Bubungan Tinggi: Jurnal Pengabdian Masyarakat
http://ppjp.ulm.ac.id/journals/index.php/btj/index
e-ISSN: 2722-3043 p-ISSN: 2722-2934
Vol 8 No 2 2026
DOI: https://doi.org/10.20527/btjpm.v8i2.16383

Diversification of Sweet Potato-Based Products to Enhance Farmers' Productivity

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Article Info

Article history:
Received: September 22, 2025
Accepted: April 7, 2026
Published: May 29, 2026

Keywords:
Agricultural yields
Community service
Processing technology
Processed products
Sweet potato

Abstract

Sweet potato is one of the main agricultural commodities cultivated by farmers in Gattareng Village, Marioriwawo District, Soppeng Regency, covering a total planted area of 52.3 hectares managed by 49 smallholder farmers. Despite an average productivity of 9.7 tons per hectare, farmers are unable to obtain optimal economic benefits due to their dependence on intermediaries who purchase the harvest directly in the field at low prices, typically ranging from IDR 3,000 to 4,000 per kilogram. Limited knowledge, skills, and access to post-harvest processing technologies further prevent farmers from transforming their abundant yields into higher-value products, resulting in substantial post-harvest losses. This Community Service Program (PkM) aims to enhance farmers' capacity to process sweet potatoes into value-added products by providing training in appropriate processing technologies, hands-on demonstrations, and entrepreneurial mentoring. The program targets members of the Kabuttu Farmers Group in Gattareng Village. Implementation methods include workshops, practical training sessions, continuous technical assistance, and pre- and post-training evaluations to assess improvements in farmers' knowledge and processing skills. The results indicate a marked improvement in farmers' understanding and ability to apply post-harvest processing techniques. Participants successfully produced several processed sweet potato products with longer shelf lives and higher economic value than fresh tubers. The program has generated direct positive impacts, including increased processing capacity, diversification of income sources, and reduced post-harvest losses. Overall, this PkM initiative demonstrates that strengthening post-harvest capacity and introducing appropriate processing technologies are effective strategies for enhancing value addition, reducing vulnerability to price fluctuations, and improving the economic resilience of smallholder farmers in Gattareng Village.

To cite this article: Asmini, A., Achmar, N. A., & Nusri, A. Z. (2026). Diversification of sweet potato-based products to enhance farmers' productivity. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, *8*(2), 398-408.

INTRODUCTION

Sweet potato is one of the major agricultural commodities produced by farmers in Gattareng Village, Marioriwawo District, Soppeng Regency. The total plantation area cultivated with sweet potato covers 52.3 hectares, managed by 49 farmers, with an average yield of approximately 9.7 tons per hectare. As one of the leading agricultural products

abundantly produced in the village, sweet potatoes often experience a sharp decline in price during the harvest season, which disadvantages the farmers. This price drop is largely due to the farmers' dependence on middlemen who come directly to the fields to collect the harvest, thereby dictating the selling price, while farmers have no bargaining power and are forced to accept the offered price. The selling price to middlemen usually ranges from IDR 3,000 to IDR 4,000 per kilogram. Alternatively, some farmers sell directly to traditional markets, where the price is slightly higher, around IDR 5,000 per kilogram.

Despite the abundant production, farmers are unable to enjoy increased income because they lack the knowledge and skills to process sweet potato into higher-value products. Field observations revealed two major problems faced by farmers in the village: (Rohyani et al., 2021) limited knowledge and skills (Taufieq et al., 2023; Distria et al., 2021), and post-harvest processing technology and activities that are limited to daily household consumption, producing goods with a short shelf life that are consumed immediately, resulting in significant post-harvest waste. This situation arises from the lack of farmers' capacity in post-harvest management. Therefore, farmers urgently need adequate knowledge, skills, and technology to produce processed products that are more durable and have higher economic value.

The priority problems to be addressed in this community service program are as follows: Processing limitations of sweet potato products. In February 2025, sweet potato production in Gattareng Village reached a surplus, leaving large quantities unsold due to the lack of middlemen purchasing the harvest. Farmers also face difficulties transporting their yields directly to traditional markets. Consequently, despite the abundant harvest, farmers cannot increase their income or productivity. This occurs because farmers still rely on middlemen, who purchase at very low prices, or sell directly to traditional markets at similarly low prices due to limited buyers. The core issue is that farmers do not yet possess the knowledge and skills to process sweet potatoes into a variety of value-added products that could enhance both profitability and sustainability.

Sweet potato production by the Ungatanae Farmers Group, as seen in Figure 1, is a primary agricultural commodity managed traditionally. The sweet potatoes appear fresh after harvest but have not undergone sorting, washing, packaging, or further processing. Therefore, they are generally sold as raw materials at relatively low prices. This condition reflects the main issues raised in the proposal: the low added value of agricultural products due to limited post-harvest technology, minimal product diversification, and suboptimal marketing access, particularly digital marketing.

Figure 1 Sweet potato production by ungatanae farmers' group

Based on the problems faced by partners, this Community Service Program aims to increase farmers' capacity to process sweet potatoes into value-added products by providing training in appropriate processing technology, live demonstrations, and entrepreneurial mentoring.

METHODS

This community service program was implemented using a Participatory Action Research (PAR) approach, which emphasizes active participation, joint problem identification, collaborative action, and continuous evaluation with partner groups. The PAR method was considered appropriate, as the activities involved direct engagement with the Ungatanae Farmers Group to identify problems, enhance skills, implement processing technologies, and evaluate changes in capacity and productivity.

The activities were conducted from July to September 2025 in Gattareng Village, Marioriwawo District, Soppeng Regency. The implementation stages included community outreach, training, technology application, mentoring, and evaluation.

1. Community Outreach

The outreach activities aimed to provide initial awareness of the importance of sweet potato product diversification as a strategy to increase farmer productivity. Through an educational approach, the team introduced appropriate technologies for product processing and digital-based marketing. The outreach also provided an overview of the planned training modules, including the production of sweet potato flour, jam, and sticks, as well as packaging, labeling, and e-marketing (Nurhayati & Madjid, 2025; Supriaddin et al., 2025).

2. Training

The training activities began with the identification and involvement of farmer group members. An organizational analysis framework was applied to understand the group's readiness, roles, and responsibilities (Muin et al., 2021; Sulaksana & Dwirayani, 2021).

Data Sources:

a) Primary data: observations, field notes, and interviews with group leaders.
b) Secondary data: reports on recent activities and administrative records of the Ungatanae Farmers Group.

Training stages included the following:

a) Establishing program benchmarks and performance indicators to measure changes in knowledge and skills related to product diversification.
b) Assessing indicator achievement by comparing pre- and post-training outcomes.

Operational implementation consisted of:

a) Selection and preparation of raw materials
b) Production processes for flour, jam, and sweet potato sticks
c) Packaging and labeling using appropriate techniques
d) Introduction and launching of a website for product marketing
e) Implementation of Good Manufacturing Practices (GMP) during production

3. Technology Application

a. Production Technology

Technology transfer was carried out through practical sessions designed to employ easy-to-apply, low-cost processing technologies suitable for household-scale production. These sessions were divided into two modules, covering:

1) Raw material preparation
2) Ingredient weighing

3) Cooking and processing techniques
4) Packaging and labeling

These practices aimed to enhance farmers' capacity to independently produce value-added products (Kanellos et al., 2024).

b. Marketing Technology

The program introduced farmers to the evolution of marketing strategies, from Marketing 1.0 to Marketing 5.0, emphasizing the integration of digital tools into product promotion. The training included the use of mobile-based e-commerce platforms, social media promotion, and digital branding. Farmers were guided to transition from traditional marketing methods (e.g., brochures, word-of-mouth) to digital marketing approaches to expand market reach (Vazirani & Jaiwant, 2025).

4. Mentoring and Evaluation

Mentoring was conducted periodically to ensure continuous improvement in production skills and marketing practices. The team visited partner groups regularly to monitor progress and address emerging challenges.

Evaluation Instruments:

1) Pre-test and post-test questionnaires
   Used to measure changes in farmers' knowledge and skills related to product processing and marketing.
2) Observation sheets and field notes
   Used to document the implementation process, participation levels, and operational challenges.
3) Production log sheets
   Used to track increases in production quantity, product quality, and marketing outcomes.

The implementation team provided a live demonstration of the use of processing equipment to partner group members. This hands-on approach aligns with the community service method outlined in the proposal, which involves participatory knowledge and skills transfer, enabling partners to independently adopt processing technology. This activity also served as a platform for initial discussion and mentoring to enhance partners' understanding of more efficient, hygienic, and economically valuable production processes.

Data Analysis

Evaluation data were analyzed descriptively by comparing pre- and post-training results, observing behavioral changes, and documenting improvements in production performance. Qualitative data obtained from interviews and observations were coded to identify recurring themes related to challenges, technology adoption, and shifts in marketing behavior.

Program Integration and Team Involvement

The implementing team consisted of a multidisciplinary group of lecturers from the management, informatics engineering, and accounting study programs, as well as students from management and informatics engineering. This collaboration provided students with valuable experiential learning opportunities and produced community service publications that support the Merdeka Belajar Kampus Merdeka (MBKM) program while contributing to the university's key performance indicators (KPIs), specifically IKU 2 (student involvement) and IKU 5 (faculty work utilized by the community or receiving external recognition). The program was also integrated with relevant courses, including Advanced

Entrepreneurship (3 credits), Agribusiness Management (3 credits), and Marketing Management (3 credits) for the management program, as well as E-Commerce (3 credits), Web Programming (3 credits), and Mobile Programming (3 credits) for the Informatics Engineering program.

RESULT AND DISCUSSION

This community service activity was carried out in collaboration with the Ungatanae Farmers' Group, located in Gattareng Village, Marioriwawo District, Soppeng Regency. The Ungatanae group cultivates sweet potatoes, which have significant potential to support the local economy and the government's food security program. However, farmers face challenges in post-harvest processing. As one of the region's main agricultural commodities, sweet potatoes often experience sharp price declines during the harvest season, which negatively impacts farmers' incomes. The price drop occurs because farmers depend on middlemen who come directly to the fields to collect the harvest and determine the selling price, leaving farmers with no bargaining power. The selling price to middlemen typically ranges from IDR 3,000–4,000 per kilogram, while direct sales at traditional markets only reach around IDR 5,000 per kilogram.

Despite the abundant harvest, farmers are unable to increase their income because they lack the knowledge and skills to process sweet potatoes into value-added products. The selection of this partner group was based on the consideration that this community service program would have a direct impact on increasing farmers' income and improving village welfare. Through this program, the selling value of sweet potato products is expected to increase because the partner group will no longer rely solely on selling fresh tubers after harvest. Based on our observations, the product is currently marketed in bulk without grading, packaging, or processing, which limits the price farmers receive. By introducing simple post-harvest handling (sorting and standard packaging) and training in processing sweet potatoes into shelf-stable products, farmers can access broader markets and obtain higher per-unit prices compared to selling raw sweet potatoes. This value addition is expected to improve the circulation of household income within the village, stimulate local micro-enterprises (processing, packaging, and distribution), and create multiplier effects on local economic growth. Furthermore, producing diversified and longer-shelf-life sweet potato products supports food security by reducing post-harvest losses and ensuring more consistent availability of carbohydrate-based food products beyond the harvest period (Kersikan et al., 2024).

The partner's location is approximately 33.6 kilometers from the implementing campus, with an average travel time of 52 minutes. This relatively short distance allows the team to conduct regular visits without significant obstacles. Such proximity strongly supports the success of the program, as community service effectiveness greatly depends on the frequency of interaction between the mentoring team and the farmers. Regular visits enable monitoring, evaluation, and direct guidance, ensuring that the mentoring process is both intensive and sustainable.

The Ungatanae Farmers' Group, established in 2009, has a clear organizational structure consisting of a chairman, secretary, treasurer, and several work units responsible for technical and operational aspects. This structure facilitates coordination with the program implementation team. With clear task distribution, each member holds responsibilities in areas such as administration, human resource management, finance, and marketing. The active involvement of all members, both in leadership and in participatory activities such as training, field mentoring, and evaluation, reflects a collective awareness of the importance of improving the quality of sweet potato production.

The delivery of program materials was conducted using an educational approach, aimed at enlightening community groups and encouraging their active participation. Based on our preliminary observations, the Ungatanae Farmers' Group currently sells sweet potatoes primarily as fresh tubers, with limited post-harvest handling and no processing, resulting in low value capture at the farmer level. Therefore, this program focuses on product diversification that is feasible with local resources and appropriate to the group's current capacity. The selected products—sweet potato flour, sweet potato jam, and sweet potato sticks—are not only relevant to local potentials but also strongly aligned with findings from previous studies.

First, the development of sweet potato flour is supported by Ismail & Nusri (2022), who emphasize that semi-processed products with proper packaging and digital-based marketing have stronger competitiveness and broader market reach. This aligns with sweet potato flour's potential as a versatile intermediate product. Second, the production of sweet potato jam corresponds with Dewi et al. (2023), who found that processed food products marketed through e-commerce platforms experience increased consumer demand and higher selling prices compared to traditional sales methods.

Third, the creation of sweet potato sticks is consistent with Patappari et al. (2023), whose study shows that simple snack-based products can achieve higher economic value when supported with standardized labeling, hygienic packaging, and accessible marketing channels.

To ensure market readiness, the program also strengthens packaging and labeling practices to improve hygiene, product identity, and consumer trust—factors identified as critical for entering modern retail and online markets. Thus, the three selected products are directly linked to the empirical findings of previous research, ensuring that the diversification strategy is both evidence-based and economically viable for the farmers.

This material helped farmers understand the direct relationship between post-harvest quality and the product's economic value. Such understanding serves as a crucial foundation for farmers to realize that every improvement in quality will directly impact their income (Abbas et al., 2022; Rahmah et al., 2024).

The implementation method began with identifying and approaching members of the farmers' group. To facilitate the training process, an organizational analysis framework was employed. Data collection consisted of primary and secondary data. Primary data were obtained from field activities and interviews with the group leader, while secondary data were derived from the most recent Ungatanae Farmers' Group program reports.

The stages of program implementation were as follows:

a. Establishing benchmarks and performance indicators as the initial step in measuring the outcomes of the sweet potato product diversification (Rohyani et al., 2021). Comparing the achievement of each indicator with its predetermined benchmark.
b. Implementing operational steps to address problems, including:
    1) Selection of raw materials
    2) Production of processed products
    3) Packaging and labeling of products

Figure 2 documents the material-delivery session provided to members of the Ungatanae Farmers' Group as part of the community service program. The session was designed based on initial observations showing limited capacity in post-harvest handling, product diversification, and market-oriented processing of sweet potatoes. Training materials covered value-added processing pathways (e.g., flour, jam, and snack products) as well as basic hygiene, packaging, and labeling to meet market requirements. This activity

served as a knowledge-transfer foundation prior to hands-on practice and mentoring to improve product value and farmers' income.

Figure 2 Training session on material delivery

Figure 3 presents a narrative overview of the products developed from sweet potato as a local raw material. In the foreground, several fresh sweet potato tubers are displayed to emphasize the primary ingredient used in the processing activities. Behind them, the image highlights three finished, value-added products that have been packaged and labeled for distribution. The first product is sweet potato flour, stored in a sealed plastic pouch, indicating a dry product that can be used as an alternative flour for various food preparations. Next to it are sweet potato sticks, a crispy snack product packaged in a clear plastic bag, suggesting readiness for direct consumption. The third product is sweet potato jam, presented in a jar with a lid, representing a spreadable processed food with a thick texture. Overall, the figure illustrates the successful diversification of sweet potato into practical, shelf-stable, and marketable products, demonstrating its potential to increase economic value through simple food-processing innovations.

Figure 3 Products produced

Training on Marketing Sweet Potato Products

The training also emphasized the application of e-marketing to promote sustainable products, highlighting its impact on market prices. The theoretical explanation provided a foundation for practical sessions, following earlier training on producing sweet potato flour, jam, and sticks. After the theory session, the team conducted live demonstrations, showing farmers how to use e-commerce applications on their Android devices. This demonstration was essential to building farmers' confidence in adopting new technologies.

Farmers were introduced to Marketing 5.0 as a modern approach, combining technology with human values to enhance customer experience (Ismail et al., 2023). Previously, marketing relied on traditional methods such as word-of-mouth and brochures. With mobile technology, however, farmers can now market their products more widely and effectively.

Figure 4 illustrates the community outreach and socialization session conducted as the initial stage of the program implementation. This activity served as the foundation for introducing the objectives, planned training modules, and the importance of product diversification to the members of the Ungatanae Farmers' Group. The session aimed to build farmers' awareness of the economic potential of sweet potato processing and to strengthen their motivation to participate in the subsequent stages of training and technology adoption.

Figure 4 E-commerce training materials

In this session, the implementation team delivered explanations regarding opportunities for increasing the value of sweet potatoes through processing into flour, jam, and sweet potato sticks. Participants were also informed about the planned hands-on demonstrations, packaging and labeling improvements, and the integration of digital marketing strategies. The active participation of community members, as shown in the figure, reflects a positive level of engagement and readiness to adopt new knowledge and skills. This introductory meeting ensured that the farmers clearly understood the program's goals and were aligned with the technological and entrepreneurial interventions to be provided in the next phases.

CONCLUSION

The implementation of the community service program through the diversification of sweet potato products to enhance farmers' productivity has shown significant results in improving the economic conditions of the partner farmer group.

From the production aspect, knowledge and technology were successfully transferred to the community. The technologies introduced and applied through training activities included diversifying sweet potato-based products, such as producing sweet potato flour,

jam, and sticks. These processes utilized low-cost, easily obtainable raw materials and simple technologies that can be applied at the household scale. The training was divided into two sessions, consisting of practical activities organized into several stages, including preparation and weighing of raw materials, cooking, packaging, and labeling.

The economic impact of the program was also evident. Previously, sweet potatoes were sold to middlemen at IDR 3,000–4,000 per kilogram, or directly in traditional markets at slightly higher prices. After the program, the price of processed products increased significantly, ranging from IDR 30,000 to IDR 50,000 per unit, depending on the product type. In addition, labor efficiency reduced operational costs, thereby increasing profit margins.

From a marketing perspective, the farmer group began adopting digital strategies by using online marketplaces and social media platforms, which expanded market access and strengthened the bargaining position for diversified sweet potato products.

Overall, this program created multiple impacts: improved productivity, enhanced product quality, increased income, and the adoption of technology in product marketing.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

Conceptualization, AA and AZN; methodology, AA, NAA, and AZN; formal analysis, AA and NAA; investigation, AA, NAA, and AZN; resources, AA; data curation, NAA and AZN; writing—preparation of the original draft, AA; writing—review and editing, AA, NAA, and AZN; visualization, AZN; supervision, AA; project administration, AA; funding acquisition, AA. All authors have read and agreed to the published version of the manuscript. Authorship was limited to individuals who made substantial contributions to the conception, implementation, analysis, and reporting of the community service program.

AI DISCLOSURE STATEMENT

The authors used ChatGPT (OpenAI) during the preparation of this work for language editing, grammar improvement, and manuscript refinement. After using the tool, the authors thoroughly reviewed and edited the content as needed and take full responsibility for the content of the publication.

ACKNOWLEDGMENTS

The authors would like to express their deepest gratitude to the Institute for Research and Community Service (LPPM) of Universitas Lamappapoleonro for providing funding and institutional support for this program. Appreciation is also extended to the Ungatanae Farmers' Group in Gattareng Village, Soppeng Regency, for their active participation and commitment throughout the activities. The success of this program was made possible through the collaboration of local stakeholders, the village government, and all parties who contributed to the training, field implementation, and evaluation. Their support and cooperation are sincerely appreciated.

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