotheses Development

Purchase Decision

Purchase decision is defined as the mental and behavioral process through which consumers select, purchase, and evaluate products or services to satisfy their needs and wants (Kotler & Keller, 2022). The process is commonly described through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the context of social commerce platforms such as TikTok Shop, purchase decisions are not purely rational but are also emotional and impulsive, driven by visual content, creator recommendations, and time-limited promotions (Hajli, 2020).

Affiliate Marketing and Purchase Decision

Affiliate marketing is a performance-based digital marketing strategy in which third parties (affiliates or content creators) promote products and earn commissions based on the transactions generated from their recommendations (Chaffey & Ellis-Chadwick, 2022). In social commerce, affiliates act as opinion leaders who shape consumer perception and trust; consumers tend to trust recommendations from individuals they perceive as experienced and credible more than direct promotional messages from sellers. Grounded in the Theory of Planned Behavior (Ajzen, 1991), affiliate recommendations can shape consumers' attitudes and subjective norms, which subsequently influence purchase intention and decision. (Zuhri et al., 2023) found that affiliate marketing significantly affects purchase decisions on TikTok Shop, and (Ramadani et al., 2025) confirmed that creator recommendations increase consumer confidence in purchasing. However, (Novilia et al., 2025) found that affiliate marketing does not significantly affect purchase intention, indicating that the strength of this relationship may vary across consumer segments and contexts.

H₁: Affiliate marketing has a positive effect on purchase decisions for fashion products on TikTok Shop in Jember Regency.

Flash Sale and Purchase Decision

Flash sale is a price-promotion strategy that offers time-limited discounts to create a sense of urgency, encouraging consumers to make immediate purchase decisions (Liu et al., 2018). The strategy is grounded in the scarcity principle, whereby limited availability increases the perceived value of a

product, and is frequently combined with a fear-of-missing-out (FOMO) mechanism that reduces consumers' deliberate evaluation of alternatives. (Kotler et al., 2021) note that short-duration price promotions increase perceived product value and accelerate the purchase decision process. (Septiani et al., 2025) found that flash sale significantly and positively affects purchase decisions on TikTok Shop, whereas (Al-Fairuz, 2024) found that flash sale is not significant partially, although it remains significant when tested simultaneously with other variables.

H₂: Flash sale has a positive effect on purchase decisions for fashion products on TikTok Shop in Jember Regency.

Live Streaming and Purchase Decision

Live streaming commerce is a form of social commerce that enables real-time interaction between sellers and consumers through live broadcasts, combining entertainment, interpersonal communication, and digital transactions (Hajli, 2020), (Wongkitrungrueng & Assarut, 2023). This interaction increases social presence and reduces the uncertainty that typically hinders online purchases, particularly the inability to physically examine a product before buying (Zam Zahira & Hariasih, 2024). For fashion products, live demonstrations help consumers evaluate fabric texture, fit, and color more accurately than static images. (Tusadiah et al., 2025) and (Febriyanti & Ratnasari, 2024) both found that live streaming significantly and positively affects purchase decisions on TikTok Shop.

H₃: Live streaming has a positive effect on purchase decisions for fashion products on TikTok Shop in Jember Regency.

Online Customer Review and Purchase Decision

Online customer review refers to consumer evaluations based on prior purchase experiences that are published online in the form of ratings, written reviews, photos, or videos (Cheung & Thadani, 2020). Reviews function as electronic word-of-mouth (e-WOM) and are generally regarded as more credible than seller-generated content because they lack direct commercial interest. On TikTok Shop, reviews are often accompanied by visual evidence, which further strengthens their perceived credibility and reduces the uncertainty inherent in online transactions. (Salvati et al., 2025) found that online customer rating and review significantly and positively affect purchase decisions on TikTok Shop.

H₄: Online customer review has a positive effect on purchase decisions for fashion products on TikTok Shop in Jember Regency.

3. Research Method

This study uses a quantitative method with an associative-causal design to examine the effect of affiliate marketing (X1), flash sale (X2), live streaming (X3), and online customer review (X4) on purchase decisions (Y) (Sugiyono, 2019). The population consists of TikTok Shop consumers in Jember Regency who have purchased fashion products. Because the exact population size is unknown, a purposive sampling technique was applied with the following criteria: (1) the respondent is a TikTok Shop user located in Jember Regency; (2) the respondent has seen or interacted with TikTok Shop's affiliate marketing, flash sale, live streaming, or online customer review features; and (3) the respondent has purchased a fashion product through TikTok Shop. The sample size was determined using Ferdinand's (2014) formula, which recommends a sample of five to ten times the number of indicators. With 17 indicators, a multiplier of six was applied (17×6), yielding a sample of 102 respondents.

Data were collected through an online questionnaire distributed via Google Forms, measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Affiliate marketing was measured through affiliator credibility, audience trust, and content attractiveness; flash sale through discount magnitude, time limitation, and purchase urgency; live streaming through direct interaction, information clarity, and trust; online customer review through product rating, review quality, and review credibility; and purchase decision through need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Data analysis was performed using SPSS and consisted of the following stages: (1) validity testing using Pearson product-moment correlation, with an item considered valid if r-count exceeds the r-table value of 0.194 ($n = 102$, $\alpha = 0.05$); (2) reliability testing using Cronbach's Alpha, with a threshold of 0.60 (Ghozali, 2018); (3) classical assumption testing, comprising the One-Sample Kolmogorov-Smirnov normality test, the Tolerance/Variance Inflation Factor (VIF) multicollinearity test, and the

Glejser heteroskedasticity test; (4) multiple linear regression analysis, expressed as $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$; (5) partial hypothesis testing (t-test) at a 5% significance level; and (6) the coefficient of determination (Adjusted R^2) to measure the proportion of variance in purchase decisions explained by the independent variables.

4. Result and Discussion

Respondent Characteristics

A total of 102 respondents who had purchased fashion products through TikTok Shop in Jember Regency participated in this study. Respondent characteristics based on age, gender, and occupation are presented in Table 1.

Table 1. Respondent Characteristics

Category	Group	n	%
Age	18–23 years	72	70.6
	24–29 years	29	28.4
	30–34 years	1	1.0
Gender	Male	64	62.7
	Female	38	37.3
Occupation	Student	78	76.5
	Employee	17	16.7
	Other	3	2.9
	Creative/digital worker	2	2.0
	Entrepreneur	1	1.0
	Civil servant/State enterprise	1	1.0

Source(s): Primary data processed (2026).

The majority of respondents were aged 18–23 years (70.6%), male (62.7%), and students (76.5%), reflecting the demographic profile of TikTok Shop's active fashion consumers, who are predominantly young, digitally literate, and highly engaged with social media.

Descriptive Statistics of Research Variables

Respondents' answers were converted into an index score to describe the tendency of responses for each variable, categorized using the three-box method (low: 0–33.3%; moderate: 33.4–66.7%; high: 66.8–100%) (Ferdinand, 2014). The results are presented in Table 2.

Table 2. Descriptive Index of Research Variables

Variable	Mean	Index (%)	Category
Affiliate Marketing (X1)	3.82	76.47	High
Flash Sale (X2)	3.84	76.86	High
Live Streaming (X3)	3.94	78.82	High
Online Customer Review (X4)	3.96	79.28	High
Purchase Decision (Y)	3.61	72.08	High

Source(s): Primary data processed (2026).

All variables fall into the high category, with online customer review recording the highest index (79.28%) and purchase decision the lowest (72.08%), suggesting room for further improvement in converting positive perceptions of marketing stimuli into stronger purchase commitment.

Validity and Reliability

Validity was tested using Pearson product-moment correlation on all 17 items; every item produced an r-count above the r-table value of 0.194 and was therefore declared valid. Reliability was tested using Cronbach's Alpha, with all variables exceeding the 0.60 threshold, confirming that the instrument is internally consistent (Table 3).

Table 3. Validity and Reliability Summary

Variable	Items	r-count range	Cronbach's Alpha	Description
Affiliate Marketing (X1)	3	0.866–0.900	0.866	Valid & Reliable
Flash Sale (X2)	3	0.803–0.886	0.784	Valid & Reliable
Live Streaming (X3)	3	0.809–0.849	0.758	Valid & Reliable
Online Customer Review (X4)	3	0.829–0.866	0.811	Valid & Reliable
Purchase Decision (Y)	5	0.800–0.863	0.881	Valid & Reliable

Note: r-table = 0.194 (n = 102, $\alpha = 0.05$); reliability threshold = 0.60. Source(s): SPSS output, processed (2026).

Classical Assumption Tests

The residuals were normally distributed, as indicated by the One-Sample Kolmogorov-Smirnov test (Asymp. Sig. = 0.200 > 0.05). No multicollinearity was detected, since all Tolerance values exceeded 0.10 and all VIF values were below 10. The Glejser test indicated no heteroskedasticity, as the significance values of all independent variables exceeded 0.05 (Table 4).

Table 4. Classical Assumption Test Results

Test	Variable	Statistic	Result
Normality (K-S)	Residual	Asymp. Sig. = 0.200	Normally distributed
Multicollinearity	Affiliate Marketing (X1)	Tol. = 0.980; VIF = 1.020	No multicollinearity
	Flash Sale (X2)	Tol. = 0.981; VIF = 1.020	No multicollinearity
	Live Streaming (X3)	Tol. = 0.967; VIF = 1.034	No multicollinearity
	Online Customer Review (X4)	Tol. = 0.993; VIF = 1.007	No multicollinearity
Heteroskedasticity (Glejser)	X1 / X2 / X3 / X4	Sig. = 0.686 / 0.946 / 0.337 / 0.190	No heteroskedasticity

Source(s): SPSS output, processed (2026).

Multiple Regression Analysis and Hypothesis Testing

The multiple linear regression equation obtained is $Y = -8.644 + 0.418 X_1 + 0.615 X_2 + 0.554 X_3 + 0.691 X_4$. The negative constant indicates that, in the absence of any marketing stimulus, purchase decisions would not occur, underlining the role of the four variables as active drivers of consumer behavior on TikTok Shop. Partial hypothesis testing (t-test, $t\text{-table} = 1.660$ at $df = 97$, $\alpha = 0.05$) is presented in Table 5.

Table 5. Multiple Regression and Hypothesis Testing Results

Variable	B	Beta	t-value	Sig.	Result
Constant	-8.644	–	-3.997	0.000	–
Affiliate Marketing (X1)	0.418	0.288	4.607	0.001	H1 supported
Flash Sale (X2)	0.615	0.423	6.756	0.001	H2 supported
Live Streaming (X3)	0.554	0.345	5.482	0.001	H3 supported
Online Customer Review (X4)	0.691	0.438	7.041	0.001	H4 supported

Note: $t\text{-table}$ ($df = 97$, $\alpha = 0.05$) = 1.660. Source(s): SPSS output, processed (2026).

As all t-values exceed the t-table value and all significance values are below 0.05, H1, H2, H3, and H4 are all supported. Online customer review has the largest standardized coefficient ($\beta = 0.438$), followed by flash sale ($\beta = 0.423$), live streaming ($\beta = 0.345$), and affiliate marketing ($\beta = 0.288$), indicating that online customer review is the most dominant driver of fashion purchase decisions on TikTok Shop in Jember Regency.

Coefficient of Determination

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of Estimate
0.792	0.628	0.612	1.814

Source(s): SPSS output, processed (2026).

The Adjusted R Square of 0.612 indicates that affiliate marketing, flash sale, live streaming, and online customer review jointly explain 61.2% of the variance in purchase decisions, while the remaining 38.8% is explained by factors outside the model, such as price, service quality, and consumer trust.

Discussion

Affiliate marketing was found to have a positive and significant effect on purchase decisions ($\beta = 0.418$; $t = 4.607$; $p < 0.05$), supporting H1. This finding indicates that consumers, who are predominantly young students, place substantial trust in content-creator recommendations, consistent with the parasocial relationship they develop with the creators they follow. TikTok's algorithm further reinforces this effect by distributing affiliate content to users with relevant interests, increasing the relevance and conversion rate of promotional content. This result is consistent with (Zuhri et al., 2023) and (Ramadani et al., 2025), who found that affiliate marketing significantly drives purchase decisions on TikTok Shop, although it diverges from (Novilia et al., 2025), who found a non-significant effect on purchase intention, suggesting that the effectiveness of affiliate marketing may depend on consumers' digital literacy and the local market context.

Flash sale was found to have a positive and significant effect on purchase decisions ($\beta = 0.615$; $t = 6.756$; $p < 0.05$), supporting H2, and recorded the second-largest standardized coefficient among the

four variables. This is consistent with the scarcity principle and the fear-of-missing-out mechanism, which are particularly salient for budget-conscious student respondents who are attracted by significant discounts within a limited time window. Countdown timers, stock indicators, and push notifications used on TikTok Shop reinforce this urgency effect. This finding aligns with (Septiani et al., 2025), although it contrasts with (Al-Fairuz, 2024), who found flash sale to be non-significant when tested partially, indicating that the strength of this effect may vary depending on consumers' prior purchase intentions.

Live streaming was found to have a positive and significant effect on purchase decisions ($\beta = 0.554$; $t = 5.482$; $p < 0.05$), supporting H3. Fashion products depend heavily on visual and tactile attributes such as fabric texture, fit, and color accuracy, which live demonstrations convey far more effectively than static product images. Real-time interaction also increases social presence and reduces the perceived risk that typically accompanies online apparel purchases. This result is consistent with (Tusadiah et al., 2024) and (Febriyanti & Ratnasari, 2024), both of whom reported a significant positive effect of live streaming on purchase decisions in TikTok Shop.

Online customer review was found to have a positive and significant effect on purchase decisions ($\beta = 0.691$; $t = 7.041$; $p < 0.05$), supporting H4, and emerged as the most dominant variable in the model. Because Jember Regency has limited access to branded fashion outlets compared with metropolitan cities, online reviews, particularly those accompanied by photos and videos, serve as the closest substitute for a try-before-you-buy experience, functioning as social proof that reduces uncertainty about product quality and fit. This finding is consistent with (Salvati et al., 2025), who reported that online customer rating and review significantly affect purchase decisions on TikTok Shop, reinforcing the importance of review management as a core component of sellers' marketing strategy.

5. Conclusion

This study concludes that affiliate marketing, flash sale, live streaming, and online customer review each have a positive and significant partial effect on purchase decisions for fashion products on TikTok Shop in Jember Regency, and jointly explain 61.2% of the variance in purchase decisions. Online customer review is the most dominant factor, followed by flash sale, live streaming, and affiliate marketing. Practically, fashion sellers on TikTok Shop are advised to actively encourage and manage customer reviews, particularly those accompanied by visual evidence; design structured and periodic flash sale programs with clear time limits and stock indicators; improve the quality, clarity, and interactivity of live streaming sessions; and build long-term partnerships with credible, audience-relevant content-creator affiliates.

This study has several limitations. The Adjusted R^2 of 0.612 indicates that 38.8% of the variance in purchase decisions is explained by variables outside the model, such as price, service quality, and brand image. In addition, the study is limited to fashion consumers in Jember Regency, which may constrain the generalizability of the findings. Future research is encouraged to incorporate additional variables such as price perception, brand image, or consumer trust; to extend the study to other regions or product categories; to examine mediating or moderating variables such as trust or digital literacy; and to consider mixed-methods approaches to gain deeper insight into consumer motivations on social commerce platforms.

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