

Analysis of Tiktok Use on Sales at Cafe Lazeez Medan Tembung

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Abstract

Tiktok has become one of the most influential social media platforms in digital marketing strategies, especially for businesses in the culinary industry. This study aims to analyze the impact of Tiktok usage on sales at Lazeez cafe using a qualitative approach. The research method employed is a case study, with data collection techniques including in-depth interviews with the cafe owner, employees, and customers, as well as observations of marketing activities and interactions on Tiktok. The findings indicate that effective use of Tiktok, through creative content and active user engagement, contributes to increased customer interest and cafe visits. Factors such as content virality, customer testimonials, and branding strategies through Tiktok play a crucial role in enhancing the cafe's appeal. Thus, this study confirms that Tiktok can serve as an effective marketing tool for building brand awareness and boosting sales in the culinary sector, particularly for businesses like Lazeez cafe.

Keywords: Tiktok, Digital Marketing, Sales, Cafe, Social Media Strategy, Case Study



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INTRODUCTION

The development of Information Technology (IT) in Indonesia is increasingly widespread, driven by the growing number of internet users worldwide. This has become an essential part of the global economy to meet human needs. The use of the internet, intended to facilitate human access to information, has also changed the way people communicate, especially in business activities. The emergence of new technologies, such as various types of telecommunications devices, has led to intense competition among companies due to increasing market demand in the telecommunications sector. Many other new developments have arisen from the growth of the internet, one of which is online marketing, which has significantly altered the business landscape, especially for Micro, Small, and Medium Enterprises (MSMEs). One technological innovation with a significant impact is the emergence of e-commerce platforms. These platforms offer several opportunities for MSMEs, such as accessing a broader market, increasing product visibility, and increasing revenue. In recent years, more MSMEs, especially those in the culinary business, have shifted to e-commerce platforms to market their products. This is driven by factors such as easy internet access, the growing number of internet users, broader market reach, and the availability of various e-commerce platforms. This makes it easier for entrepreneurs to introduce and market their products to the community more quickly. However, not all MSMEs that utilize these e-commerce platforms succeed in increasing their revenue. Factors such as limited knowledge of digital marketing, poor product quality, and intense competition in the online market can be significant obstacles for MSMEs. E-commerce is extremely popular in Indonesian society, both among entrepreneurs and consumers, due to its more efficient and effective marketing system compared to selling and promoting products directly or offline. E-commerce also provides convenience to consumers, allowing them to order food through their gadgets, with fast

processing and services, making society more satisfied compared to having to leave home, even though there are differences in prices due to shipping costs. However, people prefer to buy food through e-commerce due to its easy and practical nature. Other conveniences offered by e-commerce platforms include payment features that can use credit cards or PayPal and review features, allowing us to provide comments, suggestions, or feedback to sellers regarding the food we purchase. Examples of popular e-commerce platforms in the culinary marketing sector include Tiktok, Grab Food, and Go Food.

Literatur Review

TikTok has become an effective marketing platform for culinary businesses, including cafes, as it can reach a wide audience with creative content. Studies show that using TikTok can increase brand awareness and influence consumer purchase interest, which impacts sales growth. Many culinary businesses are shifting to digital marketing through TikTok to attract new customers. The credibility of influencers on TikTok plays a crucial role in shaping customers' decisions to visit a café. The higher the credibility of an influencer, the greater their influence on consumers' purchasing decisions. Storytelling marketing through TikTok has been proven to increase product sales revenue in several cafes that have implemented it. Engaging and relevant content has a higher potential to gain high interaction and enhance a café's appeal. A well-planned social media marketing strategy, including the use of TikTok, can help increase brand awareness and customer loyalty. Many culinary businesses have experienced an increase in visits after promoting their establishments through creative videos on TikTok. Besides digital promotion, other factors such as the café's ambiance and product quality also affect customers' decisions to visit and make purchases.

Research shows that TikTok content that combines entertainment, information, and customer interaction is more effective in increasing engagement. Consistency in uploading content is also a key factor in building a loyal audience on TikTok. Viral trends on TikTok can help a business gain broader exposure in a short time. Some cafes that follow TikTok trends by creating challenges or custom filters have successfully increased their number of visitors. The success of marketing through TikTok depends on a content strategy that is consistent and innovative, such as viral trends and collaborations with content creators. Using popular music and appealing visual effects can enhance the attractiveness of TikTok content. TikTok's algorithm allows high-quality content to gain wider exposure, even without a large number of followers. Culinary businesses that can leverage TikTok's live streaming feature can build closer connections with customers in real-time. Food reviews by TikTok food vloggers often have a significant influence on consumers' decisions to try new menu items. TikTok also enables customers to share their experiences through videos, creating word-of-mouth marketing in a digital format.

Lazeez Cafe in Medan Tembung has the potential to utilize TikTok to increase its appeal among young people and food enthusiasts. By creating engaging content, Lazeez Cafe can attract potential customers looking for dining recommendations. Using TikTok Ads can also be an effective strategy to expand promotional reach. Collaborating with local influencers can help Lazeez Cafe gain more customers from the surrounding community. Further research can explore how specific TikTok strategies can be applied to boost sales and customer loyalty at Lazeez Cafe. Analyzing interaction data on TikTok can help understand what types of content are most favored by the audience. Promotional campaigns using special hashtags can help increase the café's visibility on the TikTok platform. Implementing soft-selling techniques in videos can make promotions feel more natural and less like advertisements. Lazeez Cafe can also utilize the comment and messaging features on TikTok to interact directly with customers.

With the right marketing strategy, TikTok can be an effective tool for Lazeez Cafe to increase sales and build a stronger brand.

Theoretical Review

The theoretical review in this study discusses concepts related to the impact of TikTok on sales at Lazeez cafe. Several theories serve as the foundation for this research, including digital marketing theory, viral marketing theory, consumer behavior theory, customer engagement theory, brand awareness theory, word-of-mouth (WOM) theory, and electronic word-of-mouth (e-WOM) theory.

Digital Marketing Theory

Digital marketing is a marketing strategy that utilizes digital technology and social media to reach a broader audience. According to Kotler & Keller (2016), digital marketing provides businesses with advantages such as direct interaction with customers, increased brand awareness, and encouragement of purchase decisions. In the context of Lazeez cafe, digital marketing through TikTok can be used to expand customer reach by showcasing creative content, such as new menu promotions, behind-the-scenes videos, and customer reviews. With the right strategy, TikTok can serve as an effective marketing tool to enhance the cafe's appeal and drive sales growth.

Viral Marketing Theory

Viral marketing is a strategy that relies on the rapid dissemination of information through social media. Wilson (2012) explains that viral marketing works by creating engaging, emotional, and easily shareable content. TikTok enables business content to go viral quickly due to its algorithm, which prioritizes user engagement and interaction. Lazeez cafe can leverage this strategy by creating challenges (#challenges), culinary trends, and compelling customer testimonials, encouraging more people to share their experiences and increase the cafe's exposure.

Consumer Behavior Theory

According to Solomon (2019), consumer behavior is influenced by psychological, social, and cultural factors that shape their purchasing decisions. In the digital era, consumer decisions are significantly affected by social media trends and recommendations from other users. On TikTok, content such as customer testimonials, food reviews, and unique experiences at Lazeez cafe can influence consumer interest in trying the offered products. Consumers tend to trust real customer experiences more than traditional advertisements. Therefore, Lazeez cafe can implement experience-based marketing strategies to attract more buyers.

Customer Engagement Theory

Customer engagement refers to the interaction and involvement of customers with a brand or business. Brodie et al. (2011) state that the higher a customer's engagement with a brand, the greater the likelihood of making purchases and becoming loyal customers. TikTok provides a platform for Lazeez cafe to interact directly with customers through features like comments, live streaming, and interactive challenges. By fostering high engagement, customers feel more connected to the cafe, ultimately increasing their loyalty and visit frequency.

Brand Awareness Theory

Brand awareness refers to the level of consumer recognition and recall of a brand. According to Aaker (1991), brand awareness consists of several levels, ranging from brand

recognition (basic awareness) to top-of-mind awareness (the first brand that comes to a consumer's mind in a specific category). TikTok can be utilized by Lazeez cafe to enhance brand awareness through consistent and engaging marketing strategies. By frequently appearing on users' "For You Page," Lazeez cafe can establish strong brand recognition among consumers, making it more memorable when they seek a place to hang out or dine.

Word of Mouth (WOM) and Electronic Word of Mouth (e-WOM) Theory

Word of Mouth (WOM) is a communication process in which consumers share their experiences with others... (text continuation needed to complete the translation of the last

RESEARCH METHOD

Research Population

The population in this study consists of all customers of Lazeez Cafe Medan Tembung and TikTok users who interact with the cafe's promotional content. This population includes individuals who have visited Lazeez Cafe, regular customers, and potential customers who have learned about the cafe through TikTok. Additionally, the population includes TikTok users who engage with Lazeez Cafe's promotional content by liking, commenting, or sharing videos.

Research Sample

The sample for this study will be selected using purposive sampling, a method in which participants are chosen based on specific criteria relevant to the research. The criteria for the sample include:

1. Lazeez Cafe customers who are aware of or have seen the cafe's promotions on TikTok
2. TikTok users who follow the official Lazeez Cafe account or have interacted with its promotional content.
3. Individuals who have visited Lazeez Cafe after seeing its promotions on TikTok.

The sample size will be determined using Slovin's formula or another appropriate method based on the identified population size. Data collection will be conducted through surveys using questionnaires and interviews with selected customers and Lazeez Cafe management to gain deeper insights into the effectiveness of TikTok marketing.

DATA ANALYSIS TECHNIQUE

This study employs qualitative and descriptive analysis techniques to understand the impact of TikTok marketing on sales at Lazeez Cafe Medan Tembung. The data analysis techniques used in this research are as follows:

Descriptive Analysis

Data obtained from observations, interviews, and documentation will be analyzed using descriptive analysis. This technique is used to systematically, factually, and accurately describe the TikTok marketing phenomenon based on the collected data. It will help understand the marketing patterns on TikTok, customer responses, and its impact on purchasing decisions at Lazeez Cafe.

Qualitative Analysis

Data from interviews with customers and Lazeez Cafe management will be analyzed using a thematic approach to identify patterns, perceptions, and customer experiences regarding TikTok promotions. This technique allows researchers to explore in-depth the effectiveness of TikTok marketing strategies in attracting customers and increasing sales.

Data Interpretation

After categorizing the data into key themes, the next step is to interpret the findings. This interpretation aims to explain the relationship between TikTok marketing and increased customer purchase interest, as well as to identify the supporting and inhibiting factors affecting the effectiveness of digital marketing strategies.

Data Triangulation

To enhance the validity of the research, data triangulation will be used by comparing information from various sources, such as interviews, observations, and TikTok social media data. This ensures that the research findings are highly reliable and not solely based on a single data source. By applying these qualitative and descriptive analysis techniques, this study aims to provide a clear understanding of how TikTok marketing contributes to increased sales and the appeal of Lazeez Cafe Medan Tembung.

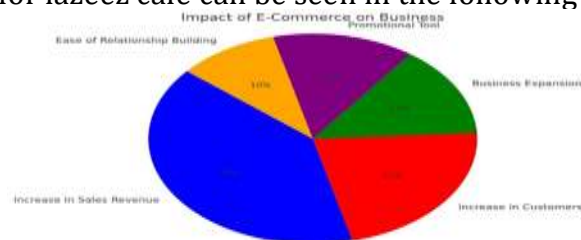
Tiktok Components

To increase sales through Tiktok, several key components can be utilized by Lazeez cafe to attract customers and drive transactions. These components include content strategy, Tiktok features, and user engagement. Below are the Tiktok components that can contribute to increasing sales at Lazeez cafe:

1. Creative Marketing Content. Content is the main element in a marketing strategy on Tiktok. Lazeez cafe can create various types of content to attract customers, such as: Featured Menu Videos: Showcasing the best food and beverages at Lazeez cafe with visually appealing presentations. Behind-the-Scenes: Displaying the process of making food and drinks to build transparency and customer appeal. Customer Testimonials: Videos of customers giving positive reviews can enhance the cafe's credibility. Challenges and Tiktok Trends: Following trends or creating challenges that involve customers can boost engagement and content reach. Educational Content: Providing information about ingredients, how to enjoy certain menu items, or product benefits can increase customer engagement.
2. Tiktok Features That Support Sales. Tiktok offers several features that can be leveraged to increase sales at Lazeez cafe: For You Page (FYP): Tiktok's algorithm allows engaging and interactive videos to appear on users' FYP, increasing the cafe's visibility. Hashtag Challenge: Using popular and relevant hashtags like #ViralFood, #DeliciousEats, or #KafeLazeez helps content become more discoverable. Tiktok Ads: Paid advertisements can expand audience reach and target potential customers, such as ads for discounts or new menu promotions. Tiktok Shop: If applicable, Lazeez cafe can sell packaged coffee or merchandise through Tiktok Shop. Live Streaming: Hosting live sessions to showcase the cafe's ambiance, new menu items, or exclusive promotions can encourage direct interaction and customer visits.
3. Collaboration with Influencers and Food Vloggers. Partnering with influencers or food vloggers on Tiktok can help Lazeez cafe reach a wider audience.

Tiktok Benefits

The benefits of Tiktok for lazeez café can be seen in the following image.



Tiktok can be a highly effective tool for boosting sales for small businesses, including cafes. Here are its benefits in more detail:

1. **Increasing Brand Awareness.** Tiktok's algorithm allows videos to appear on the For You Page (FYP) even if an account is new or has few followers. With the right content strategy, a cafe can gain wider recognition without spending a large budget on traditional advertising. For example, by creating videos showcasing the cafe's ambiance, signature menu items, or unique concept that sets it apart from competitors, potential customers may be more interested in visiting.
2. **Reaching a Wider Target Market.** Tiktok has millions of active users from diverse backgrounds, enabling cafes to reach more potential customers. Not only can they attract locals, but also tourists or customers from other cities who are interested in their concept and menu. By using relevant hashtags (#coffeelover, #caferecommendation, #jakartacafe), videos become more discoverable to people searching for new hangout spots.
3. **Increasing Customer Engagement.** Customer interaction is crucial for building loyalty. Tiktok allows cafes to engage directly with customers through comments, duet features, and live streaming. For example, customers can ask questions in the comment section about the best menu recommendations, and the cafe owner can respond with a personalized video. This creates a closer connection with customers and makes them feel valued.
4. **Boosting Sales Through Trends.** Tiktok is known for its rapidly changing trends, such as challenges or viral sounds. If a cafe can creatively follow trends, customers will be more interested in trying the featured menu or promotion. For instance, when the Dalgona Coffee trend went viral on Tiktok, many cafes leveraged it by creating their own versions, leading to increased sales.
5. **Utilizing Tiktok Ads for Promotion.** Tiktok Ads allow cafes to target specific potential customers based on age, location, interests, and behavior. For example, a cafe can run ads targeting users who frequently search for coffee-related content or hangout spots. With features like In-Feed Ads and Branded Hashtag Challenges, cafes can boost brand awareness while encouraging more people to visit and purchase their products.
6. **Showcasing Unique Products Creatively.** Visual content is highly influential in attracting customers. With Tiktok, cafes can create engaging videos showcasing drink-making processes, unique cafe decor, or customer testimonials. For instance, a video featuring a barista crafting intricate latte art can capture the attention of coffee enthusiasts and entice them to visit in person.
7. **Increasing Foot Traffic to the Café.** Many people rely on social media, including Tiktok, for cafe recommendations. If a cafe consistently appears on FYP with appealing content, people will be curious and eager to visit. For example, some cafes have gone viral on Tiktok due to their unique concepts, such as vintage-themed interiors, nature-inspired settings, or exclusive limited-time menus. This can encourage people to visit before the trend fades.

Table 1. Comparative data on sales and income at the "lazeez café "tiktok

Information	Menu variants	Monthly sales	Monthly income
Before using e-commerce	Chicken Barbeque	150	2.400.000
	Chicken Teriyaki	100	1.600.000
	Chicken Black pepper	80	1.280.000
	Nugget	50	500.000
Minus operational costs			(500.000)
Total			Rp 5.280.000
After using e-commerce	Chicken Barbeque	200	3.200.000
	Chicken Teriyaki	150	2.400.000
	Chicken Black pepper	130	2.080.000
	Nugget	100	1.000.000
Minus operational costs			(1.000.000)
Total			Rp 8.680.000

The following are monthly sales and income results of Lazeez Café before and after using Tiktok.

RESULT AND CONCLUSION

Tiktok has emerged as a highly influential marketing platform for culinary businesses, including cafés. LazeezCafé can leverage Tiktok to enhance its visibility, customer engagement, and overall sales performance. Based on various studies and articles found, the following is an in-depth analysis of how Tiktok impacts sales at Café Lazeez.

1. **Increased Visibility Through Creative Content.** Tiktok allows LazeezCafé to reach a broader audience through short, engaging, and creative videos. In the food and beverage industry, visual appeal plays a crucial role in attracting customers. Videos showcasing unique menu items, food preparation processes, or the café's ambiance can captivate potential customers. By using the right hashtags and keeping up with Tiktok trends, Café Lazeez's videos have the potential to appear on users' "For You" pages, even if they are unfamiliar with the café. When a video receives significant engagement—such as likes, comments, and shares—Tiktok's algorithm amplifies its reach, exposing it to even more viewers. As a result, an effective Tiktok marketing strategy can enhance brand awareness for Café Lazeez, ultimately driving foot traffic and increasing sales.
2. **Boosting Customer Interaction and Engagement.** Interaction with the audience is a key factor in building relationships with potential customers. Tiktok enables users to comment, share videos, or create response content using features like "duet" and "stitch." When customers feel engaged with a brand's content, they are more likely to develop an interest in visiting the café in person. The concept of Electronic Word of Mouth (E-WOM) on Tiktok is powerful, as many users rely on peer reviews and experiences before making purchase decisions. If satisfied customers share positive reviews about LazeezCafé in their videos, this serves as free yet highly effective promotion. Consequently, higher engagement on Tiktok increases the likelihood of attracting new customers who want to experience what the café has to offer.
3. **Leveraging Tiktok for Promotions and Discounts.** Promotions are among the most effective strategies for attracting new customers and retaining existing ones. Tiktok serves as an excellent platform for LazeezCafé to announce special deals, such as discounts on specific menu items, bundled meal offers, or happy hour specials. By creating short, visually appealing videos, the café can make promotional announcements more engaging and less like traditional advertisements. Additionally, Tiktok offers paid advertising options, allowing businesses to target specific audiences based on location, interests, and user behavior. With the right promotional approach, people unfamiliar with LazeezCafé may be encouraged to try its offerings. Moreover, incorporating Tiktok challenges or giveaways can boost audience participation and spread awareness about the café more rapidly.
4. **Live Streaming to Build Trust and Drive Sales.** Live streaming is one of Tiktok's standout features that businesses can use to interact with their audience in real time. Lazeez Café can leverage this feature for Q&A sessions, virtual café tours, or live demonstrations of menu preparations. By directly communicating with potential customers through live streaming, businesses can establish trust and foster a stronger sense of connection. When customers feel personally engaged with a brand, they are more likely to trust and support it. Additionally, Tiktok allows viewers to send virtual gifts or tips during live sessions, which could serve as an extra revenue stream for Café Lazeez. Live streaming can also be used to introduce new menu items and encourage immediate purchases by offering exclusive discount codes during the session.
5. **Positive Impact on Sales and Customer Loyalty.** When used strategically, Tiktok can influence not only foot traffic but also direct sales growth. Engaging Tiktok content has the power to

create an impulsive desire among customers to try the featured food or beverages. For example, if a video showcases customers enjoying a dish with an overwhelmingly positive reaction, it can trigger a sense of FOMO (fear of missing out), encouraging others to visit the café. Furthermore, Tiktok can help foster customer loyalty, as brands that maintain an active and engaging social media presence tend to remain top-of-mind for consumers. Customers who feel connected to a brand through social media are more likely to revisit the establishment and recommend it to others. Therefore, LazeezCafe can utilize Tiktok as a tool to create memorable and personalized customer experiences that drive repeat visits.

6. **Challenges and Limitations.** While Tiktok offers numerous advantages for businesses, LazeezCafe may also face several challenges. One of the main hurdles is the increasing competition, as many similar businesses are vying for audience attention on the platform. To stand out, LazeezCafe must continuously develop creative content, stay updated with trends, and understand the preferences of its target audience. Additionally, Tiktok's ever-changing algorithm can pose a challenge, as a video that performs well today may not necessarily gain the same traction in the future. Another limitation is the need for consistent content creation—businesses must maintain a steady stream of engaging content to remain relevant in users' feeds. Lastly, while Tiktok can boost customer interest, the actual in-person experience at LazeezCafe remains the most critical factor in determining whether customers will return.
7. **Analysis and Evaluation of Results.** To maximize Tiktok's effectiveness for Café Lazeez, regular evaluations of content performance are essential. Tiktok provides analytical tools that allow businesses to track video views, engagement rates, and audience interactions. By analyzing this data, LazeezCafe can determine which types of content resonate most with viewers. If a Tiktok campaign does not yield a significant increase in sales, adjustments must be made to the marketing approach. This evaluation process can also involve experimenting with different content formats, such as behind-the-scenes videos, tutorials, or viral challenges, to see what generates the most engagement. Through continuous monitoring and optimization, LazeezCafe can refine its Tiktok strategy to achieve maximum impact.

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