

The Effect of Promotion and Product Quality on Purchase Decisions

Denta Ardhian Wijanarko^{1*}, Dede Solihin²

^{1,2}Universitas Pamulang

Corresponding Author: Denta Ardhian Wijanarko dentalardhian@gmail.com

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ABSTRACT

This study aims to examine the influence of promotion and product quality on purchasing decisions at Carl's Jr. in Central Park, West Jakarta. The method used was an associative quantitative approach, with data collected through questionnaires from 100 respondents. Analysis was conducted using simple and multiple linear regression. The results indicate that promotion and product quality have a positive and significant influence, both partially and simultaneously, on purchasing decisions. Product quality has the greatest influence. These findings imply the importance of promotional strategies and product quality improvements in driving consumer purchasing decisions

INTRODUCTION

Rapid changes in the times have had a significant impact on social dynamics and consumer behavior. Urban lifestyles are now more practical, dynamic, and instant. High mobility leads people to prefer efficient options, including food. Fast food is a solution for modern consumers who want to meet their consumption needs without sacrificing excessive time and energy. Fast food restaurants have responded to this phenomenon by offering instant, efficient, and easily accessible food and beverages. However, competition in this sector is fierce. Major brands such as McDonald's, KFC, Burger King, and Carl's Jr. are vying for consumers' attention through product innovation, improved service quality, and aggressive promotional strategies.

Carl's Jr. is one of the fast-food restaurants that embraces a modern concept, offering menu items such as burgers, fried chicken, fries, and soft drinks with a distinctive American flavor. Although the brand is widely recognized globally, in Indonesia, particularly at its Central Park branch in West Jakarta, Carl's Jr. faces challenges in maintaining consistent sales performance. Based on internal company data, Carl's Jr. sales in Central Park have fluctuated over the past five years (2018–2023), with a sharp decline particularly during the COVID-19 pandemic. Although sales reached 111% of the target in 2018, subsequent years showed a downward trend, with only 69% of the target achieved in 2023. A similar trend is seen in visitor data, which shows a decline from 154,086 visitors in 2018 to 101,681 visitors in 2023.

This phenomenon indicates a decline in consumer interest, which can be caused by many factors. Among them are the effectiveness of promotional strategies and perceptions of the quality of the products offered. Promotion is a crucial element in the marketing mix. According to Tjiptono (2009), promotions serve to inform, persuade, and remind the target market about a company's products. Appropriate promotions can encourage consumers to try and ultimately purchase a product. However, irrelevant or unattractive promotions can actually decrease purchasing interest. Based on the results of a pre-survey of 30 respondents, 63% of respondents considered Carl's Jr. promotions ineffective in attracting purchase interest. Some respondents considered the discounts offered unattractive, the rewards irrelevant, and the cashback program not meeting expectations. Furthermore, promotions that are only valid for a certain period and with certain conditions are considered too restrictive by consumers.

Beyond promotions, another important component that shapes consumer perceptions and influences purchase decisions is product quality. Quality encompasses various aspects, from taste and packaging to product durability and visual appearance. According to Kotler & Keller (2016), quality is the overall attributes of a good or service that affect how well it meets the wants of customers, both explicit and implicit. In this context, quality is a key instrument for creating customer satisfaction and loyalty. Unfortunately, pre-survey results showed that 87% of respondents were dissatisfied with the quality of Carl's Jr. products. Respondents complained that the burger taste was not superior to competitors, the packaging was considered mediocre, and the quality of the fried chicken was not crispy and did not withstand the heat. In fact, some respondents

considered Carl's Jr. products did not reflect the premium impression offered through advertising.

This consumer dissatisfaction has the potential to pose a serious threat to business continuity, given that consumer satisfaction plays a crucial role in repeat purchasing decisions. Dissatisfied consumers are less likely to repurchase a product and may even spread negative experiences to others. Therefore, a comprehensive understanding of the factors influencing consumer purchasing decisions, particularly promotions and product quality, is crucial for Carl's Jr. to improve its business performance.

The purchasing decision is a complex process involving need recognition, searching for information, weighing options, making a purchase, and actions taken after the purchase. In a marketing context, Businesses can create strategies that meet the needs and expectations of their customers by having a thorough understanding of this process. Purchase choices are impacted by a variety of internal consumer factors, such as motivation and perception, but also by external factors such as promotions and product quality. Previous studies have shown that targeted promotions and satisfactory product quality can increase consumer purchase intention and loyalty. However, in a local context and with a specific brand, such as Carl's Jr. in Central Park, West Jakarta, there has been little research examining the simultaneous influence of these two variables on consumer purchasing decisions.

Theoretically, this study adopts a quantitative approach relevant to consumer behavior models, where promotion and product quality are considered exogenous variables that influence the endogenous variable of purchasing decisions. The scientific contribution of this study lies in enriching the strategic marketing literature, particularly in the simultaneous examination of two key variables in the marketing mix on consumer behavior. Meanwhile, from a practical perspective, the results of this study can be used as a basis for managerial decision-making in formulating promotional strategies and improving product quality that better align with local consumer preferences.

The research context also has its own unique value. Carl's Jr. is an international brand attempting to penetrate the Indonesian domestic market, particularly in metropolitan areas like West Jakarta, known for its cultural diversity and culinary preferences. This study attempts to capture this phenomenon by selecting a specific sample: Carl's Jr. consumers in Central Park, an elite shopping center representing the upper-middle class segment. This study not only illustrates how product quality and promotion affect general but also highlights how consumers from specific social backgrounds respond to the global brand's marketing strategy.

The quantitative data used in this study were collected through questionnaires distributed to 100 respondents who had made purchases at Carl's Jr. Central Park, West Jakarta. Respondents were selected purposively, considering specific criteria to ensure data relevance and validity. Data analysis was conducted using simple and multiple linear regression analysis techniques, as well as classical assumption tests, validity, reliability, and hypothesis testing.

Considering the complexity of the phenomenon faced by Carl's Jr., as well as the importance of the two main variables that are the focus of this study, The purpose of this study is to ascertain how Carl's Jr. customers in Central Park, West Jakarta, are influenced by promotions and product quality when making decisions about what to buy. It is anticipated that the study's findings would give business managers a thorough grasp, enabling them to identify weaknesses in their marketing strategy and develop new, more effective approaches to attracting and retaining customers.

LITERATURE REVIEW

The Effect of Promotion on Purchasing Decisions

Promotion is a marketing communication tool designed to influence consumers in making purchasing decisions. The more attractive and targeted a promotion is, the more likely it is to encourage consumers to purchase a company's products or services. Kotler and Keller (2016) group the promotional mix into eight main elements: Public relations and publicity, internet and social media marketing, mobile marketing, data-driven direct marketing, events and experiences, sales promotions, advertising, and personal selling. Research by Febby Rahmawaty (2023) found that promotions and service quality significantly influence purchasing decisions. Similar results were found by Marlina and Yusuf (2022), who confirmed that digital promotions can increase purchase intentions among millennials. Furthermore, a study by Hartati and Prasetyo (2021) showed that the intensity of promotions through social media directly strengthens consumer decisions in purchasing fast food products.

H1: It is suspected that promotions influence purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Product quality is the inherent characteristics and advantages of a product designed to meet consumer needs and desires. According to Kotler and Keller (2016), The ability of a thing or service to function in a way that meets or even surpasses the expectations of the consumer is known as product quality. Meanwhile, Zulkarnain, Taufik, and Ramdansyah (2020) state that product quality encompasses quality standards, reliability, additional features, taste, and product functionality in meeting consumer preferences. Previous research by Permatasari (2024) showed that promotion, Purchase decisions are positively and significantly influenced by pricing and product quality. Similar findings were also found in studies by Wulandari and Dewi (2022) and Rahmadani and Yusuf (2021), which emphasized that product quality contributes significantly to shaping consumer decisions in choosing a product.

H2: It is suspected that product quality influences purchasing decisions.

The Influence of Promotion and Product Quality on Purchasing Decisions

Purchasing decisions are an integral part of consumer behavior and are influenced by various factors, including marketing stimuli. The consumer decision-making process begins with external stimuli such as promotions and product quality, which then shape perceptions and preferences for a brand. Therefore, every company needs to design an effective marketing strategy to support the success of its product sales.

Promotions and product quality are two crucial elements that directly influence consumer purchasing decisions. Attractive promotions can increase consumer interest and curiosity about a product, while good product quality will strengthen consumer confidence and satisfaction. Many businesses recognize that the combination of effective promotions and superior product quality is a key consideration in building consumer loyalty.

Research by Sukmawati (2020) shows that promotions and product quality significantly influence purchasing decisions. Similar results were also demonstrated by research by Purba and Aditya (2021), which stated that appropriate promotional strategies and consistent product quality maintenance can increase ongoing purchase intentions. Meanwhile, a study by Putri and Yuliani (2022) confirmed that positive perceptions of promotions and product quality contribute significantly to driving consumer purchasing behavior in the fast-food sector.

H3: It is suspected that there is a positive and significant influence between promotion and product quality on purchasing decisions.

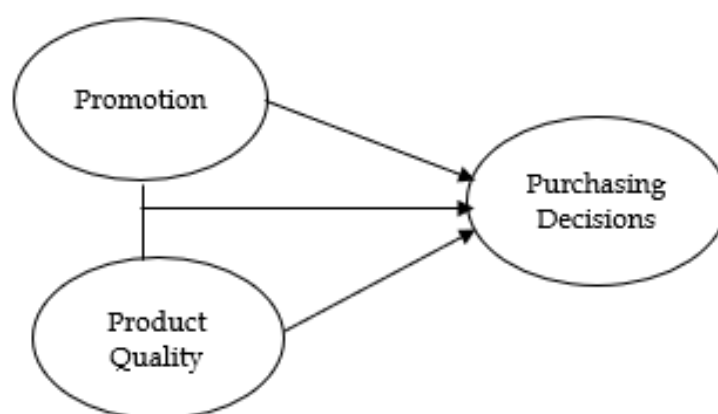


Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative approach with an associative approach to analyze the influence of promotions and product quality on consumer purchasing decisions at Carl's Jr. Central Park, West Jakarta. The study population comprised all 101,681 consumers in 2023, with a sample of 100 respondents determined using the Slovin formula and basic random sampling. A questionnaire with a five-point Likert scale was used to gather primary data, and a literature review was used to gather secondary data. Promotion, product quality, and purchasing decisions were each measured using specific indicators relevant to the context of fast food services.

Data analysis was conducted using SPSS version 26, beginning with validity and reliability tests, as well as classical assumption tests (normality, multicollinearity, autocorrelation, and heteroscedasticity). Next, simple and multiple linear regression analyses were conducted to examine the influence of each variable, both partially and simultaneously. The t-test and F-test were used

to test the hypotheses, with a significance level of 5%. The coefficient of determination and Pearson correlation tests were also used to determine the strength of the relationship and the contribution of the independent variables to purchasing decisions.

RESULT AND DISCUSSION

Table 1. Results of Multiple Linear Regression Test of Promotion (X1) and Product Quality (X2) on Purchasing Decisions (Y)

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t Sig.
1	(Constant)	7.543	3.958		1.906.060
	Promotion	.125	.070	.131	1.795.076
	Product Quality	.741	.077	.701	9.601.000

a. Dependent Variable: Buying decision
Source: Data processed with SPSS 26, 2025

Based on the calculation results in Table 1 above, the following multiple linear regression equation can be obtained: $Y = 7.543 + 0.125 X1 + 0.741 X2$ The constant is 7.543, meaning that the purchasing decision will remain at 7.543 if the production and product quality variables are zero or do not increase. With the promotion variable (X1) having a regression coefficient of 0.125, a one-unit increase in promotion will result in a 0.125 increase in purchasing decision (Y), assuming the other independent variables remain constant. The consumer decision regression coefficient (X2) is 0.741, meaning that if the other independent variables remain constant, but promotion and product quality increase by one unit, the purchasing decision (Y) will also increase by 0.741.

Table 2. Results of the Analysis of the Correlation Coefficient of Promotion (X1) Against Purchasing Decisions (Y)

		Correlations	
		Promosi	Keputusan Pembelian
Promotion	Pearson Correlation	1	.459**
	Sig. (2-tailed)		.000
	N	100	100
Buying decision	Pearson Correlation	.459**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed with SPSS 26, 2025

Based on table 2 above, the R value (correlation coefficient) is 0.459, meaning that the two variables have a moderate or fairly strong level of relationship based on the correlation coefficient value interval, which is on a scale of 0.400-0.599.

Table 3. Results of the Analysis of the Correlation Coefficient of Product Quality (X2) on Purchasing Decisions (Y)

Correlations			
		Product Quality	Buying decision
Product Quality	Pearson Correlation	1	.763**
	Sig. (2-tailed)		.000
	N	100	100
Buying decision	Pearson Correlation	.763**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed with SPSS 26, 2025

Based on the test results in table 3 above, the R Square (coefficient of determination) was obtained at 0.211. Thus, it can be said that the promotion variable (X1) has an influence on the purchasing decision variable of 21.1%, and the remaining 78.9% is influenced by other factors or variables not included in this study.

Table 4. Results of the Analysis of the Correlation Coefficient of Promotion (X1) and Product Quality (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.595	.587	3.382

a. Predictors: (Constant), Kualitas Produk, Promosi

Source: Data processed with SPSS 26, 2025

Based on table 4 above, the r value (correlation coefficient) obtained is 0.772, meaning that the promotion variable (X1) and product quality (X2) have a strong relationship with the decision (Y) based on the correlation coefficient value interval, which is on a scale of 0.600-0.799.

Table 5. Results of the Analysis of the Promotion Determination Coefficient (X1) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 ^a	.211	.202	4.699

a. Predictors: (Constant), Promosi

Source: Data processed with SPSS 26, 2025

Based on the test results in table 5 above, the R Square (coefficient of determination) was obtained at 0.211. Thus, it can be said that the promotion variable (X1) has an influence on the purchasing decision variable of 21.1%, and

the remaining 78.9% is influenced by other factors or variables not included in this study.

Table 6. Results of Analysis of the Determination Coefficient of Product Quality (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.578	3.420

a. Predictors: (Constant), Kualitas Produk
Source: Data processed with SPSS 26, 2025

Based on the test results in table 6 above, the R Square (coefficient of determination) was obtained at 0.582. Thus, it can be said that the product quality variable (X2) has an influence on the purchasing decision variable of 58.2%, and the remaining 41.8% is influenced by other factors or variables not included in this study.

Table 7. Results of the Test of the Coefficient of Determination of Promotion (X1) and Product Quality (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.595	.587	3.382

a. Predictors: (Constant), Product Quality, Promotion
Source: Data processed with SPSS 26, 2025

Based on the test results in table 7 above, the Adjusted R (coefficient of determination) was 0.595. Thus, it can be concluded that the promotion variable (X1) and product quality (X2) have a significant influence on the purchasing decision variable (Y), which is 59.5% of the total variables. Other variables or factors not examined in this study amount to 40.5%.

Table 8. Results of the t-test of the Promotion Variable (X1) on Purchasing Decisions

Coefficients^a						
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	30.835	4.345			7.096	.052
promotion	.438	.086	.459		5.112	.000

a. Dependent Variable: Buying decision
Source: Data processed with SPSS 26, 2025

Based on table 8 above, the results obtained are t count > t table or (5.112 > 1.984) with a significance of 0.000 < 0.05. As a result, H1 is approved and H0 is

rejected. This shows that Promotion (X1) has a large influence on Purchasing Decisions (Y).

Table 9. Results of the t-test of the Product Quality Variable (X2) on Purchasing Decisions (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.443	3.654		2.858	.005
Product Quality	.806	.069	.763	11.676	.000

a. Dependent Variable: Buying decision
Source: Data processed with SPSS 26, 2025

The test results as shown in table 9 above show that the calculated t value is greater than the t table or (11.676 > 1.984), with a significance level of 0.000 < 0.05. Therefore, H0 is rejected and H2 is approved, indicating that Product Quality (X2) and Purchasing Decision (Y) have a significant influence on each other.

Table 10. Simultaneous Hypothesis Results (F Test)

Sumber Variasi	Sum of Squares	df	Mean Square	F	Sig.
Regression	1631.742	2	815.871	71.321	0.000
Residual	1109.618	97	11.439		
Total	2741.360	99			

Source: Data processed with SPSS 26, 2025

The test results as shown in table 10 above show that F count > F table or 71.321 > 3.09 this is further supported by the p value < Sig. 0.05, or (0.000 < 0.05). Thus H0 is ignored and H3 is approved, this shows that Promotion (X1) and Product Quality (X2) at Carl's Jr in Central Park, West Jakarta have a positive and significant influence simultaneously on Purchasing Decisions (Y).

The results of this study indicate that promotions have a positive influence on purchasing decisions. Promotions conducted by Carl's Jr. in Central Park, West Jakarta, play a significant role in encouraging consumers to make purchases. When the information communicated in promotions is compelling, consumers are more motivated to learn about and try the products offered. This aligns with Tjiptono's opinion in Ashbahani (2023), who stated that promotions are an important means of informing and persuading consumers about the products offered. Consistent promotional strategies, such as the use of attractive advertising, special discounts, and seasonal promotions, have been shown to significantly influence purchasing decisions. This research is supported by the findings of Febby & Solihin (2023) and Albina & Putu (2020), which emphasize the crucial role of promotions in influencing consumer behavior in the food and beverage industry.

Product quality was also found to significantly influence purchasing decisions. In this context, quality encompasses the taste, appearance, cleanliness, and consistency of the products offered by Carl's Jr. Consumers will have greater trust and loyalty to a brand if they perceive the product meets their expectations. According to Zulkarnain et al. (2020), product quality reflects the product's quality standards, reliability, and functionality, all of which contribute significantly to satisfaction and purchasing decisions. This research is supported by the findings of Novita & Sri (2020) and Woen & Santoso (2021), which also confirmed that product quality has a positive correlation with consumer purchasing decisions across various industrial sectors.

When promotion and product quality are combined, the influence on purchasing decisions becomes even stronger. The combination of appropriate marketing strategies through attractive promotions and the provision of quality products can increase brand appeal and build consumer loyalty. Purchasing decisions are influenced not only by emotional stimuli from promotions but also by rational evaluation of product quality. Schiffman and Kamuk, in Aditya (2022), state that purchasing decisions are a process of selecting from various alternatives, and these decisions are heavily influenced by consumer experience and expectations regarding the product. This research aligns with previous studies by Dian & Anton (2024) and Winata (2020), which show that promotion and product quality simultaneously contribute significantly to consumer decisions in choosing a product or brand.

CONCLUSION AND RECOMENDATION

Based on the research results, it can be concluded that promotion and product quality have a positive and significant influence on consumer purchasing decisions at Carl's Jr. in Central Park, West Jakarta. Partially, promotion shows a contribution of 21.1% to purchasing decisions, while product quality has a more dominant influence, namely 58.2%. Simultaneously, both variables contribute 59.5% to purchasing decisions. These results indicate that the better the promotional strategy and the higher the quality of the products offered, the greater the tendency of consumers to make purchases at Carl's Jr. Therefore, the company needs to continue to improve effective promotional efforts and maintain product quality to remain consistent and in line with consumer expectations.

Carl's Jr. management is advised to continue improving product quality as a top priority, as this variable has the most dominant influence on purchasing decisions. Furthermore, innovative and consistent promotional strategies are also needed to strengthen consumer appeal to the products offered.

FURTHER STUDY

This study has limitations in the scope of the object and variables used. The study was only conducted at one location, namely Carl's Jr. in Central Park, West Jakarta, so the generalizability of the results is still limited. Furthermore, the independent variables only included promotion and product quality. Therefore, future research is recommended to expand the research object to several similar franchise locations, as well as consider other variables such as price, customer satisfaction, or brand perception that may influence purchasing decisions.

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