

The Influence Of Marketing, Product And Brand Communications On Purchasing Decisions In The Digital Era

Iswahyu Pranawukir

Program Studi Ilmu Komunikasi, Institut Bisnis dan Informatika (IBI) Kosgoro 1957

prana1enator@gmail.com

* corresponding author

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ABSTRACT

The purpose of this research is to determine the influence of marketing communications, products and brands on purchasing decisions in the Digital Era. The method in this research is survey research with a quantitative approach, assessment based on numbers using statistical calculations, using simple random sampling techniques and data collection techniques in this research using library research, field research, observation and questionnaires. This research used a sample of 100 potential consumers who had experience purchasing products or services in the digital era. Data was processed using SPSS version 25. The research results show that the Marketing Communication variable (X1) partially has a significant positive effect on Purchasing Decisions (Y) with a t-count value > t-table ($2.926 > 1.988$) with a value (sig) of $0.004 < 0.05$. The Product variable (X2) partially has a significant positive effect on Purchasing Decisions (Y) with a t-count > t-table value ($2.033 > 1.985$) with a value (sig) $0.045 < 0.05$, the Brand variable (X3) partially has no effect on Purchasing Decisions (Y) with a t-count value > t-table ($-1.000 < 1.985$) with a value (sig) $0.320 > 0.05$. And the variables marketing communication (X1), Product (X2) and Brand Perception (X3) simultaneously have a significant positive effect on the Purchasing Decision variable (Y) F-count value > F-table or $8.511 > 2.70$ and significant < 0.05 ($0.000 < 0.05$). The coefficient of determination (adjust R Square) is 0.925 or 92.5%, which means that the independent variables consisting of marketing communications (X1), products (X2) and brands (X3) can contribute an influence of 21% and the remaining 79%. influenced by other factors.

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1. Introduction

In recent decades, profound business transformations have occurred along with rapid advances in Information Technology (IT) (Sudirjo et al., 2023). In recent years, social media has experienced significant growth and become a very popular platform for individuals and companies (Subagja et al., 2022 in Ausat et al., 2023). The Internet of Things (IoT) is a concept where various devices, such as sensors, microcontrollers, and communication networks, are connected to each other via the internet to exchange data and work together automatically (Dwi et al., 2024).

The decision made by consumers about what they want to buy is one of the important elements in the marketing field that is influenced by many factors. Brands and products are two important factors that can influence customer choices in an era of increasingly fierce competition. High-quality products with functional value that meet customer needs are one of the main reasons customers decide to buy an item. In addition, strong brands often have an emotional appeal that influences customer loyalty. Nurudin (2013) in Dharta et al., (2023), the current development of the internet, along with social media, has an important meaning in people's daily lives. Social media facilitates

transparency in communication, allowing everyone's activities to be easily observed, even on a global scale. Digitalization is estimated to be an important component for human activities and activities, including business activities (Kristantini et al., 2020). Sales are important activities carried out by an organization or company to generate profits or profits and have a major influence on the success of a company (Ramadhan & Purwandari, 2018). Marketing communication plays an important role in business activities, especially in efforts to influence consumer purchasing decisions. In the current era of globalization and digitalization, competition between businesses is getting tighter, so an effective marketing communication strategy is one of the keys to success in attracting consumer interest. Marketing communication not only aims to introduce goods or services to the market, but also to build relationships with customers.

Various factors, such as brand, product quality, price, and marketing strategy, influence consumers' decisions to buy something. Among these factors, marketing communication plays a strategic role because it covers various aspects such as advertising, sales promotion, public relations, direct marketing, and digital media. An integrated communication approach allows companies to deliver consistent messages to customers, enhance brand image, and influence customer perceptions and preferences.

In addition, advances in communication and information technology have changed the way businesses interact with their customers. The use of social media, data-driven advertising, and digital marketing have opened up new avenues to reach target markets in a more effective and efficient way. Today's consumers are more critical and have greater access to information, so businesses must design marketing communications that are not only eye-catching but also credible.

However, the problem of a company's marketing communication is not simple. Confusion or even resistance from customers can be caused by the wrong message, inappropriate media, or excessive frequency of communication. The behavior of the company and related personnel in responding to information system security audits requires a separate approach so that the audit carried out can provide added value to the company (Ardhianto et al., 2022). Therefore, it is important for businesses to know how marketing components such as messages, communication channels, and target audiences can influence purchasing decisions. Marketing communications for consumers can tell or show consumers how and why a product is used, by what kind of people, and where and when. (Amanah & Harahap, 2018)

Consumers are also experiencing major changes as a result of technological advances and ease of obtaining information. Consumers are not only looking for goods that meet their needs, but they are also looking for goods that have added value from a social and emotional perspective. Therefore, to stay relevant in a dynamic market, companies must understand how brands and products influence purchasing decisions. According to Mantaub and Liwe in Anggraini et.al (2023), product quality influences purchasing decisions.

The company's marketing strategy, such as advertising, promotion, and use of social media, are other influential components. Today's consumers are more educated in terms of information, so they often consider reviews, testimonials, and other user experiences about a product before deciding to buy. This shows how important the relationship is between brand perception and the real experience provided by the product.

Brands create a certain product identity and perception in the minds of buyers. Products with well-known brands and good reputations tend to give buyers a sense of trust, making it easier for them to decide to buy the product. Conversely, products with lesser-known brands may find it difficult to attract buyers' attention even though they have good quality. Brands and products are two important factors that can influence customer choices in an era of increasingly fierce competition. High-quality products with functional value that meet customer needs are one of the main reasons customers decide to buy an item. In addition, strong brands often have an emotional appeal that influences customer loyalty. Consumers view a brand as part of the product and branding can add value to a product. Branding has become an important strategy for a product. The brand name tells consumers something about the quality of the product (Fatmaningrum, et.al., 2020).

Literature Review And Hypothesis Development

The Influence of Marketing Communication on Purchasing Decisions

Marketing communication is a process carried out by companies to convey messages to consumers with the aim of informing, persuading, or reminding them about their products or services. Marketing communication, as stated by Kotler & Keller (2009), consists of various actions, such as advertising, sales promotion, public relations, direct marketing, and digital marketing. The goal is to positively influence customers when they make purchasing decisions. Social media is an online platform that allows users to interact, share content, and communicate with others virtually (Ohara, 2023 in Norliani et al., 2024). Marketing communication in the increasingly advanced digital era is very important for consumer purchasing decisions. Marketing communication includes various actions taken by businesses to inform, persuade, and remind customers about the goods and services they sell. Examples of these activities include advertising, sales promotion, public relations, direct marketing, and the use of digital platforms such as e-commerce and social media. Purchase Decisions and Effective marketing communication can increase consumer trust in brands and motivate them to buy. Salim et.al's (2019) research shows that marketing communication has a partial effect on purchasing decisions. This shows that the better the marketing communication strategy carried out by the company, the greater its influence on consumer decisions to purchase the products offered. H1: Marketing communication has an effect on consumer purchasing decisions.

Product Influence on Purchasing Decisions

Products are one of the main factors in purchasing decisions. Kotler & Keller (2016), a product is anything that can be offered to the market to satisfy consumer needs or wants, including goods, services, experiences, or ideas. Products have various elements that influence purchasing decisions, such as quality, design, features, brand, and packaging. In this context, the influence of products on purchasing decisions refers to how these elements can influence consumer perceptions and ultimately decide whether they will buy the product. Consumers go through a purchasing decision-making process when they choose a product from a variety of available alternatives; various factors, including social, psychological, and personal factors, influence this decision-making process. Products that have more value in terms of quality, functionality, and suit the needs or wants of consumers can influence their decision-making process. Research by Supriyanto & Alfionita (2020), shows that there is a significant influence between products and purchasing decisions. Good products, have high quality, and suit consumer needs are more likely to influence purchasing decisions. H2: Products influence purchasing decisions.

Brand Influence on Purchasing Decisions.

A brand is an identity that distinguishes a product or service from other products in the market. Kotler & Keller (2016), a brand is not just a name or logo, but also includes associations, images, and perceptions that consumers have of the product. Brands serve to provide trust, quality, and value to consumers, which in turn influence purchasing decisions. Strong brands can create customer loyalty and influence consumer perceptions of a product, even though similar products may be available on the market.

In the term "purchasing decision", consumers refer to the process they take to choose a particular product from a variety of available options. In most cases, consumers are more likely to choose a brand that is already known or has a good reputation, because this brand gives them a sense of security and certainty about the quality of the product they are buying. In developing this hypothesis, we concentrate on how brands influence consumer purchasing decisions from a rational and emotional perspective. Anastasia & Nerendah (2014), brand image has a positive effect on purchasing decisions. This shows that consumers who want to show their social status may be more likely to buy products from a particular brand, even though the price of the product is higher. H3: Products have a significant positive effect on consumer purchasing decisions.

2. Method

This study uses a quantitative approach. The method of collecting research data uses a survey research method, the data analysis technique of this study uses regression analysis with statistical analysis using the SPSS 25.0 program. The population and sample in this study are consumers who have experience purchasing products or services in the digital era. The technique used in this study

is the Simple Random Sampling Technique. The sample in this study uses the Lemeshow formula (1997), because the population is unknown. Here is the Lemeshow formula:

$$n = z^2 p (1 - p) / d^2$$

Description:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.10) or sampling error = 10%

Then obtained the minimum number of samples needed in this study is 96 respondents (rounded to 100 respondents).

The type and source of data used in this study is Primary data. For this purpose the researcher used a questionnaire. The data collection method used in this study is a questionnaire.

The method used in this study is multiple linear regression analysis with a descriptive statistical model, using a Likert scale, Test tools in the form of tests: Validity, Reliability, Normality, Multicollinearity, Heteroscedasticity, Determination Coefficient (R²), Hypothesis (t test and F test)

3. Results and Discussion

Validity Test Results

The SPSS results show that all statement items on the marketing communication, product and brand variables are valid, ranging from 0.366 to 0.749, so that the r count of each statement is greater than the r table (0.2565,) and its significance is at a value of 0.000 < alpha 0.05.

Reliability Test Results

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Information
Marketing Communications	0,642	Reliable
Product	0,623	Reliable
Brand	0,734	Reliable
Buying Decision	0,630	Reliable

^a. Source: Primary Data Processed by SPSS 25.0

Based on table 1, it shows that the Cronbach's alpha value for each variable is greater than 0.60, so the respondents' answers to the statements used to measure each variable are consistent and reliable.

Normality Test

The results of the normality test with Normal P-P Plot show that the probability figures are around a linear or straight line, meaning that all variables that influence purchasing decisions (Y) used in the study have random data that is normally distributed, so that further statistical testing, namely regression testing, can be carried out.

Multicollinearity

Table 2. Multicollinearity Twst

Model	Coefficients ^a	
	Tolerance	Vif
1 (Constant)		
Marketing Communication	.531	1.884
Product	.616	1.624

Brand	.538	1.860
Dependent Variable: Buying Decision		

b.

Source: Primary Data Processed by SPSS 25.00

The interpretation of these results is as follows:

VIF Marketing Communication (X1) = 1.884

VIF Product (X2) = 1.624

VIF Brand (X3) = 1.860

Based on the data above, it can be concluded that the proposed regression model does not show symptoms of multicollinearity.

Heteroscedasticity

From the scatterplot, it can be seen that the points are spread randomly, either above the number zero or below the number zero from the vertical axis or the Y axis. Thus, it can be concluded that there is no heteroscedasticity in this regression model.

Multiple Coefficient Test Results

Table 3. Multiple Coefficient Test Results

		Coefficients ^a		
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		5.347	.000
	Marketing Communication	.364	2.926	.004
	Product	.235	2.033	.045
	Brand	-.124	-1,000	.320

a. Dependent Variable: Buying Decision

c.

Source: Primary Data Processed by SPSS 25.0

Based on the results of table 3, the regression equation formula can be obtained as follows: $Y = 0,364X_1 + 0,235X_2 - 0,124X_3$

The meaning of these numbers is as follows:

- 1 The regression coefficient of the marketing communication variable (X1) of 0.364 is positive, meaning that if the marketing communication variable increases, the purchasing decision will increase, assuming that other variables remain constant.
- 2 The regression coefficient of the product variable (X2) of 0.235 is positive, meaning that if the product variable increases, the purchasing decision will increase, assuming that other variables remain constant.
- 3 The regression coefficient of the brand variable (X3) of -0.124 is negative, meaning that if the brand variable increases, it will actually decrease the purchasing decision, assuming that other variables remain constant.

Determinant Coefficient (R²)

Table 4. Determinant Coefficient (R²)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 ^a	.210	.185	3.00162

a. predictors: (constant), Brand, Product, Marketing Communication

b. dependent variable: Buying Decision

d.

Source: Primary Data Processed by SPSS 25.00

The magnitude of the coefficient of determination (Adjust R Square) is 0.210 or 21%, which means that the independent variables consisting of marketing communications, products and brands can contribute 21% of their influence on purchasing decisions, while the remaining 79% is influenced by other factors not discussed in this study.

t-Test (Partial)

1) Marketing Communication Variable (X1)

Based on the output of table 3 above, the t-count for the Marketing Communication variable (X1) is 2.926. By using the t-distribution table searched for at $\alpha = 5\%:2 = 0.025$ (2-sided test) with df (degree of freedom) $n-k-1$ or $100-3-1 = 96$, the results obtained for the t-table are 1.985 because the calculated t-value > t-table ($2.926 > 1.985$) with a value (sig) of $0.004 < 0.05$, then H_0 is rejected, meaning that Marketing Communication (X1) partially has a significant effect on Purchasing Decisions (Y).

2) Product Variable (X2)

Based on the output of table 3 above, the t-count for the Product variable (X2) is 2.033, using the distribution table, the results obtained for the t-table are 1.985 because the t-count value > t-table ($2.033 > 1.985$) with a value (sig) of $0.045 < 0.05$, then H_0 is rejected, meaning that the Product (X2) partially has a significant effect on purchasing decisions (Y).

3) Brand Variable (X3)

Based on the output of table 3 above, the t-count for the Brand variable (X3) is -1.000. By using the distribution table, the results obtained for the t-table are 1.985 because the t-count value < t-table ($-1.000 < 1.985$) with a value (sig) of $0.320 > 0.05$, then H_0 is accepted, meaning that the Brand (X3) partially does not have a significant effect on purchasing decisions (Y).

F Test (Simultaneous)

The F test is used to test whether all independent variables (marketing communications, products, brands) have a significant effect on the dependent variable (purchase decisions) together. The basis for making the F test decision is carried out with a significance level of $\alpha = 0.05$, degrees of freedom 1 / degree of freedom 1 (df) = $k-1$, where k is the number of all variables (independent variables and dependent variables). And degrees of freedom 2 / degree of freedom 2 (df) = $n-k$, where n is the number of samples. The result of degree of freedom 1 (df) = $4 - 1 = 3$ and degree of freedom 2 (df) = $100 - 4 = 96$. With Ftable of $97 = 2.0$.

Table 5. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	230,057	3	76,686	8,511	,000 ^b
	Residual	864,933	96	9,010		
	Total	1094,990	99			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Brand, Product, Marketing Communication

Source: Primary Data Processed by SPSS 25.0

From table 5 above, the F-calculation value is greater than the F-table of 8.511 with a significance value smaller than the probability value of 0.000 by looking at the F table, namely the degree $df_1 = k-1$ ($3-1$) and $df_2 = n-k$ ($100-4$) = 96 at a significance level of 0.05, the F-calculation value is obtained > F-table or $8.511 > 2.70$ and significant $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which means that the marketing communication variables (X1), product (X2), and product (X3) together or simultaneously have a significant positive effect on the purchasing decision variable (Y) in the digital era.

Discussion

Marketing Communication

Based on the first hypothesis test conducted, it is known that marketing communication has an effect on purchasing decisions with a t-count value $> t\text{-table}$ ($2.926 > 1.984$) with a value (sig) of $0.004 < 0.05$. These results are in accordance with research conducted by Salim, et.al (2019) that there is a significant influence between marketing communication and purchasing decisions. However, these results are not in line with research conducted by Yunita (2012) which states that marketing communication has a partial effect on purchasing decisions at PT. Furnilux Indonesia. However, these results are not in accordance with research by Aguwinata & Kamener (2023), marketing communication does not affect purchasing decisions for shoe products at the Shoes Holic store in Padang City. In the context of marketing, one of the important components in building relationships between business and customers is marketing communication. With an effective communication strategy, companies can convey value, advantages, and benefits to the target market. This increases brand awareness and how customers act when making purchasing decisions. Effective marketing communications are not just about getting attention, but also about encouraging action. By delivering consistent, relevant and tailored messages to consumers, purchasing decisions can be significantly influenced. Companies that understand this will be better able to compete in the market and create lasting customer loyalty.

Product

Based on the hypothesis test, it is known that the product has an effect on purchasing decisions with a t-count value $> t\text{-table}$ ($2.033 > 1.985$) with a value (sig) of $0.045 > 0.05$. These results are in accordance with research conducted by Supriyanto & Alfionita (2020) that there is a significant influence between products and purchasing decisions for Indomie Goreng. However, these results are not in line with Yunita's research (2012) that products individually (partially) have a positive and significant effect on purchasing decisions. However, these results are not in line with research by Maulana, et.al (2022), that product quality does not have a partial effect on purchasing decisions on the Shopee marketplace.

In marketing science, products are the basis of all marketing actions, and are an important factor in consumer purchasing decisions. The quality, design, features, and benefits offered by a product are the main factors when choosing goods or services. Consumers are more likely to buy goods that meet their needs and also have perceived added value. With quality, relevant, and innovative products, they have a big influence in shaping purchasing decisions. By presenting products that are able to optimally answer consumer needs, companies not only increase sales opportunities but also create long-term loyalty.

Brand

Based on the hypothesis test, it is known that for the t-table is 1.985 because the t-count value $< t\text{-table}$ ($-1.000 < 1.985$) with a value (sig) of $0.320 > 0.05$, then H_0 is accepted, which means that the Brand (X3) partially does not have a significant influence on the Purchase Decision (Y). In terms of "purchase decision", consumers refer to the process they take to choose a particular product from the various choices available. In most cases, consumers are more likely to choose a brand that is already known or has a good reputation, because this brand gives them a sense of security and certainty about the quality of the product they buy. In developing this hypothesis, we concentrate on how brands influence consumer purchasing decisions from a rational and emotional perspective. The results of this study are in contrast to Anastasia & Nerendah (2014), where brand image actually has a positive effect on purchasing decisions.

Purchasing Decisions

Based on the hypothesis test conducted, it is known that marketing communication, products and brands simultaneously influence purchasing decisions with the obtained F-count value $> F\text{-table}$ or $8.511 > 2.70$ and significant < 0.05 ($0.000 < 0.05$). These results are in accordance with research conducted by Salim, et.al (2019) which states that marketing and product communications simultaneously influence purchasing decisions at PT. Furnilux Indonesia.

In the competitive business world, strategically integrated product and brand marketing communications have a positive and significant influence on consumer purchasing decisions. This

combination not only helps consumers recognize the value of a product, but also builds an emotional relationship with the brand that is the basis of loyalty.

The results of the study confirm that complementary product and brand marketing communications create a strong synergy in influencing consumer purchasing decisions. With a comprehensively designed strategy, companies can simultaneously increase consumer awareness, trust, and loyalty, thereby winning the competition in the market.

4. Conclusion

1. There is a positive and significant influence of marketing communication on Purchasing Decisions in the Digital Era.
2. There is a positive and significant influence of products on purchasing decisions in the Digital Era.
3. There is no significant influence of brands on purchasing decisions in the Digital Era.
4. There is a positive and significant influence of marketing communication, products, and brands simultaneously on Purchasing Decisions in the Digital Era.

Suggestions

1. Improving Marketing Communications, namely companies need to maximize the use of digital media such as: social media, video-based content, and data-based marketing. The messages conveyed must be relevant, interesting, and able to reach the target audience in a more personal and interactive way.
2. Focusing on product quality and innovation, namely providing added value that suits consumer needs and listening to their feedback can increase product competitiveness in the digital market.
3. Improving brand management, namely companies still need to build a brand image that is consistent and relevant to digital trends. This can be done through brand campaigns that emphasize emotional, social, or environmental values, so that the brand remains embedded in the minds of consumers.
4. Integrating marketing, product and brand communications, namely companies need to ensure that product marketing strategies and brand management are designed in an integrated manner to create optimal synergy.

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