

A message behind a smile: how facial expression supports communication in marketing

Andhy Setyawan, Dudi Anandya & Farenza Renada Fulongga
University of Surabaya, Surabaya, Indonesia

ABSTRACT: A smile is a form of facial expression which contains a message of a person's feelings that allows the transmission of emotion to others. In marketing communications, emotional contagion can be an individual evaluation of advertising, brands, and even purchase intentions. Using experimental techniques, this study aims to understand the impact of facial expression on consumer evaluation with emotional contagion mediation. Data from 120 participants involved in laboratory experiments were processed using ANOVA and Linear Regression. The result showed the presence of emotional contagion felt by the individual when observing the facial expression of endorser in an advertisement. Furthermore, this emotional contagion mediates the effect of facial expression on consumer evaluation. Consumer evaluation in this study refers to attitude towards advertising, brand, and intention of purchasing product.

Keywords: facial expression, emotional contagion, attitude, purchase intentions, marketing communications

1 INTRODUCTION

A person's facial expressions show internal emotions that are perceived and able to influence others around him. Other people may recognize the emotions that a person feels through facial expression. Doherty (1997) believes that emotions expressed through facial expressions are capable of affecting the emotions of others through emotional contagion.

The concept of facial expression and its influence on the marketing environment is widely applied to marketing communications. Marketing communications which show endorsers' facial expressions that match with the product being promoted is one of the important conditions in persuasion efforts (Choi & Rifon 2012). The expression shown by endorsers in an advertisement has a major contribution affecting consumers to enhance their positive attitude and purchase intentions (Ilicic & Webster 2011).

Although many previous studies have examined various approaches to enhance the endorsers' effectiveness of promotions, there were only a few types of research in the marketing field that examine the effect of facial expression on consumer evaluation of advertising, branding, and behavior. The purpose of this study focuses on the disclosure of the facial ex-

pression role of the endorser (in the form of a smile or a flat expression) in influencing consumer emotion as well as its evaluation of advertising, brand, and purchase intentions.

1.1 Facial Expression

A smile is one of the facial expressions that can enhance a positive feeling within oneself as compared with a flat facial expression (Soussignan 2002). Previous studies show that the smile expression of an ad model will affect the emotional state of the consumer who sees the ad becoming more positive (Baxter et al. 2014, Davis & Herr 2014). Recent research of Kulczynski et al. (2016) shows that smiley facial expression of an endorser in an advertisement causes consumers who see the ad to feel happier and respond positively. Thus, the first hypothesis is proposed as follows.

H1: Consumers will feel happier when seeing the smile expression of endorsers, regardless of the presence of certain cognitive messages.

1.2 Emotional Contagion

Emotional contagion is a reaction that emerges automatically as a result of one's observation of a cer-

tain stimulus, such as various facial expressions (Winkielman et al. 2005). Some evidence suggests that a large number of consumer decisions are made automatically or unconsciously (Fitzsimons et al. 2002). Many researchers assume that the facial expressions of a source can alter the subconscious response of those who see it (Winkielman et al. 2005), so called an automated process.

Advertisements are designed in such a way as to convey emotions to consumers and encourage consumers to use their emotions in evaluating those advertisements. Referring to Yoo & MacInnis (2005), the consumer's feelings arising from the advertisements shown can provide one of two kinds of influence: (1) consumer emotions cause them to give biased evaluations towards the advertisements; or (2) consumer feelings can also be mediated by thoughts related to the credibility of the advertisements.

The study results of Kulczynski et al. (2016) explain that the consumer's feeling of happiness generated by the smiley face expression of the endorser in advertisements can influence consumer evaluation. The referred consumer evaluation is a positive attitude towards advertising, brand, and purchase intentions. Referring to these discussions, the second hypothesis is proposed as follows.

- H2a: Consumer's feeling of happiness will mediate the effect of a smile on attitude towards advertising.
- H2b: Consumer's feeling of happiness will mediate the effect of a smile on attitude towards brand.
- H2c: Consumer's feeling of happiness will mediate the effect of a smile on attitude towards purchase intentions.

2 RESEARCH METHODS

The type of research conducted was causal research which is a research conducted to determine the causal relationship between the variables studied (Zikmund et al. 2013). The facial expression of the endorser on the ad was a manipulated variable as a cause and the emotion of the consumer who saw the ad as an effect that was going to be analyzed.

The data were collected using the laboratory experiment technique with students as the participant. The experimental design applied in this paper was a factorial design 2 (facial expression: smiling and resting) X 2 (cognitive capacity: load and no load). The study participants were divided into four groups of randomized treatment.

The research variables were operated by referring to Kulczynski et al. (2016). The facial expression variable was manipulated by exhibiting smiley face expression of endorsers in ads for smiling condition,

and flat face expression for resting condition. Cognitive capacity was manipulated by creating load and no load conditions. The load condition was manipulated by giving participants the task to memorize a 7-digit random number before understanding the ad (Davis & Herr 2014), while under no-load conditions the participant was asked to immediately understand the advertisement provided without any cognitive load.

Emotional contagion variables, attitude towards advertising, attitude towards the brand, and purchase intentions were obtained by measurement. Emotional contagion was operationalized with the Self-Assessment Manikin (SAM) referring to Bradley & Lang (1994). SAM is a picture of one's emotions from sad to happy state. Furthermore, attitude towards advertising, attitude towards the brand, and purchase intentions were measured on a semantic differential scale, referring to Kulczynski et al. (2016).

Before testing the hypothesis, the validity and reliability of the collected data were first tested. For manipulated variables, manipulation checks needed to be done to determine the validity level of manipulation applied to participants (Zikmund et al. 2013). Manipulation checks were based on independent t-test results. The validity of variables was measured by correlation value of Pearson (ρ) item to total (Sekaran & Bougie 2016), while the reliability was tested using Cronbach's Alpha (α) is at least 0.7 (Hair et al. 2010).

Data analysis applied to test hypothesis 1 was an analysis of variance (ANOVA). Hypothesis 2 was tested by multiple linear regression analysis by applying mediation effects that refer to Baron & Kenny (1986), and MacKinnon et al. (2002).

3 RESULTS AND DISCUSSIONS

The result of the manipulation checks indicates that the group of participants with the load cognitive capacity took significantly longer time to understand the ad ($M_{Load} = 11.1883$ seconds) than the no-load cognitive capacity ($M_{No Load} = 8.1057$ seconds, $t = 2.829$, $p = 0.005$), indicating that the manipulated cognitive capacity in participants works well.

Table 1 shows that all variable measurement indicators are valid because the Pearson correlation value was high and significant ($p \leq 0.01$). Besides valid, measurements also showed good reliability because Cronbach's alpha value exceeds 0.7. The validity and reliability testing of all variables, both manipulated and measured showed good validity and reliability so it was worth to proceed to the testing phase of the hypothesis.

Table 1. The validity and reliability testing on variables

Variable	Pearson correlation	Cronbach's alpha
Attitude towards advertising		
ATA1	0.908**	0.882
ATA2	0.899**	
ATA3	0.896**	
Attitude towards brand		
ATB1	0.839**	0.804
ATB2	0.859**	
ATB3	0.848**	
Purchase intentions		
PI1	0.732**	0.835
PI2	0.792**	
PI3	0.817**	
PI4	0.778**	
PI5	0.777**	

** $p \leq 0.01$

A 2 (facial expression: smiling vs. resting) X 2 (cognitive capacity: load vs. no load) two-way ANOVA design, and emotional contagion of participants as the response variable constructed to test hypothesis 1. The result shows that the smile of endorser in an ad was capable of enhancing participants' feelings significantly in both the cognitive capacity of load and no load conditions ($F = 6.188, p = 0.014$).

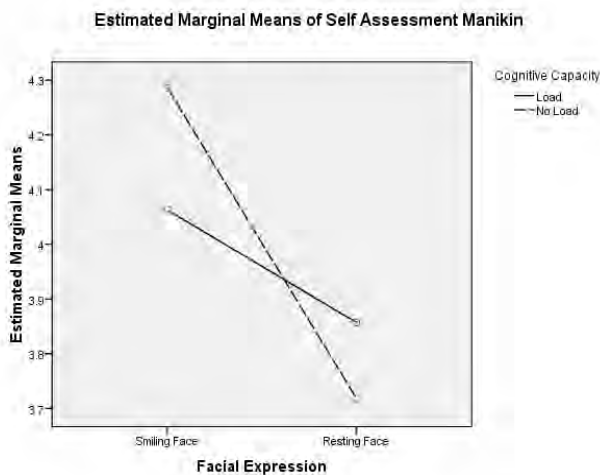


Figure 1. Emotion of participant on the manipulated condition

Referring to Figure 1, participants' feeling of happiness demonstrated by SAM would increase significantly during the smiley face expression of the endorser, regardless of the perceived cognitive capacity condition. Thus, hypothesis 1 was supported by empirical data.

Based on the summary of Regression analysis result in Table 2, it can be seen that hypothesis 2 was supported by empirical data. In hypothesis 2a, the direct influence of facial expressions on attitude towards advertising was significant ($\beta = 0.230, p = 0.012$). Nevertheless, the magnitude of the effect was decreased and still significant ($\beta = 0.142, p =$

0.097) when involving the role of SAM as a mediator ($\beta = 0.395, p = 0.000$) in attitude towards advertising. Taking into account that the direct influence of facial expression on SAM was also significant ($\beta = 0.223, p = 0.015$), the condition in hypothesis 2a shows that SAM partially mediates the effect of facial expression on attitude towards advertising.

Table 2. The summary of Regression analysis result

Variable's path	Standardized estimate (β)	p	Remark
Hypothesis 2a			
FE ^a →ATA ^b	0.230	0.012	
FE→SAM ^c	0.223	0.015	H2a
FE, SAM→ATA	0.142	0.097	supported
Hypothesis 2b			
FE→ATB ^d	0.121	0.189	
FE→SAM	0.223	0.015	H2b
FE, SAM→ATB	0.070	0.444	supported
Hypothesis 2c			
FE→PI ^e	0.124	0.177	
FE→SAM	0.223	0.015	H2c
FE, SAM→PI	0.073	0.429	supported
	0.230	0.014	

^aFacial expression, ^bAttitude toward advertising, ^cSelf-assessment manikin, ^dAttitude toward brand, ^ePurchase intentions

In hypothesis 2b, the direct influence of facial expressions on attitude towards brand was not significant ($\beta = 0.121, p = 0.189$). Nevertheless, the effect of facial expressions on SAM was significant ($\beta = 0.223, p = 0.015$), and the effect of SAM on attitude towards brand was also significant ($\beta = 0.226, p = 0.015$). It signifies that SAM fully mediates the influence of facial expressions on attitude towards brand.

The analysis of mediation correlation on hypothesis 2c was not much different from hypothesis 2b. The direct effect of facial expressions on purchase intentions was not significant ($\beta = 0.124, p = 0.177$), but the effect on SAM was significant ($\beta = 0.223, p = 0.015$). Taking into consideration that the effect of SAM is also significant on purchasing intentions ($\beta = 0.230, p = 0.014$), then SAM fully mediates the influence of facial expression on purchase intentions.

4 CONCLUSIONS

Through a series of analyzes discussed in the previous section, a smile is very meaningful for consumer evaluation. Consumers will feel happier when the endorser's smiley face expression compared with a

flat facial expression. Furthermore, the positive emotion in the form of pleasure feeling will mediate the effect of a smile on the consumer's evaluation. Consumer evaluation in this study is limited to attitudes toward advertising, brands, and purchase intentions.

The results of this study are in line with the results of previous studies, who argue that a smile contains a psychological message that can enhance the positive emotions of others. Further research needs to accommodate other variables that supposedly also play a role in facial expression relationships with consumer evaluations, such as the familiarity of the endorser, and the level of consumer involvement with the advertised product.

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Influence of financial attitude, financial behavior, financial capability on financial satisfaction

Agus Zainul Arifin

This research aims to examine the influence of Financial Attitude, Financial Behavior, and Financial Capability on Financial Satisfaction. This research was conducted on workers in Jakarta, Indonesia. The Sampling method used a non-probability sampling of purposive sampling. Data were obtained by spreading...

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Soft loan program for credit union: a fruitful or a useless program?

Ria Sandra Alimbudiono

This study aims to give an insight about the performance evaluation on the government soft loan program in empowering credit union. This is a strategic program to improve the regional economy. Nevertheless, there is a contradictive view whether it is a fruitful or merely a useless program. Thus, a performance...

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The impact of heuristics and biases in the application of professional judgement by internal auditors in the stage of fieldwork

Jonathan Tanone, Senny Harindahyani

This study aims to find the impact of heuristics and bias in the application of professional judgment by internal auditors in the stage of fieldwork in "Company X", a company engaged in the distribution of fuel oil in West Nusa Tenggara. "Company X" has conducted internal audit activities although the...

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Exploration of intention to turnover: case study of hospital IT employees

Siska Ariani, Didik Setyawan, Rudi Januar, Budi Setyanta

This study identifies factors that influence intentions for a turnover. Previous research indicated that hostile work environment, excessive workload, and job dissatisfaction are some factors that drive turnover intention. Data collection was done by survey method through a questionnaire. The sample...

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Investigating the correlation between commitment, spirituality and performance in workplace

Utik Bidayati, Adi Hardianto

This study aims to assess the correlations between commitment and spirituality dimensions in the workplace of a supermarket and determine the effect of both dimensions in employee performance. The research form is a survey research using questionnaires as an instrument to obtain data. A questionnaire...

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Communication strategies in improving agricultural society's value and participation

Noviaty Kresna Darmasetiawan, Lanny Kusuma Widjaja, Huang Lijie

This research was conducted following the research by Sonny (2008), which Javanese culture, a part of Indonesian culture, has been the philosophy of life and the attitude in life of Javanese people for years. The questions raised in this research were: (1) What is the communication strategy for improving...

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Internal communication, employee participation, job satisfaction, and employee performance

Waiphot Kulachai, Piya Narkwatchara, Pralong Siripool, Kasisorn Vilailert

The main objective of this research was to examine relationship between internal communication, employee participation, job satisfaction, and employee performance. The samples of this study were 489 state officials from 10 city municipalities in Chonburi (Thailand). Questionnaire was employed to collect...

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The Existence of human resources employability to energize the power of competitive advantage of aqiqah Nurul Hayat Surabaya

Johny Rusdiyanto, Elsy Tandelilin

This paper examines the importance of HR employability and their relationship with employment within the food industry in Indonesia, specifically in Aqiqah business services. This is a review of the literature related to the provision of HR empowerment program to sustain business competitiveness and...

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The influence of intrinsic and extrinsic factors on the job satisfaction of the internal auditors of The State Islamic Universities in Indonesia

Mr. Suhartono, Gagaring Pagalung, Grace T. Pontoh

Job satisfaction is a set of unpleasant feelings or not an employee of their work. This study aimed to examine and to analyze the influence of intrinsic and extrinsic factors to internal auditor job satisfaction of State Islamic University in Indonesia. The research data was obtained through a questionnaire...

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The influence of Hallyu, packaging and subjective norms towards buying intention on culture adaptation in Etude House

Yuco Aldelina, Jony Oktavian Haryanto

The growth of cosmetic's industries became rapid especially in Indonesia with the presence of local brands cosmetics and imported brands cosmetics. One of the competitors is Etude House, imported brand cosmetic from South Korea, which is now demanded by men and women especially the young people. Hence,...

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Dark tourism marketing through experience visit at East Java

Erna Andajani

Tourism was one of the industrial sector which is always growth increased throughout the year and the biggest contributors in the economic development of a country. One of tourism objects to be able to be a tourist attraction is a tour in place of the former war or natural disasters and better known...

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Usability, customer satisfaction, service, and trust towards mobile banking user loyalty

Victoria D. Johannes, Mrs. Indarini, Silvia Margaretha

The purpose of this research is to analyze the influence of usability, customer satisfaction, customer service and trust towards mobile banking user loyalty in Surabaya. The data used in this research were primary data obtained from questionnaires. Respondents of the study were 200 respondents who live...

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Product types in moderating the process of buying street foods

Budhi Haryanto, Djoko Purwanto, Amina Sukma Dewi

This study aims to examine the effects of price, quality, and ease in obtaining on positive attitudes and intentions to buy street food moderated by product types (traditional meals and modern meals). The sample consists of 1000 individuals. Multi-group SEM is a statistical tool selected to elaborate...

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Developing a destination brand in the context of regional and national branding strategies: a case study of brand development of Sleman District, Yogyakarta Special Province, Indonesia

Ike Janita Dewi

Developing a destination branding is one of the popular marketing strategies employed by tourism destinations. This paper describes the

process of regional brand development of Sleman District, Special Region of Yogyakarta, Indonesia. As a case study, this paper offers perspectives, strategies, and guidelines...

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A study of the impact and effectiveness of scent used for promotion of products and services with low olfactory affinity

Jun Kumamoto, Adi P. Tedjakusuma

The paper objective is to analyze the impact of two studies on scent marketing and discuss the feasibility of scent as an effective promotional tool for business. The first study surveyed 45 undergraduate students in writing at three-time periods, and the second study orally surveyed shoppers using an...

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Consumer's response to e-mail advertisement from tour and travel agency in Indonesia

Jonathan Kurniawan Halim, Silvia Margaretha, Christina Rahardja Honantha

This study aims to determine and analyze consumer response to email advertising from online tour and travel agency in Indonesia. This study used purposive sampling approach with an assessment of the researchers who can be made respondents in accordance with the characteristics of the population. The...

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Building local fashion brand equity for young consumers

Mega Melina Dewi, Dudi Anandya, Christina Rahardja Honantha

The purpose of this study was to examine the effect of brand awareness, perceived quality of the brand, brand association, brand loyalty, and brand image on the brand equity of local fashion brand among young consumers in Surabaya. Data from 215 undergraduate students were analyzed using Structural Equation...

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Indonesian tourism marketing communication strategy through LionMag in-flight magazine

Adi P. Tedjakusuma, Hayuning P. Dewi

The world of tourism cannot be separated from transportation and accommodation. Transportation becomes a means of tourists to reach the desired tourist destination both domestic and international. Airplane becomes the most effective option for tourists as it reaches a wide range of destination. Each...

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The effect of eco-friendly practices on green image and customer attitudes

Christina Rahardja Honantha, Dudi Anandya, Andhy Setyawan

This study aims to examine the relationship between customers' perceived green practices, perceived green image, and attitudes of a canteen, as well as identify the key green practices that influence customers' perceptions of a canteen's green image. The model used for this study was adopted from Namkung...

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"Wonderful Indonesia" country marketing campaign - how visible Indonesia as a tourism destination for Europeans

Slavomir Rudenko, Adi P. Tedjakusuma

Even though the campaign has been intensively presented in Indonesia and throughout the world as the main marketing campaign for Indonesian tourism, it remains questionable in how successful the campaign is in attracting more potential international tourists to visit Indonesia. Out of a general examination...

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A message behind a smile: how facial expression supports communication in marketing

Andhy Setyawan, Dudi Anandya, Farenza Renada Fulongga

A smile is a form of facial expression which contains a message of a person's feelings that allows the transmission of emotion to others. In marketing communications, emotional contagion can be an individual evaluation of advertising, brands, and even purchase intentions. Using experimental techniques,...

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The effect of service Quality to customer satisfaction and loyalty in Sharia Bank

Gito Suseno, Muchsin Muthohar

Products and prices competition within sharia and conventional banks have an impact on commoditization. To gain market share, sharia banks use halal product as differentiation and service strategy to retain customer through satisfaction to increase loyalty. Customer loyalty expected to increase share...

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A study of drinking behavior among undergraduate students in Chonburi

Pornrapee Torsak, Waiphot Kulachai

The objectives of this research were to study drinking behavior of undergraduate students in Chonburi, and to examine factors affecting drinking behavior of the students. The respondents were 397 undergraduate students of three Thailand universities, namely Burapha University, Rajamangala University...

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Educational Tourism as the conceptual age in the University

of Surabaya

Veny Megawati

In many major cities in a developed country, a green open space is being promoted as a vacation destination. Besides, the government in the cities in developed countries also provides a museum that is neat and integrated with Simulation Park and playground for children. However, many green open spaces...

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Influence of destination attributes on destination image of Surabaya City according to domestic MICE participants

Fitri Novika Widjaja

This study aims to determine the influence of destination attributes on destination image of Surabaya city according to the domestic MICE participants and also to know the differences in perception concerning the importance of MICE destination attributes based on socio-demographic characteristics of...

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The analysis of logistics at McDonald's Restaurant Denpasar Bali

Anna Putri Andari, Stefanus Budy Widjaja Subali, Juliani Dyah Trisnawati

This study aims to analyze the difference and effect of McDonald's' delivery order logistics service on customer satisfaction and loyalty based on individualist and collectivist perception. Customer satisfaction and loyalty

is a fundamental element for a company to face competition in order to ensure...

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Factors influencing travel to Islamic destinations: an empirical analysis of Sunan Ampel religious tourism area Surabaya

Siti Rahayu

The purpose of this paper is to analyze the influence of travel motivation, Muslim-friendly amenities and lifestyle, destination image, and the quality of service on Indonesian travelers' intentions to visit Sunan Ampel religious tourism area Surabaya. Data were collected through self-administrated questionnaires...

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Model analysis of service satisfaction as the modulator between service quality and decision-making behavior in using low-cost airlines

Sumalee Ramanust, Tikhamporn Punluekdej, Yaowalak Nakvichien

This research has its objectives to study 1) service-quality, service-satisfaction, and decision-making behavior in using low-cost airlines, and 2) service-satisfaction of the customers as a modulator between service-quality and decision-making behavior of the low-cost airline passengers. The sample...

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Factors influencing accounting students in acceptance of e-learning

Adhicipta Raharja Wirawan

This study aims to examine and obtain empirical evidence of the influence of variables consisting of System Characteristic (system interactivity, technical support, & screen design) and Individual Differences (subjective norms, internet experience, & computer self-efficacy) on an e-learning acceptance...

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Do local suppliers and local buyers benefit from foreign direct investment?: evidence from Indonesia

Dr. Suyanto, Yenny Sugiarti

This study examines the impact of foreign direct investment on the local suppliers as well as on the local buyers in Indonesian manufacturing industries. The effect of FDI on local suppliers is tracked down using the backward effect on the efficiency performance and the effect on local buyers is evaluated...

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Guest Supplies Pressures to Environment: a Hotel Case Study

Ida Bagus Made Wiyasha, I Nyoman Sudiksa

Green environment is a strategic tool to enhance marketing strategy especially in tourism area. The objective of this study is to analyze the impacts of solid wastes disposed by hotels in Bali. To meet the objective of this research archival data from 6 hotels with different classifications and resort...

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Service Quality of Public Terminal Users in UPT-LLAJ East Java

Mrs. Sukesi, Rahma S.Muliasari

A bus terminal is a public transport infrastructure that is designated for the arrival or departures passengers and the loading or dropping off goods, Morlok (2005). From January 1st, 2017, terminal management has been under the authority of the Provincial LLAJ. The feasibility of the terminal is a priority,...

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Business Strategy: A Study on Cost Stickiness Behavior

Permata Ayu Widyasari

This paper examined the effect of firm-level business strategies on the stickiness of Selling and Administrative cost in manufacturing firms. It applied business strategies scoring model developed by Bentley et al. (2013). This model transforms the firm's financial data into business strategy classification...

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