
**THE INFLUENCE OF BRAND IMAGE, BRAND EXPERIENCE AND
BRAND SATISFACTION ON BRAND LOYALTY IN AVOSKIN SKINCARE
(A STUDY OF AVOSKIN SKINCARE CONSUMERS IN SURABAYA)**

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Abstract

Technological advancements and global market developments have driven of the beauty sector in Indonesia. Positive prospects in the beauty sector encourage many local brands, including Avoskin to compete in an increasingly competitive market. In this competition, the brand's ability to build and maintain Brand Loyalty is the key to success. The purpose of the research conducted is to analyze the influence of Brand Image, Brand Experience, and Brand Satisfaction on Brand Loyalty in Avoskin skincare (A Study of Avoskin Skincare Consumers in Surabaya City). This study adopted a quantitative method with an associative descriptive type. The data collection technique in this study was an online questionnaire via Google Form. The study sample consisted of 150 respondents who live in the city of Surabaya and have purchased Avoskin skincare products. The statistical analysis employed in this study is multiple linear regression. The findings of the study show that Brand Image, Brand Experience, and Brand Satisfaction simultaneously have a significant influence on Avoskin skincare Brand Loyalty. Partially, Brand Image exhibits a significant positive influence on Avoskin skincare Brand Loyalty, Brand Experience exhibits a significant positive influence on Avoskin skincare Brand Loyalty, and Brand Satisfaction exhibits a significant positive influence on Avoskin skincare Brand Loyalty.

Keywords: Brand Image, Brand Experience, Brand Satisfaction, Brand Loyalty

INTRODUCTION

Technological advancements and global market developments have driven of the beauty sector in Indonesia. Not only are international products in demand, but local products are also becoming increasingly popular, with demand continuing to rise over time. According to the Zap Beauty Index (2023), as many as 96% of Indonesian women prefer locally produced skincare products. One local brand that has successfully capitalized on this opportunity in the Indonesian beauty industry is Avoskin. Avoskin is a local brand founded in 2014 by PT AVO Innovation Technology. The key advantage that sets Avoskin apart from other local skincare brands is its “Love Skin, Love Earth” concept, through which Avoskin is committed to maintaining ecological balance and preserving the environment. PT AVO Innovation Technology holds the leading position in the toner category, with a 14.7% market share on the Tokopedia and Shopee marketplaces (Compas.com).

Figure 1
Top local toner Brand



Source: Kompas.co.id, 2021

The positive outlook in the beauty industry has encouraged many local skincare brands to enter the Indonesian beauty market, resulting in increasingly intense competition among skincare businesses (Purwanto et al., 2022). Brand loyalty plays a crucial role in ensuring business sustainability, particularly in navigating the dynamics of business competition and supporting the growing potential of the beauty sector in Indonesia. Amidst intense competition, consumers who are loyal to a brand will consistently choose that brand over other alternatives, thereby providing a substantial competitive advantage and strengthening the brand's identity within the competitive market environment (Vega & Mardatillah, 2021). Consumer loyalty toward a brand can be measured and influenced by positive perceptions of brand image, brand experience, and brand satisfaction with the chosen brand.

According to Arafat, as cited in Frenredy & Dharmawan (2020), Brand image represents the user's perception or assessment of a brand, which is reflected in various associations attached to the brand in the user's mind, particularly in relation to trust in the brand. A strong brand image enables product users to have a better understanding of the products offered by a brand or company. In the absence of a brand image, it becomes difficult for companies to attract and retain customers. A favorable brand image formed in the minds of user has the potential to enhance a brand's competitive advantage and foster brand loyalty.

A brand is considered to provide a good brand experience if that experience strengthens the relationship between consumers and the brand itself. In this context, brand experience is one of the main factors influencing brand loyalty (Eslami, 2020). According to Kim et al. (2021), brand experience not only has a favorable influence on satisfaction however also influences consumer loyalty, as positive feedback regarding brand experience positively impacts brand loyalty.

Based on Kusuma, as cited in Suntoro and Silintowe (2020), brand satisfaction refers to consumers' evaluation of the perceived quality of a product in comparison to their expectations prior to using it. When customers express satisfaction with a brand that provides high value, the likelihood of consumer loyalty increases (Abbas et al., 2021). Consumers who are satisfied with the brands they purchase tend to place their trust in those brands, which ultimately encourages repeat purchases and strengthens brand loyalty.

Considering the previous description, it prompted the author to conduct scientific research on the Influence of Brand Image, Brand Experience, and Brand Satisfaction on Brand Loyalty in Avoskin Skincare Consumers in Surabaya City.

REVIEW OF LITERATURE

Brand Image

According to Coaker (2021), brand image is a reinterpretation of all perceptions derived from various sources of information and consumers' past experiences with a brand. This view is supported by Mujid (2021), who defines brand image as the perception held in the minds of consumers regarding a particular brand, whether in the kind of goods or services. In conclusion, brand image is the outcome of perceptions formed through information and consumer experiences related to a brand. It encompasses impressions, beliefs, and trust, which consumers use to develop an overall perception of a product

Brand Experience

According to Putra & Keni (2020), brand experience can be defined as consumers' reactions to a product based on their interactions with the brand. A well-executed brand experience able to strengthen the connection involving the brand and consumers, to extent that consumers feel an emotional connection with the brand (Biderman-Gross, 2022). In conclusion, brand experience denotes the totality of emotional interactions whom user hold with a brand throughout their journey, from product search to purchase and consumption.

Brand Satisfaction

According to Thai et al. (2020), brand satisfaction is a reaction to the level of fulfillment provided by a product or service, in which the available features are able to deliver a pleasant consumption experience. Brand satisfaction is also described as a customer's reaction to the perceived quality of a product compared to their expectations prior to using the product (Kusuma in Suntoro & Silintowe, 2020). Therefore, it can be concluded that brand satisfaction refers to the emotional and cognitive responses of user to perceived value of a goods after use, which is formed when the consumer's experience aligns with their expectations.

Brand Loyalty

Loyalty is defined as the intention to repurchase a product in the future, unaffected by environmental factors or competitors' marketing strategies (Sewaka et al., 2022).

According to Silintowe (2020), brand loyalty refers to the degree to which user remain committed toward a brand in long term, characterized by a low tendency to switch to competing brands. In conclusion, brand loyalty describes a high level of user commitment into make repeat purchases and support the brand in the long term.

RESEARCH METHOD

This study adopted a quantitative method with an associative descriptive type. It employs a non-probability sampling method, specifically purposive sampling, as the chosen technique. Primary data was collected through an online questionnaire via Google Form, which was assessed through a five-point Likert scale. The study sample consisted of 150 respondents who were Avoskin skincare consumers residing in Surabaya, aged between 15 and 50 years, and had made at least two purchases. The statistical analysis employed in this study is multiple linear regression.

RESULTS AND DISCUSSION

Respondent Profile

The respondents in this study were classified according to gender, age, domicile, and purchase frequency. Regarding gender, the predominant group was female, representing 86%, while the remaining 14% were male. Regarding age distribution, 22.7% were aged 15–20 years, 66.7% were aged 21–25 years, 6.7% were aged 26–30 years, 2.6% were aged 31–35 years, and 1.3% were aged < 36 years. In terms of domicilic classification, most respondents reside in East Surabaya 37.3%, followed by 18% residing in West Surabaya, 14.7% residing in Central Surabaya, 16% residing in North Surabaya, and 14% residing in South Surabaya. From the purchase frequency classification, 17.8% made 2 purchases, 36.2% made 3–4 purchases, and 46% made ≥ 4 purchases.

Validity Test

The validity test is conducted to assess if the instrument can accurately measure the variables being studied, ensuring that the dataset obtained is relevant and valid for subsequent analysis. Data is considered valid if the r -count > r -table with the significance < 0.05.

Table 1
Validity Test Results

Variable	Statement	r-count	Sig.	r-table	Description
Brand Image (X1)	X1.1	0,668	<0.001	0.159	Valid
	X1.2	0.796	<0.001	0.159	Valid
	X1.3	0.746	<0.001	0.159	Valid
	X1.4	0.755	<0.001	0.159	Valid
Brand Experience (X2)	X2.1	0,698	<0.001	0.159	Valid
	X2.2	0.737	<0.001	0.159	Valid
	X2.3	0.692	<0.001	0.159	Valid
	X2.4	0.727	<0.001	0.159	Valid
	X2,5	0.792	<0.001	0.159	Valid
	X3.1	0.761	<0.001	0.159	Valid

Brand Satisfaction (X3)	X3.2	0.781	<0.001	0.159	Valid
	X3.3	0,791	<0.001	0.159	Valid
	X3.5	0.835	<0.001	0.159	Valid
Brand Loyalty (Y)	Y.1	0.732	<0.001	0.159	Valid
	Y.2	0.763	<0.001	0.159	Valid
	Y.3	0.728	<0.001	0.159	Valid
	Y.4	0.817	<0.001	0.159	Valid
	Y.5	0.795	<0.001	0.159	Valid

Source: Primary Data, 2025

The results of Table 1 indicate that all item variables have r-count value > r-table value. These findings confirm that all items within these variables meet the validity criteria.

Reliability Test

The reliability test is conducted to assess the degree of accuracy and consistency by the assessment results, ensuring that the information obtained through these measurements is considered stable. Variables are considered reliable when the calculated Cronbach's Alpha count > 0.60.

Table 2
Reliability Test Results

Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Description
Brand Image (X1)	0.696	0.60	Reliable
Brand Experience (X2)	0.726	0.60	Reliable
Brand Satisfaction (X3)	0.771	0.60	Reliable
Brand Loyalty (Y)	0.633	0.60	Reliable

Source: Primary Data, 2025

Accordingly, Table 2, show that all components related to the variables of brand image, brand experience, brand satisfaction, and brand loyalty own Cronbach's Alpha count > 0.60. Therefore, all components are considered to meet the reliability criteria.

Normality Test

The purpose of the normality test is to determine whether the data in the regression model, including both the independent and dependent variables, are normally distributed. The data are considered normally distributed if the significance < 0.05.

Table 3
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.45041364
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.037
Test Statistic		.043

Asymp. Sig. (2-tailed) ^c	.200 ^d
a. Test distribution is Normal.	

Source: Primary Data, 2025

Referring to table 3, the significance is 0,200 > significance limit 0,05. Therefore, it is known that the research data are normally distributed.

Multicollinearity Test

The multicollinearity test is used to detect the existence of correlations among independent variables in a regression model. A regression model is deemed to have no multicollinearity symptoms if the meets the following criteria: the tolerance > 0.10 and VIF < 10.

Table 4
Multicollinearity Test Results

<i>Coefficients^a</i>		
Model	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	Brand Image (X1)	.292 3.420
	Brand Experience (X2)	.309 3.236
	Brand Satisfaction (X3)	.327 3,061

a. Dependent Variable: Brand Loyalty (Y)

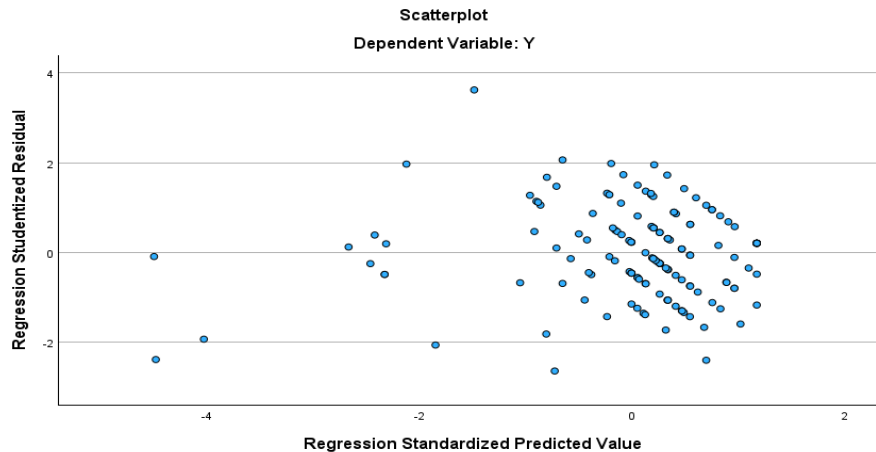
Source: Primary Data, 2025

Based on Table 4, the VIF values obtained were 3.420 for brand image, 3.236 for Brand Experience, and 3.061 for Brand Satisfaction. All VIF values < 10, and all tolerance values > 0.10. Thus, it is evident that there are no indications of multicollinearity among the independent variables.

Heteroscedasticity Test

The heteroscedasticity test is used to assess if a regression model exhibits differences in residual variances across observations. If the distribution of points does not generate a specific formation and is randomly scattered near the 0 coordinate on the Y-axis, it indicates the absence of heteroscedasticity symptoms.

Figure 2
Heteroscedasticity Test Results



Source: Primary Data, 2025

Referring to figure 2, the dispersion of data points does not exhibit any specific formation, such as a funnel-shaped (either widening or narrowing), but rather shows a random scattered near the 0 coordinate on the Y-axis. Distribution indicates that the residual variance is consistent across the range of predicted values. Therefore, the regression model shows no signs of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is approach that assesses level of independent variables affecting the dependent variable both concurrently and separately.

Table 5
Multiple Linear Regression Analysis Results

Model		Unstandardized		Standardize		Sig.
		Coefficients	Std. Error	Beta	T	
1	(Constant)	2.191	0.936		2,340	.021
	Brand Image (X1)	0.344	0.092	0.364	3,740	<.001
	Brand Experience (X2)	0.197	0.074	0.151	2,674	.008
	Brand Satisfaction (X3)	0.534	0.083	0.409	6,471	<.001

a. Dependent Variable: Brand Loyalty

Source: Primary Data: 2025

Referring obtained from the table 5 below:

$$Y = 2,191 + 0,344X_1 + 0,197X_2 + 0,534X_3 + e$$

The analysis coefficients are explained as below:

1. The constant of 2.191 represents the initial state of brand loyalty before the influence of variables of brand image, brand experience, and brand satisfaction.
2. The brand image coefficient value (0.344) reveals that each 1-unit rise in brand image contributes 0.344 to the increase in brand loyalty.

3. The brand experience coefficient value (0.197) reveals that each 1-unit rise in brand experience contributes 0.197 to the increase in brand loyalty.
4. The brand satisfaction coefficient value (0.534) reveals that each 1-unit rise in brand satisfaction contributes 0.534 to the increase in brand loyalty.

Simultaneous Test (F-Test)

The simultaneous test approach is in determine a significant impact of the independent variables on the dependent variable simultaneously. Decision criteria of F test are determined if $F\text{-count} \geq F\text{-table}$ or $\text{significance} < 0.05$.

Table 6
Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	985.542	3	328.514	153.016	<.001 ^b
	Residual	313.451	146	2.147		
	Total	1298.993	149			

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant), Brand Image, Brand Experience, Brand Satisfaction

Source: Primary Data, 2025

Based on table 6, F-count is 153.016. The F table value in this study is determined based on the degree of freedom using the formula $df_2 = n - k - 1 = 150 - 3 - 1 = 146$. Based on the F distribution at a significance level of 5% ($\alpha = 0.05$), the F table value is 2.662, so F-count ($153.016 \geq F\text{-table}$ (2.662)). Additionally, the recorded significance value ($< 0.001 < 0.05$). Therefore, regression model is considered significant, indicating that the variables of brand image, brand experience, and brand satisfaction has a significant influence on brand loyalty.

Partial Test

A partial test represents assessing the extent of the influence of the independent variable individually on the dependent variable. A variable is regarded as having a partial impact if the $t\text{-count} > t\text{-table}$ and the $\text{significance} < 0.05$.

Table 7
Partial Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	2.191	0.936		2,340	.021
	Brand Image (X1)	0.344	0.092	0.364	3,740	<.001
	Brand Experience (X2)	0.197	0.074	0.151	2,674	.008
	Brand Satisfaction (X3)	0.534	0.083	0.409	6,471	<.001

a. Dependent Variable: Brand Loyalty

Source: Primary Data, 2025

Referring to Table 7, the findings are presented below:

1. Brand image (X1) demonstrates a t-count (3.740) > t-table (1.976) and a significance (<0.001) < 0.05. This indicates that brand image has a significant positive partial influence on brand loyalty.
2. Brand experience (X2) demonstrates a t-count (2.674) > t-table (1.976) and a significance (0.008) < 0.05. This indicates that brand experience has a significant positive partial influence on brand loyalty.
3. Brand satisfaction (X3) demonstrates a t-count (6.471) > t-table (1.976) and a significance (<0.001) < 0.05. This indicates that brand satisfaction has a significant positive partial influence on brand loyalty (Y).

Coefficient of Determination

The coefficient of determination test is used to assess the contribution of independent variables in elucidating the variation in the dependent variable.

Table 8
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	0.759	0.754	1.465

a. Predictors: (Constant), Brand Image, Brand Experience, Brand Satisfaction

Source: Primary Data, 2025

Accordingly, the resulting R Square is 0.759. Implies that 75.9% of the changes in brand loyalty can be described by the contribution of brand image, brand experience, and brand satisfaction. The leftover 24.1% is the contribution of other variables external the scope of this study.

The Influence of Brand Image, Brand Experience, and Brand Satisfaction on Brand Loyalty of Avoskin Skincare.

The findings from the F-testing reveal that the F-count (153.016) ≥ F-table (2.662). In addition, the significance (<0.001) < significance threshold (0.05). The coefficient of determination analysis supports these findings, indicating that 75.9% of the changes in brand loyalty are explained by the contribution of the brand image, brand experience, and brand satisfaction. Meanwhile, the remaining 24.1% is the influence of other variables outside the scope of this study. These findings imply that the variables of brand image, brand experience, and brand satisfaction simultaneously exert a significant influence on the brand loyalty of the Avoskin skincare.

The Influence of Brand Image on Avoskin Skincare Brand Loyalty

The findings of the linear regression analysis show that brand image exhibits a coefficient of 0.344, showing a positive correlation. This indicates that the better the positive image the Avoskin brand succeeds in building in the minds of its consumers, the greater the tendency for consumers to remain loyal to the brand. The t-test results further support these findings, as indicated by a significance (<0.001) < significance threshold (0.05), and a t-count (3.740) > t-table (1.976). In other words, brand image partially exerts a significant positive influence on Avoskin skincare brand loyalty. These findings align with prior studies carried

out by Ayuna & Prabowo (2023), which found that brand image exerts a significant positive influence on brand loyalty.

The Influence of Brand Experience on Avoskin Skincare Brand Loyalty

The findings of the linear regression analysis show that brand experience exhibits a coefficient of 0.197, showing a positive correlation. This indicates that the better the positive feedback from consumers regarding their experience of using the brand, the stronger their brand loyalty will be. The t-test results further support these findings, as indicated by a significance (0.008) < significance limits (0.05), and a t-count (2.674) > t-table (1.976). In other words, brand experience partially exhibits a significant positive influence on Avoskin skincare brand loyalty. These results align with prior studies carried out by Panjaitan & Andarini (2024), which show that brand experience exhibits a significant positive influence on brand loyalty.

The Influence of Brand Satisfaction on Avoskin Skincare Brand Loyalty

The findings of the linear regression analysis identify that brand satisfaction exhibits a coefficient of 0.534, showing a positive correlation. This indicates that when consumers are satisfied with a brand that provides high value, the likelihood of forming brand loyalty increases. The partial t-test results further support these findings, as indicated by a significance (<0.001) < significance limits (0.05), and a t-count (6.471) > t-table (1.976). In other words, brand satisfaction partially exhibits a significant positive influence on Avoskin skincare brand loyalty. These findings align with prior studies carried out by Prawira & Setiawan (2021), showing that brand satisfaction exhibits a significant positive influence on brand loyalty.

CONCLUSION

Grounded in the finding of analysis on “The Influence of Brand Image, Brand Experience, and Brand Satisfaction on Brand Loyalty in Avoskin Skincare (A Study of Avoskin Skincare Consumers in Surabaya City)” it is identified that the three variables Brand Image, Brand Experience, and Brand Satisfaction have a significant positive influence on the Avoskin Skincare brand loyalty variable, both simultaneously and partially. In this context, a favorable brand image formed in the minds of consumers encourages brand loyalty toward the Avoskin brand. Likewise, regarding brand experience, the better the positive feedback from consumers about their experience of using the brand, the stronger their brand loyalty will be. Similarly, in terms of brand satisfaction, when consumers are satisfied with a brand that delivers high value, the likelihood of forming brand loyalty increases.

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