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THE EFFECT OF CREATIVITY AND INNOVATION ON CUSTOMER SATISFACTION WITH THE *SIANG HARI* BANDUNG PROJECT

Adriansyah Eka Putra^{*1}, Anisa Payar Angraeni², Kinanti Prianggara Putri³, Yuli Surya Fauzia Pertami⁴

Universitas Sangga Buana YPKP Bandung^{*1,2,3,4}

Email: adriansyah.eka@usbypkp.ac.id^{1*,2,3}, yuli.surya@usbypkp.ac.id⁴

Abstract

This research aims to find out the relationship between creativity and innovation to customer satisfaction *Siang Hari* Project Bandung. This research uses quantitative research methods with an associative research approach. Sampling techniques using probability sampling techniques, namely simple random sampling with a sample of 90 people. Data analysis techniques using Statistical Package for Social Science (SPSS) method. Based on the results of the study, found that: (1) Creativity positively affects consumer satisfaction with a regression value of 0.035 and a significance level of 0.082. (2) Innovation positively affects consumer satisfaction with a regression value of 0.003 and a significance level of 0.082 (3) creativity and innovation simultaneously positively affects customer satisfaction with a significance level of 0.000, smaller than < 0.05 and F value calculates 36.345 F value count $> F$ table. Then from the data obtained, it was found that creativity was 82%, innovation and customer satisfaction were 81%, that is, the continuum line was in the good category. The magnitude of the contribution of the influence of creativity and innovation on consumer satisfaction is 45.5% and the remaining 54.5% is explained by other factors not examined. Then H_a is accepted, which means that creativity and innovation have a significant effect on customer satisfaction at the Bandung Afternoon Project. So it can be concluded the creativity and innovation have a significant and positive effect both partially and simultaneously on consumer satisfaction. The application of creativity and innovation based on the results of research has been implemented well, therefore it is expected that the Afternoon Project company remains aligned in implementing this creativity and innovation, and can even be continuously improved.

Keywords: Creativity, Innovation, Customer Satisfaction

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara kreativitas dan inovasi terhadap kepuasan pelanggan pada Proyek Siang Hari Bandung. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan penelitian asosiatif. Teknik sampling menggunakan teknik sampling probabilitas, yaitu sampling acak sederhana dengan sampel sebanyak 90 orang. Teknik analisis data menggunakan metode Statistical Package for Social Sciences (SPSS). Berdasarkan hasil penelitian, ditemukan bahwa: (1) Kreativitas secara positif mempengaruhi kepuasan konsumen dengan nilai regresi 0.035 dan tingkat signifikansi 0.082. (2) Inovasi secara positif mempengaruhi

kepuasan konsumen dengan nilai regresi 0,003 dan tingkat signifikansi 0,082. (3) Kreativitas dan inovasi secara bersamaan secara positif mempengaruhi kepuasan konsumen dengan tingkat signifikansi 0,000, lebih kecil dari $< 0,05$ dan nilai F dihitung 36,345, nilai F hitung $>$ nilai F tabel. Dari data yang diperoleh, ditemukan bahwa kreativitas sebesar 82%, inovasi dan kepuasan pelanggan sebesar 81%, artinya garis kontinu berada dalam kategori baik. Magnitude kontribusi pengaruh kreativitas dan inovasi terhadap kepuasan pelanggan sebesar 45,5%, sedangkan 54,5% sisanya dijelaskan oleh faktor lain yang tidak diuji. Kemudian H_a diterima, artinya kreativitas dan inovasi memiliki pengaruh signifikan terhadap kepuasan pelanggan di Proyek Sore Bandung. Oleh karena itu, dapat disimpulkan bahwa kreativitas dan inovasi memiliki pengaruh signifikan dan positif, baik secara parsial maupun simultan, terhadap kepuasan pelanggan. Penerapan kreativitas dan inovasi berdasarkan hasil penelitian telah dilaksanakan dengan baik, oleh karena itu diharapkan perusahaan Proyek Sore tetap konsisten dalam menerapkan kreativitas dan inovasi ini, dan bahkan dapat terus ditingkatkan.

Kata Kunci: Kreativitas, Inovasi, Kepuasan Pelanggan

INTRODUCTION

Business plays a very important role in various aspects of economic activity in modern society. Through business activities, individuals and organizations are able to produce goods and services that meet the needs and desires of consumers while simultaneously generating profit as the main objective of economic operations. In general, business can be defined as an activity carried out by individuals or groups in producing, distributing, and offering goods or services to consumers with the aim of obtaining financial benefits (Griffin & Ebert, 2019). Business activities not only function as a means of generating income but also contribute significantly to economic growth, employment creation, and technological development in society. As economic conditions and technological advancements continue to evolve, the forms and types of business that emerge also become increasingly diverse, ranging from manufacturing industries and trade to service-based businesses that emphasize creativity and innovation.

In recent decades, the service sector has experienced rapid growth compared to traditional product-based industries. Service-based businesses focus on providing intangible products in the form of expertise, experiences, and professional services that create value for consumers (Kotler & Keller, 2016). One of the service industries that has experienced significant growth is the photography business. Photography has evolved from a specialized professional activity into an essential part of everyday life. Today, photography is not only used for documentation purposes but also functions as a powerful communication tool in media, advertising, marketing, and social interaction. The development of digital technology, social media platforms, and mobile devices has further accelerated the demand for photographic services in various sectors of society.

The photography business is a service-oriented industry that provides visual documentation and creative image production to meet the needs of individuals, organizations, and institutions. Photography services are used for many purposes, such as weddings, graduations, corporate branding, advertising campaigns, product promotion, journalism, and social media content creation. According to Wells, Burnett,

and Moriarty (2018), visual communication plays an important role in shaping public perception and influencing consumer behavior, making photography an essential component in modern marketing strategies. Businesses and organizations increasingly rely on high-quality photographic content to attract consumer attention, strengthen brand identity, and communicate messages effectively in a visually oriented digital environment.

Photography itself has undergone a long historical development since its initial discovery in the nineteenth century. The first successful photographic process was introduced in 1826 by Joseph Nicéphore Niépce, who created the earliest known photograph using a camera obscura and a light-sensitive material (Newhall, 2015). Since then, photography has continued to evolve with the introduction of various technologies such as film cameras, color photography, digital cameras, and smartphone photography. Each stage of technological advancement has made photography more accessible to a wider range of people, transforming it from a specialized skill into a widely practiced activity across different social groups.

The rapid development of digital technology has significantly increased the number of photographs produced globally. Data reported by the National Geographic Indonesia website based on statistics from the 1000 Memories project reveal that approximately 3.5 trillion photographs were taken worldwide between 1826 and 2011. Interestingly, around ten percent of those photographs, or approximately 380 billion images, were produced in the single year of 2011 alone. This dramatic increase demonstrates how technological accessibility, particularly the rise of digital cameras and smartphones, has transformed photography into an everyday practice for billions of people around the world. The massive production of photographs reflects not only the cultural importance of visual documentation but also the expanding economic opportunities within the photography industry.

In addition to technological development, the rapid growth of social media platforms has also contributed significantly to the increasing demand for photography. Social media applications such as Instagram, Facebook, and TikTok have turned visual content into one of the most powerful forms of communication and self-expression. According to Kaplan and Haenlein (2010), social media platforms encourage users to share visual content as part of their digital identity, which increases the demand for high-quality photos for personal and commercial purposes. As a result, professional photographers and photography businesses have found new opportunities to offer services related to digital content creation, branding photography, and influencer marketing.

The expansion of the photography business also reflects broader changes in consumer behavior and lifestyle. In modern society, people increasingly value experiences and memories, which are often captured and preserved through photographs. Weddings, birthdays, graduations, travel experiences, and corporate events are frequently documented through professional photography services. These events represent significant moments in people's lives, and high-quality photographic documentation allows individuals to preserve these memories for future generations. According to Belk

(2013), photographs serve as symbolic representations of personal experiences and identity, reinforcing their importance in social and cultural contexts.

From a business perspective, the photography industry is characterized by intense competition and continuous innovation. Because photography services are widely accessible and relatively easy to enter as a business, photographers must differentiate themselves through creativity, technical skills, and unique artistic styles. Innovation in photography may involve experimenting with lighting techniques, composition, editing styles, and storytelling approaches that produce visually compelling results. According to Drucker (2014), innovation is one of the key drivers of competitive advantage in modern business environments, especially in industries that rely heavily on creativity and artistic expression.

Creativity plays a central role in the success of photography businesses. Unlike many traditional industries that rely primarily on standardized production processes, photography requires a high level of artistic interpretation and visual storytelling. Photographers must be able to transform ordinary scenes into visually appealing images that capture emotions, narratives, and aesthetic values. This creative process involves not only technical skills in operating cameras and editing software but also the ability to understand client needs and translate them into meaningful visual representations. As Runco and Jaeger (2012) explain, creativity involves generating original and valuable ideas that contribute to innovation and problem-solving within professional contexts.

In addition to creativity, technological competence is also essential for photography businesses. Modern photography relies heavily on advanced digital equipment, including high-resolution cameras, lighting systems, editing software, and image processing tools. Photographers must continuously update their technical knowledge to keep up with rapid technological advancements in the field. According to Frey and Osborne (2017), technological adaptation has become a crucial factor in the sustainability of modern professions, as digital tools continue to transform traditional industries. In the case of photography, the integration of digital editing software such as Adobe Photoshop and Lightroom has revolutionized the process of image production and enhancement, allowing photographers to achieve higher levels of visual quality and artistic control.

Another important factor in the development of photography businesses is marketing and branding. In the digital era, photographers must not only produce high-quality images but also promote their services effectively through online platforms. Social media marketing, digital portfolios, and personal branding strategies have become essential tools for attracting potential clients. Kotler and Armstrong (2018) emphasize that effective marketing communication enables businesses to reach wider audiences and build strong relationships with consumers. For photography businesses, maintaining a professional online presence can significantly influence consumer perceptions and purchasing decisions.

Furthermore, customer satisfaction plays a critical role in determining the success and sustainability of photography businesses. Because photography services often involve important life events, clients expect high levels of professionalism, reliability, and

creativity from photographers. Meeting client expectations requires effective communication, careful planning, and the ability to deliver results that align with the client's vision. According to Zeithaml, Bitner, and Gremler (2018), service quality and customer satisfaction are key determinants of long-term business success in service-based industries. Positive customer experiences can lead to repeat business, referrals, and stronger brand reputation in competitive markets.

Despite the growing opportunities in the photography industry, businesses in this field also face several challenges. The widespread availability of smartphone cameras has enabled many individuals to take high-quality photographs without professional assistance, which can reduce demand for certain types of photography services. Additionally, the rapid pace of technological change requires photographers to continuously invest in new equipment and training. These challenges require photography businesses to adopt innovative strategies and continuously improve their skills to remain competitive in the market.

In conclusion, the photography business represents an important and rapidly evolving sector within the broader service industry. The development of digital technology, social media platforms, and changing consumer lifestyles has significantly increased the demand for photographic services across various contexts. Photography has become an essential tool for communication, marketing, documentation, and personal expression in modern society. As the number of photographs produced worldwide continues to grow, the photography industry offers significant opportunities for creative professionals who are able to combine artistic talent, technological expertise, and effective business strategies. However, success in this industry requires continuous innovation, strong marketing capabilities, and a deep understanding of consumer needs in an increasingly competitive and visually oriented digital economy.

METHOD

This study was conducted at Afternoon Project Bandung and employed a quantitative research approach using an associative method. Quantitative research is commonly used to examine relationships between variables through statistical analysis and measurable data (Creswell & Creswell, 2018). The associative method aims to determine the relationship and influence between variables, specifically examining the effect of creativity (X1) and innovation (X2) on customer satisfaction (Y), both partially and simultaneously. In business and service industries, creativity and innovation are considered important factors that influence customer perceptions and satisfaction levels (Kotler & Keller, 2016). Therefore, this research seeks to analyze how these two variables contribute to customer satisfaction among consumers of Afternoon Project Bandung.

Data collection in this research was conducted using a questionnaire distributed to consumers who visited Afternoon Project Bandung. The operationalization of variables was carried out by describing each variable into measurable dimensions and indicators to ensure that the questionnaire items accurately represented the research variables. A Likert scale was used to measure respondents' perceptions and attitudes, as it allows researchers to quantify opinions and attitudes in social research (Sugiyono, 2019). The population in

this study consisted of 859 consumers who had visited Afternoon Project Bandung. From this population, samples were selected using probability sampling techniques, ensuring that each member of the population had an equal opportunity to be selected as a respondent. This approach helps produce representative data that can be generalized to the broader population (Sekaran & Bougie, 2016).

To ensure the accuracy of the research instrument, validity and reliability tests were conducted. An item is considered valid if the calculated correlation coefficient (r-count) is greater than the r-table value for $n = 30$ at a significance level of 0.05, which is 0.361. Reliability testing was conducted using Cronbach's alpha, where a coefficient value greater than 0.60 indicates that the instrument is reliable and consistent in measuring the variables (Ghozali, 2018). Data analysis in this study involved descriptive analysis to describe the characteristics of respondents and research variables. Because the questionnaire produced ordinal data, the Method of Successive Interval (MSI) was used to convert the data into interval scale data before further statistical analysis.

Inferential statistical analysis was then used to test the research hypotheses and examine the relationships between variables. Before conducting multiple regression analysis, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met statistical requirements (Hair et al., 2019). Multiple correlation analysis was used to determine the strength of the relationship between creativity, innovation, and customer satisfaction. Finally, hypothesis testing was conducted to determine whether creativity and innovation significantly influence customer satisfaction among consumers at *Siang Hari* Project Bandung.

RESULTS AND DISCUSSION

Based on the results of questionnaire distribution and descriptive data analysis conducted on consumers of Afternoon Project Bandung, several characteristics of the respondents can be identified. In terms of age distribution, the majority of respondents fall within the age range of 17–25 years. This age group represents young consumers who are generally active in social activities and digital media usage, which often involve photography services. Among this group, the largest proportion of respondents are aged between 20–22 years, followed by those aged 23–25 years, and then respondents aged 17–19 years. This pattern indicates that the primary users of photography services at Afternoon Project Bandung come from the young adult demographic, which is commonly associated with a strong interest in visual content creation, social media activities, and lifestyle documentation. Young consumers tend to value aesthetic experiences and visual storytelling, which makes photography services particularly attractive to this group (Kotler & Keller, 2016).

In terms of occupation, the results show that most of the respondents are students or university students. This finding suggests that Afternoon Project Bandung has successfully attracted a market segment dominated by young learners who frequently engage in social media and creative activities. Students often utilize photography services for various purposes, such as personal portfolios, social media content, graduation photos, or creative projects. This trend is consistent with the growing importance of visual

identity and online self-presentation among younger generations (Belk, 2013). Additionally, the majority of respondents are residents of Bandung, indicating that the photography service primarily attracts local consumers who are familiar with the brand and location of the business. Bandung itself is known as a creative city with a vibrant youth culture, which further supports the demand for innovative photography services.

The research findings also reveal positive perceptions from respondents regarding the variables examined in this study. Respondents' responses toward creativity are categorized as good, indicating that consumers perceive the creative aspects of the photography services at Afternoon Project Bandung to be satisfactory. Creativity in this context refers to the ability of photographers to produce unique, visually appealing, and aesthetically pleasing images that meet consumer expectations. Creativity is considered a key factor in service differentiation within the photography industry, as it allows businesses to stand out in a competitive market (Runco & Jaeger, 2012).

Similarly, respondents' perceptions of innovation are also categorized as good. This suggests that consumers recognize the presence of innovative elements in the services offered, such as unique photography concepts, creative themes, or the use of modern technology and editing techniques. Innovation plays an essential role in maintaining business competitiveness and ensuring that services remain relevant to evolving consumer preferences (Drucker, 2014). Finally, respondents' responses regarding customer satisfaction are categorized as good, indicating that overall consumers feel satisfied with the services provided by Afternoon Project Bandung. Customer satisfaction reflects the extent to which the services received meet or exceed customer expectations, which is a crucial determinant of long-term business success in service industries (Zeithaml, Bitner, & Gremler, 2018).

Table 1. Hypothesis Test Results

Variable	T Count	Sig	Description
Cusomer Satisfaction	2.143	0,082	Significant
F Count	36.345	R	0,000
F Sig	0,000	<i>R Square</i>	0,455

The analysis of research data was conducted to determine the effect of creativity and innovation on customer satisfaction at Afternoon Project Bandung. Statistical analysis plays an important role in quantitative research because it allows researchers to measure relationships between variables objectively and systematically (Creswell & Creswell, 2018). In this study, several statistical tests were carried out, including model validity testing using the F test, significance testing using the t-test, and analysis of the coefficient of determination (R^2). These analyses were conducted to evaluate whether creativity and

innovation significantly influence customer satisfaction both simultaneously and individually.

Model validity testing using the F test is intended to determine whether the independent variables included in the regression model are able to explain the dependent variable simultaneously. The F test examines whether the regression model used in the study is appropriate and whether the independent variables collectively have a significant influence on the dependent variable (Ghozali, 2018). In this study, the independent variables consist of creativity (X1) and innovation (X2), while the dependent variable is customer satisfaction (Y). By conducting the F test, researchers can determine whether the model built in the research has statistical significance in explaining the relationship between these variables.

Based on the results of the analysis presented in Table 4.15, the calculated F value obtained in this study is 36.345 with a significance value (F sig.) of 0.000. The significance level used in this study is 0.05. Because the significance value of 0.000 is smaller than 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that the independent variables, creativity and innovation, simultaneously have a significant effect on customer satisfaction at Afternoon Project Bandung. The results of the F test indicate that the regression model used in this study is statistically valid and appropriate for explaining the relationship between the independent variables and the dependent variable.

The significant result of the F test demonstrates that creativity and innovation together play an important role in shaping customer satisfaction in photography services. In the service industry, creativity and innovation are considered key factors that determine the ability of businesses to meet and exceed customer expectations. Kotler and Keller (2016) explain that businesses that continuously develop creative ideas and innovative services are more likely to attract customers and maintain long-term customer satisfaction. Therefore, the results of the F test in this study support the theoretical perspective that creativity and innovation contribute significantly to the overall quality of services offered to consumers.

In addition to testing the model simultaneously, this study also conducted a significance test using the t-test to examine the effect of each independent variable individually. The t-test is used to determine whether each independent variable has a significant influence on the dependent variable when analyzed separately (Hair et al., 2019). Through this test, researchers can identify which variables have the strongest influence on customer satisfaction.

The results of the t-test analysis indicate that the calculated t-value for the creativity variable is 2.143 with a significance value of 0.000. Because the significance value is smaller than 0.05, it can be concluded that the creativity variable individually has a significant effect on customer satisfaction. This finding indicates that creativity plays an important role in shaping customer perceptions and satisfaction toward the services provided by Afternoon Project Bandung. Creativity in photography services may involve various elements such as unique concepts, artistic composition, innovative shooting

techniques, and attractive visual presentation. These creative elements contribute to the overall experience received by consumers.

Creativity is widely recognized as an essential factor in service-based industries, especially in fields that rely heavily on artistic expression and visual communication such as photography. According to Runco and Jaeger (2012), creativity involves producing ideas or products that are both novel and useful. In the context of photography businesses, creativity allows photographers to produce images that are not only technically accurate but also aesthetically appealing and emotionally engaging. When customers perceive that the services they receive are creative and unique, their level of satisfaction tends to increase because the service experience exceeds their expectations.

Furthermore, innovation also plays a crucial role in enhancing customer satisfaction. Innovation refers to the process of introducing new ideas, methods, or technologies that improve the quality and efficiency of services (Drucker, 2014). In photography businesses, innovation may involve the use of modern photography equipment, digital editing techniques, creative photo concepts, or the integration of new technologies such as drones and advanced lighting systems. When businesses continuously innovate, they are able to provide fresh and exciting experiences for customers, which contributes to higher levels of satisfaction and loyalty.

Another important aspect of the statistical analysis in this study is the coefficient of determination (R^2). The coefficient of determination is used to measure the extent to which independent variables are able to explain the variation in the dependent variable. The value of R^2 ranges from 0 to 1, where higher values indicate a stronger ability of the independent variables to explain changes in the dependent variable (Sekaran & Bougie, 2016). A low R^2 value suggests that the independent variables included in the model explain only a small portion of the variation in the dependent variable, while the remaining variation is influenced by other factors not included in the model.

The results of this study show that the coefficient of determination (R^2) value is 0.455 or 45.5%. This means that the variables creativity (X1) and innovation (X2) together explain 45.5% of the variation in customer satisfaction (Y) at Afternoon Project Bandung. The remaining 54.5% of the variation in customer satisfaction is influenced by other factors that were not included in this research model. These factors may include service quality, price perception, customer experience, brand image, communication quality, and other aspects that influence customer perceptions and satisfaction levels.

The R^2 value of 0.455 indicates that the relationship between creativity, innovation, and customer satisfaction is in the moderate category. Although the value does not reach a very high level, it still shows that creativity and innovation have a meaningful and significant contribution to customer satisfaction. According to Hair et al. (2019), in social science research, moderate R^2 values are common because human behavior and consumer perceptions are influenced by many different variables simultaneously. Therefore, the

result obtained in this study can still be considered meaningful and relevant in explaining the relationship between the variables examined.

In addition to the coefficient of determination analysis, the relationship between creativity, innovation, and customer satisfaction was also examined through correlation analysis. The correlation results show that the relationship between these variables falls within the moderate category, with a correlation value of 0.455. This indicates that as creativity and innovation increase, customer satisfaction also tends to increase. The positive relationship between these variables suggests that improvements in creative and innovative aspects of photography services can lead to higher levels of consumer satisfaction.

The results of hypothesis testing further confirm the influence of creativity and innovation on customer satisfaction. Based on the statistical analysis, the calculated t-value is 36.345, which is greater than the table t-value of 1.762. Because the calculated value exceeds the critical value, the alternative hypothesis (H_a) is accepted while the null hypothesis (H_0) is rejected. This means that creativity and innovation significantly influence customer satisfaction at Afternoon Project Bandung. These findings support the theoretical assumption that creative and innovative business strategies are important determinants of customer satisfaction in service industries.

Customer satisfaction is widely recognized as a key factor in determining the long-term success of businesses. According to Zeithaml, Bitner, and Gremler (2018), customer satisfaction occurs when the perceived performance of a product or service meets or exceeds customer expectations. When customers feel satisfied with the services they receive, they are more likely to develop positive attitudes toward the business, recommend it to others, and become loyal customers. Therefore, businesses must continuously strive to improve the quality of their services in order to maintain high levels of customer satisfaction.

In the context of photography businesses such as Afternoon Project Bandung, creativity and innovation serve as important tools for enhancing the customer experience. Creative photography concepts, unique visual styles, and innovative service approaches can create memorable experiences for customers. When customers feel that the photography services provided are distinctive and professionally executed, they are more likely to feel satisfied with the overall service experience. This satisfaction not only benefits the business through repeat purchases but also contributes to positive word-of-mouth promotion.

Overall, the results of this study indicate that creativity and innovation have a significant and positive influence on customer satisfaction at Afternoon Project Bandung. The statistical analysis confirms that both variables contribute to explaining variations in customer satisfaction levels, although other factors also play a role. These findings highlight the importance of continuously developing creative ideas and innovative service strategies in order to maintain competitiveness in the photography industry. By focusing

on creativity and innovation, photography businesses can enhance customer satisfaction and strengthen their position in an increasingly competitive market.

CONCLUSION

Creativity and innovation in terms of customer satisfaction at Afternoon Project Bandung have been implemented successfully. Customer satisfaction at *Siang Hari* Project Bandung has had a positive impact. Recommendations for the company: *Siang Hari* Project Bandung should consistently offer a unique appearance compared to its competitors, create distinctive products rarely found in similar industries, and conduct research on the impact of creativity and innovation on other variables not explored in this study. The researcher suggests expanding the scope of future research with a larger sample size.

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