

## The Influence of Self-Esteem and Self-Efficacy on Employee Job Satisfaction (Case Study of MSMEs in Palopo City)

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### ***Abstract***

#### **Keywords:**

*Self-Esteem, Self-Efficacy, Job Satisfaction*

*This study examines the influence of self-esteem and self-efficacy on employee job satisfaction (case study on MSMEs in Palopo City). Quantitative methods were used with a population consisting of MSME employees in Palopo City. A sample of one hundred and fifty employees was selected using a purposive sampling technique. The analysis was conducted using Structural Equation Modeling (SEM) and Partial Least Squares (PLS-SEM) with Smart PLS 4. The results of the study indicate that (1) self-esteem and self-efficacy play a major role in influencing employee job satisfaction in MSMEs in Palopo City. (2) Employees who feel valued and confident in their abilities tend to be more satisfied, more motivated, and experience lower stress levels. (3) These findings indicate that MSME owners can improve employee job satisfaction by providing training, rewards, and career development opportunities. In addition, this research can also serve as a reference for policy makers in designing regulations that support the welfare of MSME workers and increase the competitiveness of small businesses.*

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### **Introduction**

In this era of globalization, MSMEs have become the backbone of the economy in many countries, including Indonesia, supporting economic growth significantly. (Bidasari et al., 2023). In addition to contributing to economic growth, MSMEs also have a vital role in creating broad employment opportunities and disseminating the results of development. (Hamid, 2022) Therefore, improving employee welfare in MSMEs is crucial. With 64.2 million registered MSMEs, it can be assumed that new job openings will provide employment opportunities to the community. (Damayanti et al., 2023).

Level *self-esteem and self-efficacy* Employees' well-being has an impact on their work well-being. Self-esteem and self-efficacy levels have a positive and significant impact on employee performance in the work environment. (Langi et al., 2022) Self-esteem is an individual's perception of their own worth, while self-efficacy is an individual's belief in their ability to complete a particular task. Self-efficacy and self-esteem are aspects of self-assessment related to a person's success or failure, which influence individual satisfaction. (Indriyani et al., 2020). In the work environment, these two factors have a significant impact on employee job satisfaction. Self-esteem and self-efficacy have a positive and significant impact on employee performance. (Widyawati & Karwini, 2018)

Human resource management, including in MSMEs, plays a key role in organizational success. According to Hamali (2016), human resources is a strategic approach to developing employee skills, motivation, and job satisfaction, which are indicators of management effectiveness. High job satisfaction impacts productivity, employee retention, and company image. Research shows that there are factors that influence positive and significant impact on job satisfaction, but there is research that confirms that the physical work environment does not have a significant impact on job satisfaction. (Wibowo et al., 2022)

Although it is recognized that it is important, *self-esteem* and self-efficacy in job satisfaction, specific research on the relationship between these two factors and employee job satisfaction in MSMEs is still limited. Many other factors influence job satisfaction. In this study, employee job satisfaction was influenced by self-efficacy, self-esteem, work motivation, and organizational commitment. (Mubyl et al., 2023) This study analyzes how self-esteem and self-efficacy influence employee job satisfaction in MSMEs.

Most people believe that MSMEs only benefit a select few because they are businesses founded by individuals on their own initiative. MSMEs have significantly reduced the unemployment rate in Indonesia. They reduce unemployment by absorbing unemployed workers while exploiting underutilized regional natural resources. (Nirwan et al., 2021) According to data from the Palopo City Cooperatives and MSMEs Office, the number of MSMEs has decreased slightly due to the COVID-19 pandemic that has swept the world and affected various sectors, including MSMEs in Palopo City. The number of MSMEs in 2016 was 6,371 units, increasing to 6,520 units in 2017 and increasing to 6,780 units in 2018. (Baharuddin Semmaila et al., 2021). Thus, the total number of MSMEs in Palopo City in 2020 was 11,022 units. (Ukkas & Kasran, 2023).

In this case, data will be collected and analyzed using a quantitative research methodology. Data will be collected from participating MSME employees through a survey. Furthermore, the research hypotheses will be tested through descriptive and inferential statistical analysis. The results of this study are expected to be informative.

## Literature Review

### *Self-Esteem*

*Self-esteem* is a process of self-evaluation or self-assessment directed at oneself. This process demonstrates appreciation and recognition of each person's abilities, successes, and values. Self-esteem consists of two components: acceptance and respect. (Rahmania and Yuniar, 2012 in Deany et al., 2016) This includes a person's perception of their abilities, success, and worth as an individual. Self-esteem plays a crucial role in shaping an individual's behavior, social interactions, and psychological well-being. According to Baumeite (in Guindon, 2010), individuals with high self-esteem tend to experience a great deal of social support directed at them.

One of the main factors of adolescent problems is low self-confidence. *Self-Esteem* (Dalifa, 2021). Meanwhile, according to Branden in Ghufroon and Risnawita (2012:45), factors that influence self-esteem in the workplace include job satisfaction, recognition from others, and advancement in position or rank. Those with high levels of self-esteem tend to accept themselves well, believe in themselves, and are resilient to criticism and pressure. Lack of self-confidence can lead to feelings of worthlessness, difficulty facing challenges, and difficulty maintaining healthy relationships.

All aspects of life, including education, work, social relationships, and mental health, depend on a person's self-confidence. Employees who feel confident in the workplace are more likely to work well together, overcome difficulties, and complete assigned tasks. When completing budget management tasks, employees will be more productive if they believe in their abilities and have the courage to voice their ideas. (Deany et al., 2016).

*Self-esteem* is a person's perception of himself, which includes positive and negative aspects (Mubyl et al., 2023). Although self-esteem is an individual trait, a person's work environment also influences their level of self-esteem. Success in certain areas can increase self-esteem, while failure can decrease it (cited in a student self-esteem journal). Employee self-confidence can be enhanced through supportive management, positive feedback, and opportunities for development.

In this study, it is important to understand the relationship between *self-esteem* and employee job satisfaction in MSMEs, so they can feel satisfied with their work. This is done to ensure that self-esteem is a crucial component of self-esteem. Improving employee self-confidence can improve motivation, performance, and retention, which in turn can improve job satisfaction and the overall well-being of the organization. Therefore, research on how self-esteem affects the work environment, particularly in the MSME sector, can provide useful information for developing more sustainable and efficient HR management strategies.

Consequently, the aim of this research is to study in relation to *self-esteem* and employee job satisfaction in MSMEs, and its implications for productivity and psychological well-being. By understanding the factors that influence self-esteem and how it impacts job satisfaction, it is hoped that the findings of this study can help develop better management practices and create a more conducive work environment for MSME employees.

### ***Self-Efficacy***

Lunenburg (2011:10) says that independence is a person's confidence in facing and solving problems in various situations and being able to determine actions to complete certain jobs or problems, which enables them to overcome obstacles and achieve desired goals.

A person's assessment of their abilities, knowledge, and strategies for dealing with various situations is called *self-efficacy*. This belief may be influenced by observing others successfully completing similar tasks or difficulties.

*Self-efficacy* focuses more on specific beliefs about the ability to complete certain tasks, while self-esteem includes a general assessment of one's worth as an individual.

Level *self-efficacy* It has a significant impact on a person's motivation, achievement, and psychological well-being. People with high self-efficacy tend to be strongly motivated, feel better prepared to overcome obstacles, and are able to persist in the face of difficult challenges.

In terms of education, career and personal development, *self-efficacy* is very important. In the workplace, high levels of self-efficacy can improve employee performance, encourage innovation, and increase overall job satisfaction. Therefore, understanding what influences self-efficacy and how to improve it can be an important focus in developing effective HR management strategies.

Therefore, research on *self-efficacy* has significant benefits in helping individuals and groups achieve their full potential, as well as improving overall performance and psychological well-being.

### **Employee Job Satisfaction**

One of the crucial elements in human resource management is employee job satisfaction, which has become a top priority for organizations across various sectors. Job satisfaction impacts both individual and overall organizational performance. Therefore, it is crucial to understand how employee job satisfaction impacts company productivity.

The concept of job satisfaction refers to employees' subjective perceptions of their workplace, the work they do, and their overall work experience. This encompasses a wide range of factors, such as their perceptions of pay, opportunities for development, work-life balance, relationships with coworkers and superiors, and feelings of appreciation and recognition for their work.

Job satisfaction doesn't just indicate whether someone is happy or unhappy with their job. More than that, it indicates how much an employee's needs and expectations are met within their work context. Employees who are satisfied with their jobs tend to be more motivated, more productive, and more dedicated to their company.

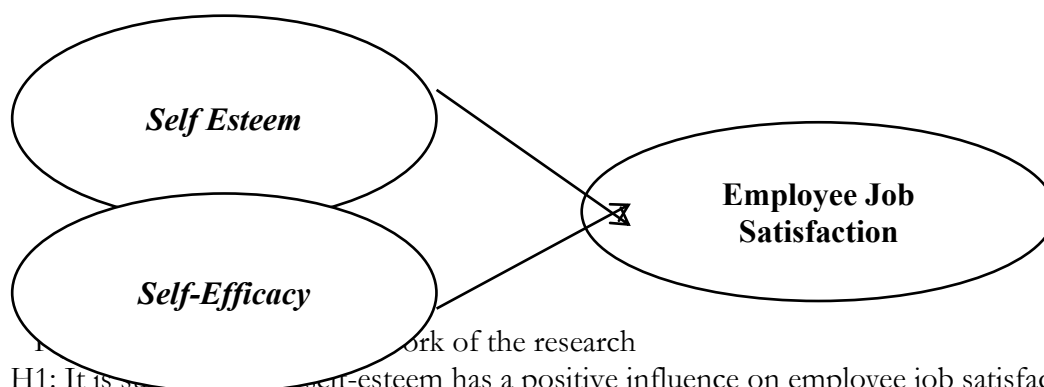
However, employee job satisfaction levels are not fixed and can be influenced by many factors, both external and internal. Internal factors such as self-perception, values, and individual motivation can interact with external factors such as working conditions, organizational culture, and management policies to determine the final level of employee satisfaction.

To retain their best employees, improve employee retention, and create a productive and sustainable work environment, companies must understand the dynamics of employee job satisfaction in a constantly changing and competitive business environment. Therefore, it is crucial to conduct research on issues such as employee job satisfaction, such as *self-esteem* and *self-efficacy*. This research will provide useful knowledge for practitioners and decision-makers in the field of human resource management.

Consequently, the purpose of this study is to examine how employee job satisfaction, self-esteem, and self-efficacy relate to each other, particularly in the context of micro, small, and medium enterprises (MSMEs). By understanding these relationships better, it is hoped that more efficient approaches can be developed to improve employee performance and psychological well-being in the MSME sector, as well as in organizations as a whole.

### **Hypothesis Development and Conceptual Framework**

#### **Conceptual Framework**



Conceptual Framework of the research

H1: It is suspected that self-esteem has a positive influence on employee job satisfaction.

H2: It is suspected that self-efficacy has a positive influence on employee job satisfaction.

#### **Research methods**

This study employed a quantitative method, and the population consisted of micro, small, and medium enterprises (MSMEs) in the culinary industry in Palopo City. It was impossible for this study to employ a non-probability sampling technique to collect a random and representative sample because the overall sample frame was unknown and the number of respondents was difficult to determine. A purposive sampling method was used in this study, drawing from various sources of information, considering various factors. The MSME sector was the research objective, and therefore, the sample selection was based on this (Bidasari et al., 2023). The selected sample size was 200 because the minimum sample size for structural equation modeling (SEM) is 100 and the margin of error is 5%. This study used original data obtained from questionnaires distributed to employees of micro, small, and medium enterprises (MSMEs) in Palopo City. Measurement items from previous empirical research were also used. The study used an online questionnaire distributed to respondents through social media using a snowball method to collect data.

Sampling. Using a Likert scale ranging from 1 to 5, fifteen measurement items were used to measure self-esteem, self-efficacy, and employee satisfaction with their jobs. Structural Equation Modeling (SEM) with Partial Least Squares (PLS-SEM) was used to test the hypotheses. SMART PLS software was used in this study. We chose PLS-SEM for this study because it is more suitable for theory building and involves complex models. In management research, this method is widely used to examine causal relationships between latent concepts. This method is particularly effective when estimating causal relationships in theoretical models based on empirical data. Table 1 presents the operational definitions and measurement indicators of the research constructs.

### Table of Variables and Indicators

**Table 1. Table of indicators and definitions**

Variable	Definition	Indicator	Source
Self Esteem	<i>Self-esteem</i> is an individual's assessment of their own worth and their belief in their abilities, values, and qualities as an individual. It reflects a person's level of satisfaction, acceptance, and self-esteem. In a psychological context, self-esteem is an important aspect in shaping an individual's self-perception, behavior, and psychological well-being.	<ol style="list-style-type: none"> <li>1. Feeling of Security</li> <li>2. Feeling of self-respect (Feeling of identity)</li> <li>3. Feeling of acceptance (Feeling of Belonging)</li> <li>4. Feeling of competence (Feeling of Competence)</li> <li>5. Feeling of Worth</li> </ol>	According to Reasoner (2010:3)
Self-Efficacy	<i>Self-efficacy</i> is an individual's belief in their ability to cope with specific tasks, achieve goals, and face challenges in everyday life. It reflects an individual's perception of their ability to succeed in specific situations, which is based on personal experience, observations of others, and self-evaluation. In essence, self-efficacy is a belief in one's own abilities that influences an individual's motivation, behavior, and achievement.	<ol style="list-style-type: none"> <li>1. Able to overcome problems faced</li> <li>2. Confident in his own success</li> <li>3. Dare to face challenges</li> <li>4. Dare to take risks for the decisions he makes</li> <li>5. Realize your own strengths and weaknesses</li> </ol>	according to Hendriana et.al (2018: 213)

Employee Job Satisfaction	Employee job satisfaction refers to the subjective level of satisfaction or contentment an employee feels with their job, work environment, and the organization they work for. It encompasses positive or negative evaluations of various aspects of their job, such as pay, work-life balance, relationships with coworkers, career development opportunities, and support from management. Employee job satisfaction can impact individual motivation, performance, retention, and psychological well-being, as well as the overall effectiveness of the organization.	1. Opportunity to advance 2. Job security 3. Salary 4. Company and management 5. Supervision	According to Gilmer in Sutrisno (2016: 77)
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## Research Results and Discussion

### 1. Instrument Test

#### a. Validity Test

In terms of convergent validity, there is a principle that the measures (manifest variables) of the building must have a high correlation. Convergent validity is tested by examining the loading factor values and comparing them with the rule of thumb ( $> 0.60$ ). In addition, the average variance extracted (AVE) value is also considered, and this value must exceed the rule of thumb ( $> 0.50$ ). Convergent validity is a validity test used to evaluate the level of validity of the SEM model in this study. The validity of the PLS-SEM model can be assessed in two ways, namely by looking at the value of the external loadings and the value of the average variance extracted (AVE).

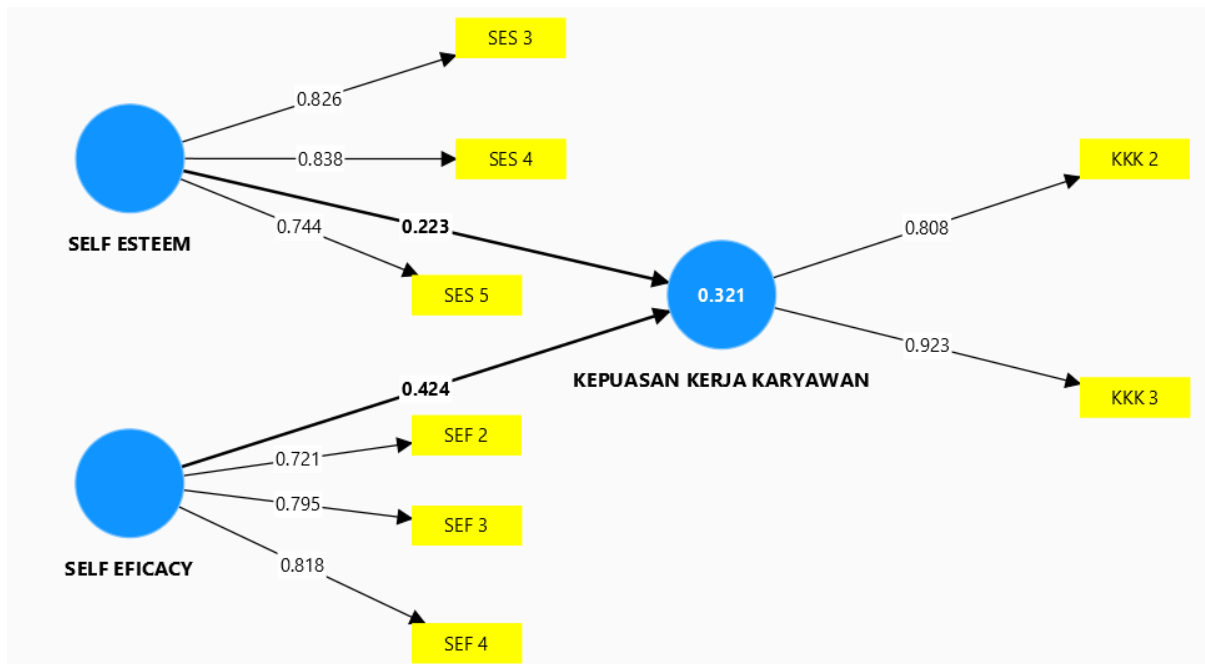


Figure 2. Outer Loading Image

**Outer Loading**

Figure 2. Outer Loading Table

	EMPLOYEE JOB SATISFACTION	SELF-EFICACY	SELF-ESTEEM
KKK 2	0.808		
KKK 3	0.923		
SEF 2		0.721	
SEF 3		0.795	
SEF 4		0.818	
SES 3			0.826
SES 4			0.838
SES 5			0.744

Based on the output of the factor loading value for the Self-efficacy variable with 3 measurement indicators, namely SEF 2 = 0.721; SEF 3 = 0.795; SEF 4 = 0.818. Then the employee job satisfaction variable with 2 measurement indicators, namely KKK 2 = 0.808; KKK 3 = 0.923. Next is the self-esteem variable with 3 measurement indicators, namely SES 3 = 0.826; SES 4 = 0.838; SES 5 = 0.744. Based on the factor loading value of the self-esteem, self-efficacy, and employee job satisfaction variables, the value has exceeded 0.60. Therefore, the indicators forming the construct of self-esteem, self-efficacy, and employee job satisfaction are categorized as valid.

**Average Variance Extracted (AVE)**

Table 3 AVE table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EMPLOYEE JOB SATISFACTION	0.684	0.770	0.858	0.753
SELF EFFICACY	0.677	0.687	0.822	0.607
SELF-ESTEEM	0.731	0.755	0.845	0.646

From the table above, it can be concluded that the AVE value for each construct, namely self-esteem = 0.647, self-efficacy = 0.607, employee job satisfaction = 0.753, all four constructs already have a value. More than 0.50 means that the three constructs are declared valid.

**Reliability Test**

**Table 2. Reliability Test**

Reliability is defined as the consistent measure an indicator uses to measure its variable. Composite reliability and Cronbach's alpha are used to measure the reliability of the SEM model. This level of reliability is used to determine the internal reliability of the variable indicators.

**Compositional Reliability**

Table.4 Composive Rability Table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EMPLOYEE JOB SATISFACTION	0.684	0.770	0.858	0.753
SELF EFFICACY	0.677	0.687	0.822	0.607
SELF-ESTEEM	0.731	0.755	0.845	0.646

The composite reliability output results for the constructs of self-esteem = 0.845, self-efficacy = 0.822, employee job satisfaction = 0.858. So, self-esteem, self-efficacy, employee job satisfaction already have good reliability or are categorized as reliable.

**Inner Model Evaluation**

**R Square Value**

R squared is a value that shows how much the combined independent variable has on the dependent variable, ranging between 0 and 1, which shows how much influence the independent variables have simultaneously on the value of the dependent variable in one statistical model.

Table 6 R square table

	R-square	R-square adjusted
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EMPLOYEE JOB SATISFACTION	0.321	0.312
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Based on the output of the analysis results using the bootstrapping method, the r square value for the employee job satisfaction variable was 0.321. The conclusion is that the R square value for the employee job satisfaction variable was 0.321, which means that the employee job satisfaction variable was 32% in the weak category.

### Patch Coefficient

Path coefficient is the most important number that shows how the research variables interact with each other. The path coefficient value ranges between 0 and 1. Values between 0 and 1 indicate a positive relationship between the variables, and values below 0 indicate a negative relationship between the variables.

Table 7. Patch Coefficient Table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
SELF EFFICACY -> EMPLOYEE JOB SATISFACTION	0.424	0.429	0.063	6,685	0.000
SELF ESTEEM -> EMPLOYEE JOB SATISFACTION	0.223	0.227	0.072	3,100	0.002

By considering the results, it can be concluded that self-efficacy has a significant positive effect on employee job satisfaction as indicated by the parameter coefficient value of 0.424. The significant value is 0.000 which is smaller than the 5% alpha level, this is indicated by the statistical T value of 6.685 which is more than 1.989 (t table). Then, self-esteem on employee job satisfaction is indicated by the parameter coefficient value of 0.223. The significant value is 0.002 which is smaller than the 5% alpha level, this is indicated by the statistical T value of 3.100 which is more than 1.989 (t table).

## Discussion

### The influence of self-efficacy on employee job satisfaction

Based on the analysis results using the PLS-SEM method, this study shows that self-efficacy has a positive and significant effect on job satisfaction of MSME employees in Palopo City. This is evidenced by a path coefficient value of 0.424, a T-statistic value of 6.685, and a significance value of 0.000, which is smaller than the 5% significance level. This finding indicates that the higher the level of employee self-efficacy, the higher the recommended level of job satisfaction. Self-efficacy reflects an employee's belief in their ability to complete tasks, face challenges, and achieve set work targets. Employees with high self-efficacy tend to feel more capable of overcoming work difficulties, do not give up easily when facing work pressure, and have stronger motivation in completing their responsibilities. This condition makes employees feel more comfortable and satisfied with their work.

In the context of MSMEs, where employees are often faced with limited resources, diverse workloads, and high demands for flexibility, self-efficacy is a crucial psychological factor. Employees who have high confidence in their abilities will be more adaptive and responsible in carrying out their work. This feeling of capability and success in completing tasks then shapes employee job satisfaction. The results of this study are in line with the theory that states that self-efficacy influences individual attitudes and behaviors at work. Employees who are confident in their abilities will view work as a challenge that can be overcome, not as a burden. This has an impact on increasing satisfaction, both with the work itself and the work environment as a whole. Thus, self-efficacy is an important factor in increasing job satisfaction of MSME employees in Palopo City.

### The influence of self-esteem on employee job satisfaction

The positive relationship between self-confidence and perceptions of their work explains the influence of self-esteem on employee job satisfaction. Employees with high self-esteem feel more confident in their abilities, valued in their work, and have a positive outlook on the tasks they must complete. Employees with high self-esteem feel more confident, valued, and satisfied with their

work.(Salangka & Dotulong, 2015). In addition, the research results confirm that self-esteem plays a significant role in shaping the job satisfaction of MSME employees in Palopo City. The path coefficient value of 0.223 with a significance level of 0.002 indicates that the higher the employee's self-esteem, the higher the perceived job satisfaction. Self-esteem reflects the extent to which employees perceive themselves as valuable, competent, and deserving of recognition in the work environment. When employees feel valued and recognized, they tend to have a positive attitude towards their work.

### **Conclusion**

Based on the results of the research that has been conducted, it can be concluded that Self-Esteem and Self-Efficacy have a positive and significant effect on employee job satisfaction in the case study of MSMEs in Palopo City. Employees who have self-confidence, feel appreciated, and are confident in their abilities tend to show a high level of job satisfaction. The results of the analysis show that Self-Efficacy has a greater influence than Self-Esteem, which means that employees' confidence in completing tasks and facing work challenges greatly determines their job satisfaction. Meanwhile, Self-Esteem still plays an important role in shaping employees' positive attitudes towards their work.

Thus, improving MSME employee job satisfaction requires support not only through external factors but also through strengthening internal psychological factors. Efforts such as training, rewards, and self-development support can be effective strategies for improving MSME employee job satisfaction in Palopo City.

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