

The Influence of Local Cultural Values and Nostalgic Expectations on Consumer Purchasing Decisions of Lontong Orari Banjarmasin

Adista Anjar Diany¹, Rika Yuliyanti²

¹ Department of Management, Sekolah Tinggi Ilmu Ekonomi Pancasetia, Banjarbaru, Indonesia

² Department of Management, Faculty of Humaniora Universitas Sari Mulia, Banjarmasin, Indonesia

Email: adistadiany@gmail.com

Input : June 03, 2025
Accepted : June 25, 2025

Revised : June 22, 2025
Published: June 28, 2025

ABSTRACT

Indonesia is a culturally diverse country where each region possesses unique cultural and culinary traits that shape the identity of its local communities. In Banjarmasin, one of the most popular traditional foods that has gained significant recognition and public favor is Lontong Orari. This research aims to investigate how local cultural values and nostalgic expectations influence consumer purchasing decisions toward Lontong Orari. The study employs a quantitative associative method with an explanatory approach. The population consists of consumers who have previously purchased and consumed Lontong Orari, using a sample of 100 respondents selected through purposive sampling. The data were analyzed using the Structural Equation Model (SEM) through the SmartPLS 3.0 software. Findings reveal that both local cultural values and nostalgic expectations significantly influence consumer behavior in making purchasing decisions. Local culture plays a crucial role in shaping consumer identity and preferences, while nostalgia triggers emotional connections that drive consumers to choose traditional foods like Lontong Orari. This study highlights the importance of integrating cultural and emotional elements into marketing strategies for traditional culinary products, especially in preserving regional identity and promoting local economic development through culinary heritage..

Keywords: Local Cultural Value, Nostalgic Expectation, Consumer Purchase Decision, Local Wisdom, Consumer Behavior

INTRODUCTION

Indonesia is a country rich in cultural diversity and traditions spread across various regions. Each region has cultural and culinary characteristics that become the identity of its people. Culinary specialties are cultural and social spaces in daily life that are strongly influenced by current events (Roza, et a. 2023). Banjarmasin, as one of the cities in South Kalimantan, has a strong local cultural heritage that is reflected in various aspects of life, including in culinary traditions. One of the culinary specialties that is well known and favored by the people of Banjarmasin is Lontong Orari. Lontong Orari in Banjarmasin can survive and has its own appeal in the eyes of consumers until now. This shows the strength of local products, not only in terms of taste, but also the cultural values and emotional content attached to them.



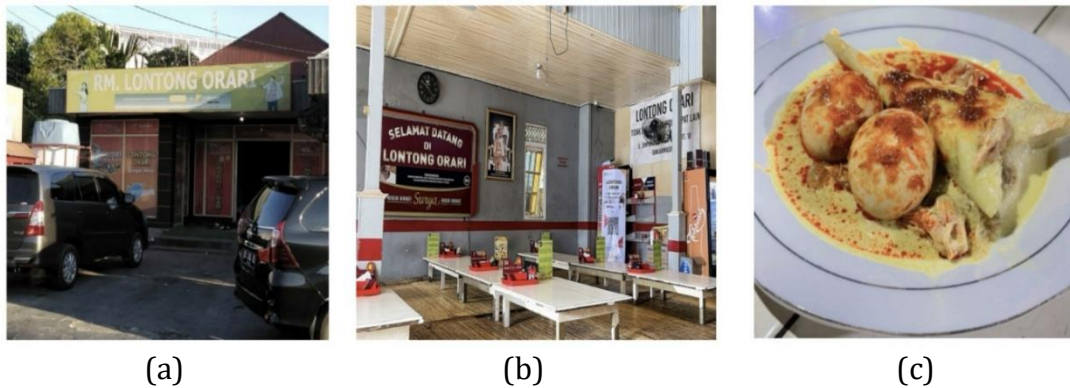


Figure 1. (a) Lontong Orari Restaurant; (b) The atmosphere at Lontong Orari; (c) Lontong Sayur Banjar, a specialty of Lontong Orari.

Source : Lontong orari instagram

Lontong Orari is not just food, but also a symbol of local culture that is closely related to the identity of the Banjar people. The name “Orari” itself comes from the amateur radio community that used to gather in this place, so historically, this culinary contains a unique story and cultural value. Cultural value orientation stands as a basic element of the structure of society, which serves as a collective belief universally embraced by members of society (Wang, et al. 2023). Culture influences the values that consumers hold (Shavitt & Barnes, 2020), culture has the potential to influence consumer purchasing decisions (Sudaryanto, et al., 2021). Local culture often has a potential influence on consumer behavior and impacts all stages of consumer decision making (Asi, et al. 2024). The presence of local values in food presentation, the use of distinctive names, and the traditional atmosphere offered by the Lontong Orari restaurant are important elements that shape the value of local culture in consumer perceptions.

In addition, many consumers associate Lontong Orari with memories of the past, such as moments of eating with family, a hometown atmosphere, or a simple childhood. This creates what is referred to as a nostalgic expectation, which is the hope of re-experiencing or reliving positive emotions from the past through food. Nostalgia is a concept that has long been an integral part of tourism and cultural heritage (Earl & Hall, 2023). This nostalgia-based marketing strategy has proven to be effective in influencing consumer decisions across a variety of contexts, as it is able to create a deeper emotional attachment than a simple promotion.

In the context of marketing management, these two factors - local cultural values and nostalgic expectations - are potentially very valuable in shaping consumer purchasing decisions. Today's consumers not only consider the functional aspects of a product such as taste and price, but also the symbolic, emotional value and cultural identity it offers. Therefore, it is important to find out to what extent these two factors actually influence consumers' purchasing decisions for Lontong Orari. Purchasing decisions are activities individuals who are directly involved in decision making to make purchase of the product offered by the seller (Ismunandar & Lestari, 2019). Previous research shows that local cultural values can influence consumer behavior in making purchasing decisions, especially in the context of traditional products and regional culinary specialties (Syanura, et al. 2025). In addition, nostalgic expectations are also often used as an effective marketing strategy to increase consumer buying interest. However, there are still few studies that specifically examine the influence of these two variables simultaneously in the context of typical culinary products such as Lontong Orari in Banjarmasin.

This research is relevant because it can provide a deeper understanding of local consumer behavior towards traditional products. In addition, the results of this study can be utilized by traditional culinary businesses to develop marketing strategies that not only focus on product excellence, but also on cultural and emotional aspects that are strongly attached to the hearts of the community.

Relationship between Local Cultural Values and Purchasing Decisions

Local cultural values are a value system that develops in a community and reflects the way people view products or services, these values are usually passed down from generation to generation (Hendria, et al. 2025). When a product reflects cultural values that are recognized and valued by the community, this can foster a sense of attachment and pride in the product. Consumers tend to choose products that they perceive as part of their local identity. Therefore, the higher the consumer's appreciation or perception of the local cultural values attached to the product, the higher the likelihood that the consumer will decide to buy the product. Findings from Rajiv & Widodo (2023) revealed that consumers highly value the authenticity and uniqueness of a product. Research from Herdiyanti, et al (2024) also states that cultural factors significantly shape individual perceptions of products and brands.

H1: Local Cultural Values Affect Purchasing Decisions

The Relationship of Nostalgic Expectations to Purchasing Decisions

Nostalgic expectations are consumers' expectations of positive past memories that may arise when they re-consume certain products. In the case of Lontong Orari, many consumers may have enjoyed the product as a child, with family, or in a certain happy atmosphere. Nostalgia can be a strong motivator that influences purchasing behavior because it can evoke positive emotions, provide a sense of comfort and familiarity, increase the value of the experience from just eating to an emotional experience (Yani, et al. 2022). Setiawan & Ferdinand (2019) state that consumers who have high nostalgic expectations for products tend to make purchasing decisions without overly considering rationalities such as price or product variations, because what they are looking for is the experience and feelings caused. Albores, et al (2024) stated that nostalgia influences consumer purchasing behavior, but the results of research from Rasika & Janani (2025) state that nostalgia is not universal because some respondents do not feel nostalgic for brands and products from older generations.

H2 : Nostalgic Expectations Affect Purchasing Decisions

METHOD

This research uses an associative quantitative approach, which is research that aims to determine the relationship or influence between variables numerically and measured using statistical instruments. This type of research is explanatory research, because it wants to explain the effect of local cultural values and nostalgic expectations on consumer purchasing decisions. The population in this study are consumers who have bought and consumed Lontong Orari. The sampling technique used purposive sampling, namely selecting respondents who did have experience buying Lontong Orari. The sample size was 100 respondents, assuming this number was sufficient to carry out regression analysis and produce representative data (Sugiyono, 2019). The data analysis technique uses a Structural Equation Model (SEM) using the Smart PLS 3.0 analysis tool.

Based on the background and literature, the researchers formulated the operational definitions in this study as follows:

Table 1. Operational Definition of Variables

Variabel	Dimension	Indicator	Source
Local Cultural Values (X1)	Traditions and Customs	Products reflect local traditions of Banjarmasin Symbol of the cultural identity of the local community	Kotler & Keller (2019)
	Authenticity	Local flavor image Traditional cooking techniques	
	Local Pride	A sense of pride in consuming local products	
		Products are considered representative of the region	
Ekspektasi Nostalgia (X2)	Memories of the Past	Reminiscent of the past Associated memories with family or friends	Setiawan & Ferdinand (2019)
		Reduces stress or longing	
	Sentimental Feelings	Provides a sense of warmth and comfort	
		Hope of getting the same feeling as before Hope of recreating past moments	
Keputusan Pembelian (Y)	Purchase Intention	Interested in buying after seeing/hearing the product Interested in trying again	Schiffman & Kanuk (2019); Kotler & Keller (2019)
		Buying products in the near future	
	Buying Intensity	Choosing a product over others because of its memories	
		Satisfaction after purchase	
	Purchase Loyalty	Recommendation to others	
		Favor the product over other brands	

Source : Processed Data, 2025

HASIL DAN PEMBAHASAN

Demographics of Respondents

The tabulation can be presented as follows:

Table 1. Demographics of Respondents

Demographics of Respondent	Characteristics of Respondents	Respondents	Percentage (%)
Gender	Male	63	63.0 %
	Female	37	37.0%
Age	< 18 y.o	2	2.0%
	18 - 30 y.o	21	21.0%
	31 - 45 y.o	35	35.0%
	> 45 y.o	42	42.0%
	SD/SMP	-	-
Level of Education	SMA	55	55.0%
	S1	38	38.0%
	S2	5	5.0%
	Lainnya	2	2.0%
Income	< 3.000.000,-	17	17.0%
	3.000.000,- - 3.999.999,-	28	28.0%
	4.000.000,- - 4.999.999,-	31	31.0%
	> 5.000.000,-	24	24.0%

Source : Processed Data, 2025

Outer Model

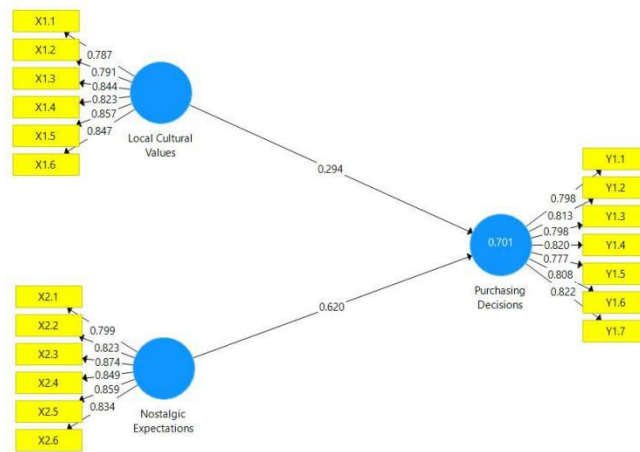


Figure 2. Results of SEM - PLS Outer Model Testing

Source : Processed Data, 2025

For the Structural Equation Modeling - Partial Least Squares (SEM-PLS) model, the outer model validity must be confirmed, as explained in the following section:

a. Validity Test - Convergent Validity

This demonstrates that each measurement instrument appropriately captures the construct it is intended to measure, indicating that the instruments are both suitable and applicable for assessing the construct variables. Convergent validity is typically assessed through factor loadings and Average Variance Extracted (AVE). Factor loadings greater than 0.70 indicate a strong relationship between the observed variables and their underlying constructs, thereby affirming the measurement model's validity (Othman & Yusuff, 2022).

Table 2. AVE

Variable	AVE	Result
Local Cultural Value	0.68	Valid
Nostalgic Expectations	0.71	Valid
Purchasing Decisions	0.65	Valid

Source: Processed Data, 2025

All factor loadings exceed the recommended threshold of 0.70, indicating that this criterion has been met. Additionally, the Average Variance Extracted (AVE) values for each construct are above the minimum acceptable value of 0.50, with Local Cultural Value at 0.68, Nostalgic Expectations at 0.71, and Purchasing Decisions at 0.65. These findings confirm that the AVE requirement for convergent validity is satisfied. As such, all convergent validity assumptions have been fulfilled.

b. Validity Test - Discriminant Validity

The purpose of discriminant validity is to ensure that indicators of one construct do not overlap with those of other constructs, confirming conceptual and statistical distinctiveness. The Fornell-Larcker criterion evaluates inter-construct validity, whereas cross-loading checks whether each item best loads on its respective construct. Discriminant validity is confirmed when a construct's AVE square root is higher than its correlations with all other constructs.

Table 3. Fornell-Larcker criterion

	Local Cultural Value	Nostalgic Expectations	Purchasing Decisions
Local Cultural Value	0.83		
Nostalgic Expectations	0.63	0.84	
Purchasing Decisions	0.68	0.81	0.81

Source: Processed Data, 2025

The correlation values within constructs are greater than those between constructs, confirming that discriminant validity has been established according to the Fornell-Larcker criterion.

Cross Loading

In cross-loading analysis, discriminant validity is confirmed when each item's loading on its designated construct exceeds its loadings on all other constructs (Kabir, et al. 2022).

Table 4. Cross Loading

	Local Cultural Value	Nostalgic Expectations	Purchasing Decisions
X1.1	0.79	0.50	0.55
X1.2	0.79	0.50	0.57
X1.3	0.84	0.49	0.58
X1.4	0.82	0.57	0.58
X1.5	0.86	0.55	0.58
X1.6	0.85	0.49	0.52
X2.1	0.49	0.80	0.71
X2.2	0.55	0.82	0.66
X2.3	0.51	0.87	0.65
X2.4	0.56	0.85	0.70
X2.5	0.58	0.86	0.66
X2.6	0.48	0.83	0.67
Y1.1	0.46	0.63	0.80
Y1.2	0.51	0.66	0.81
Y1.3	0.57	0.60	0.80
Y1.4	0.59	0.61	0.82
Y1.5	0.48	0.71	0.78
Y1.6	0.60	0.66	0.81
Y1.7	0.64	0.67	0.82

Source: Processed Data, 2025

Since each construct's indicators have higher cross-loadings on their own construct than on others, this confirms that the constructs are distinct and discriminant validity is established.

Reliability Test

To evaluate the internal consistency of the construct measurement instruments, reliability tests using Cronbach's Alpha and Composite Reliability were conducted. Although a minimum threshold of 0.7 is preferred, values as low as 0.6 are accepted by many researchers as adequate for indicating reliable measurement tools.

Table 5. Cronbach Alpha and Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Conclusion
Local Cultural Value	0.91	0.91	0.93	Reliable
Nostalgic Expectations	0.92	0.92	0.93	Reliable
Purchasing Decisions	0.91	0.91	0.93	Reliable

Source: Processed Data, 2025

Inner Model

Predictive Relevance Testing

The test measures how accurately the research model predicts the observed data and parameter estimates. A Q^2 value above zero ($Q^2 > 0$) means the model's predictions are valid and dependable.

Table 6. Predictive Relevance

Variable	SSO	SSE	Q2 (= 1-SEE/SSO)
Local Cultural Value	1008.00	1008.00	
Nostalgic Expectations	1008.00	1008.00	
Purchasing Decisions	1176.00	652.53	0.45

Source: Processed Data, 2025

Fit model reveal that the SRMR value is $0.0774 \leq 0.08$ while the NFI value is $0.934 \geq 0.90$. If these conditions are met, the model can be considered to satisfy the model fit assumptions.

Model Fit Test

Fit indices like SRMR and NFI are commonly employed to determine the adequacy of model fit.

Table 7. Model Fit

Variable	Saturated Model	Estimated Model
SRMR	0.06	0.06
d_ULS	0.70	0.70
d_G	0.57	0.57
Chi-Square	477.27	477.27
NFI	0.91	0.91

Source: Processed Data, 2025

The model demonstrates acceptable fit, as indicated by an SRMR value of 0.06 (≤ 0.08) and an NFI value of 0.91 (≥ 0.90). These values meet the commonly accepted thresholds, suggesting that the model satisfies the assumptions for good fit.

Coefficient of Determination

R^2 measures the proportion of variance in the dependent variable explained by the independent variables. A higher R^2 value reflects stronger explanatory power and improved predictive accuracy of the model.

Table 8. Koefisien Determinasi (R^2)

	R Square	R Square Adjusted
Purchasing Decisions	0.70	0.70

Source: Processed Data, 2025

With an Adjusted R-squared of 0.70, the model explains about 70% of the changes in Purchasing Decisions using the independent variables, showing they play an important role.

Hypothesis Testing

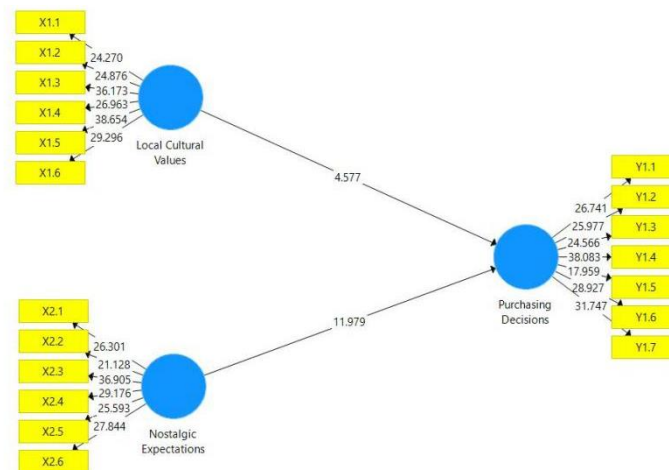


Figure 3. Results of SEM – PLS Inner Model Testing

Source : Processed Data, 2025

Table 9. Hypothesis Testing

Variable	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T-Statistic	P-Values
Local Cultural Value → Purchasing Decisions	0.29	0.29	0.06	4.58	0.00
Nostalgic Expectations → Purchasing Decisions	0.62	0.62	0.05	11.98	0.00

Source: Processed Data, 2025

The Effect of Local Cultural Value on Purchasing Decisions

The effect of on Local Cultural Value is both positive and statistically significant, as evidenced by a T-statistic of 4.58, which exceeds the critical value of 1.96, and a p-value of 0.00, which is below the 0.05. The results of the analysis show that local cultural values have a positive and significant influence on consumer purchasing decisions. This finding indicates that Lontong Orari consumers tend to consider aspects of local culture in choosing food. Factors such as Banjar's distinctive taste, the use of local ingredients, traditional serving methods, and an atmosphere that reflects local identity are attractive.

Local cultural values provide a culinary experience that not only satisfies taste, but also strengthens a sense of belonging to the cultural heritage of the region. This is in line with the theory of cultural values, which states that consumer preferences are strongly influenced by the values embedded in the culture in which they grow up. Thus, the preservation of local cultural elements in the presentation of traditional foods such as Lontong Orari is a key factor in maintaining consumer loyalty.

The Effect of Nostalgic Expectations on Purchasing Decisions

The effect of on Nostalgic Expectations is both positive and statistically significant, as evidenced by a T-statistic of 11.98, which exceeds the critical value of 1.96, and a p-value of 0.00, which is below the 0.05. The nostalgic expectation variable was also found to have a positive and significant influence on purchasing decisions. This means that the higher the nostalgic expectations consumers feel, the more likely they are to buy Lontong

Orari. Consumers who have childhood memories, family experiences, or memories of the typical Banjarmasin atmosphere in the past tend to look for food that can revive these memories. Some radio communities that are still active today, still often hold meetings at this restaurant to reminisce about the past.

Nostalgic expectations drive consumers to seek emotional connections through food, making Lontong Orari not just a culinary choice, but also a medium to 'revisit' past experiences. This is consistent with the concept in nostalgia marketing theory, which states that positive emotions from the past can strengthen emotional attachment to products and increase purchase intentions.

CONSLUSION

Local cultural values have a positive and significant effect on consumer purchasing decisions for Lontong Orari Banjarmasin. This shows that local cultural elements such as distinctive flavors, traditional presentation, and regional identity attached to the product are able to increase consumer buying interest. Lontong Orari managers are advised to continue to maintain the authenticity of the traditional taste and presentation that is the identity of this culinary. Local cultural aspects such as the use of heritage recipes, typical Banjar presentation, and a dining atmosphere that reflects local wisdom can continue to be developed as a differentiation strategy from other modern culinary.

Nostalgic expectations also have a positive and significant effect on purchasing decisions. Consumers tend to have an emotional attachment to Lontong Orari because it contains elements of past memories, both in the context of family, community, the atmosphere of Banjarmasin city, and pleasant personal experiences. Business actors can design marketing strategies that raise past memories. For example, by narrating the history of Lontong Orari, sharing stories of old customers, or adding photos and visual elements that depict the atmosphere of the past.

Managers are expected to pay more attention to promotions, such as those directed at consumer segments that have an attachment to local culture and past experiences, such as the adult generation or migrants from Kalimantan. Social media, especially platforms such as Facebook and Instagram, can be utilized to spread nostalgic content that is relatable to the target market.

REFERENCE

- Albores, A., B., La Cruz, S., D., & Mercado, P., R. (2024). The Interplay of Nostalgia And Memorable Experiences : A Study On Apparel. JMK, VOL. 26, NO. 1, SEPTEMBER 2024, 79–87. DOI: <https://doi.org/10.9744/jmk.26.2.79-87>.
- Asi, Y., S., Assagaf, A., Indrasari, M., Yunus, E., Sukesi., Riyadi, S., & Suyanto. (2024). The Influences of People and Local Culture on Purchase Decision Moderated By Social Media Marketing on Traditional Product of MSMEs in East Kotawaringin Regency of Central Kalimantan. *Dinasti International Journal of Digital Business And Management (DIJDBM)*. Vol. 5, No. 2, February 2024. DOI: <https://doi.org/10.31933/dijdbm.v5i2>.
- Earl, A., & Hall, C.,M. (2023). Nostalgia and tourism. *Journal of Heritage Tourism*. Vol 18, No. 3 p307-317. <https://doi.org/10.1080/1743873X.2023.2192875>.
- Hendria, C., D., Salim, E., & Sari, S. (2025). Pengaruh Kearifan Lokal dan Kualitas Layanan Terhadap Keputusan Pembelian Melalui Harga pada Restoran Bebek Sawah di Kota Padang. *Jurnal Bintang Manajemen*, 3(1), 30–42. <https://doi.org/10.55606/jubima.v3i1.3733>.
- Herdiyanti., Launtu, A., Rahayu, B., Putra, W.,S., Anam, C. (2024). Analysis of the Influence of Cultural Factors on Consumer Preferences in Product Purchasing Decisions: A

- Cross-Cultural Study of the Global Market. *Dinasti International Journal of Education Management And Social Science (DIJEMSS)*, Vol. 5, No. 5, June 2024. DOI: <https://doi.org/10.38035/dijemss.v5i5>.
- Ismunandar & Lestari, Y., A. (2019). Pengaruh Faktor Budaya Terhadap Keputusan Pembelian Lo'i Me'e Mbojo di Kota Bima. *Jurnal Sosial Ekonomi dan Humaniora*, 5(2):101-111. DOI:10.29303/jseh.v5i2.54.
- Kabir, I., Abdullahi, Y.A. & Naqshbandi, M.M. Measuring entrepreneurial orientation and institutional theory for informal enterprises: scale validation. *Qual Quant* 57, 1439–1463 (2023). <https://doi.org/10.1007/s11135-022-01357-1>.
- Kotler, P., & Keller, L.K., (2019). *Marketing Management*. European : Pearson Education.
- Othman, Y., H., Yusuff, M.,S.,S. (2022) Assessing Reliability and Validity of Attitude Construct Using Partial Least Squares Structural Equation Modeling (PLS-SEM). *International Journal of Academic Research in Business and Social Sciences* 12(5) May 2022. DOI:10.6007/IJARBS/v12-i5/13289.
- Rajiv., Widodo, S. (2023). Impact Analysis of Local Balinese Cultural Values on Consumer Purchasing Decisions in the Global Market of Handicraft Products. *Sinergi International Journal of Economics*, 1(3), 132-145. DOI: <https://doi.org/10.61194/economics.v1i3.211>.
- Rasika, V. and Janani, T. S. R. V. (2025). A Study on the Impact of Nostalgia Marketing on Consumer Behaviour. *International Journal of Engineering Technologies and Management Research*, 12(4SE), 30–39. DOI : 10.29121/ijetmr.v12.i4SE.2025.1580
- Roza, Y. M., Razali, G., Fatmawati, E., Syamsuddin, S., & Wibowo, G. A. (2023). Identitas Budaya dan Sosial Pada Makanan Khas Daerah : Tinjauan Terhadap Perilaku Konsumsi Masyarakat Muslim Pada Bulan Ramadhan di Indonesia. *KOMITMEN: Jurnal Ilmiah Manajemen*, 4(1), 305–315. <https://doi.org/10.15575/jim.v4i1.25031>.
- Schiffman, L., G., & Kanuk, L., L. (2019). *Perilaku Konsumen*. Edisi ke 12. Jakarta : PT. Indeks.
- Setiawan, R., & Ferdinand, A., T. (2019). Analisis Pengalaman Wisatawan Melalui Nilai yang Dirasakan Terhadap Keputusan Pembelian Pada Makanan Lokal Kota Semarang, *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, vol. 18, no. 2, pp. 124-140, Sep. 2019. <https://doi.org/10.14710/jspi.v18i2.124-140>.
- Shavitt, S., & Barnes, A., J. (2020). Culture and the Consumer Journey. *Journal of Retailing*, Volume 96, Issue 1, March 2020, Pages 40-54. <https://doi.org/10.1016/j.jretai.2019.11.009>.
- Sudaryanto., Suroso, I., Hanim, A., Pansiri, J., Umama, T., L. (2021). Impact of Culture, Brand Image And Price On Buying Decisions : Evidence from East Java, Indonesia. *Innovative Marketing*, Volume 17, Issue 1, 2021. [http://dx.doi.org/10.21511/im.17\(1\).2021.11](http://dx.doi.org/10.21511/im.17(1).2021.11).
- Sugiyono. 2019. *Metode Penelitian & Pengembangan*. Alfabeta.
- Syanura, B., L., Berampu, L., T., & Wildah, S., W. (2025). The Influence of Brand Elements on Purchase Decision on Culture Product at Viera Oleh Oleh - Oleh in Pekanbaru City. *JAMPARING: Jurnal Akuntansi Manajemen Pariwisata dan Pembelajaran Konseling*, Vol. 3 No. 1 February 2025. DOI: 10.57235/jamparing.v3i1.5368.
- Wang, N., Abidin, S., Z., Shaari, N., & Mansor, N. (2023). Influence of Chinese cultural values on consumer decision-making: A PRISMA-based systematic review. *International Journal of Advanced and Applied Sciences*, 11(1) 2024, Pages: 78-86. <https://doi.org/10.21833/ijaas.2024.01.009>.

Yani, A., M., Ikramuddin., Rusydi., & Edyansyah, T. (2022). Pengaruh Variabel Consumer Nostalgic, Consumer Ethnocentrism, Dan Citra Merek Terhadap Minat Beli Konsumen Pada Produk Pepsodent. Jurnal Visioner & Strategis, Volume 11,, Nomor 2, September 2022. <https://journal.unimal.ac.id/visi/article/view/964>.