

Research Article

The Influence of Digital Marketing and Service Quality on Consumer Purchase Decisions at PT. Roti Ketawa Siantar Waka-Waka

Jopinus Saragih¹, Mhd. Ramadhan², Nurmasdalifah³, Jumadiah Wardati^{4*}

¹ Faculty of Economics and Business, Universitas Efarina, Indonesia; e-mail: jr.saragih68@univefarina.ac.id

² Faculty of Economics and Business, Universitas Efarina, Indonesia; e-mail: madhannasution3@univefarina.ac.id

³ Faculty of Economics and Business, Universitas Efarina, Indonesia; e-mail: nurmazdalifah@gmail.com

⁴ Faculty of Economics and Business, Universitas Efarina, Indonesia; e-mail: wardatijuma@univefarina.ac.id

*Corresponding Author: wardatijuma@univefarina.ac.id

Abstract. Digital marketing and service quality have become important determinants of consumer purchasing behavior in the increasingly competitive food and beverage industry. This study aims to examine the partial and simultaneous effects of digital marketing and service quality on consumer purchase decisions at PT. Roti Ketawa Siantar Waka-Waka, Pematangsiantar, Indonesia. A quantitative research approach was employed using a survey method involving 100 consumers selected through purposive sampling. Data were collected using structured questionnaires and analyzed with SPSS version 25. The analysis included validity and reliability testing, classical assumption tests, multiple linear regression analysis, t-tests, and F-tests. The findings indicate that digital marketing has a positive and significant effect on purchase decisions ($t = 2.231$; $p = 0.028$), while service quality also has a positive and significant effect ($t = 7.963$; $p < 0.001$). Simultaneously, digital marketing and service quality significantly influence consumer purchase decisions ($F = 120.872$; $p < 0.001$), explaining 71.4% of the variance in purchasing decisions ($R^2 = 0.714$). These findings suggest that improving digital marketing strategies alongside maintaining high service quality can effectively enhance consumer purchase decisions. The study contributes to the understanding of consumer behavior in the food industry and provides practical recommendations for business managers seeking to strengthen customer engagement and competitiveness.

Keywords: Consumer Behavior; Digital Marketing; Purchase Decision; Service Quality; Social Media Marketing.

Received: Januari 05, 2026

Revised: Maret 05, 2026

Accepted: May 26, 2026

Published: July 20, 2026

Curr. Ver.: July 20, 2026



Copyright: © 2025 by the authors.
Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

1. Introduction

The rapid advancement of information and communication technologies has fundamentally transformed consumer behavior and business practices across various industries. The widespread adoption of internet-based technologies has encouraged businesses to migrate from conventional marketing approaches to digital platforms, enabling companies to communicate with consumers more efficiently and expand their market reach beyond geographical limitations (Islam et al., 2020; Putri & Marlien, 2022). Indonesia has become one of the largest digital economies in Southeast Asia, supported by increasing internet penetration and social media usage, which significantly influence consumers' purchasing decisions. Consequently, digital marketing has evolved into an essential business strategy for enhancing customer engagement, improving brand awareness, and increasing sales performance.

The object of this research is PT. Roti Ketawa Siantar Waka-Waka, a traditional food manufacturing company located in Pematangsiantar, Indonesia, specializing in the production of Roti Ketawa, a well-known local culinary product. As competition within the food industry

continues to intensify, companies producing traditional foods are increasingly required to adopt digital transformation strategies while simultaneously maintaining high-quality customer service. Although PT. Roti Ketawa Siantar Waka-Waka has successfully expanded its business operations, the company faces growing competition from similar businesses, making effective digital marketing and superior service quality crucial determinants of consumer purchasing decisions.

Previous studies have extensively investigated the influence of digital marketing on consumer purchase decisions. Digital marketing has been recognized as an effective communication mechanism utilizing websites, social media, search engines, e-mail marketing, affiliate marketing, and other digital platforms to establish stronger relationships between companies and consumers (Putri & Marlien, 2022; Sapti & Haryanti, 2017). Numerous empirical studies reported that digital marketing positively affects purchase intention, brand awareness, customer engagement, and business competitiveness. Likewise, research on service quality consistently demonstrates that service excellence contributes significantly to customer satisfaction, loyalty, and repeat purchases (Fajar Lestari & Nur Azizah, 2023). These findings indicate that both digital marketing and service quality play important roles in shaping consumer purchasing behavior.

Despite these positive findings, previous studies exhibit several limitations. Most investigations examine digital marketing and service quality independently rather than simultaneously, limiting a comprehensive understanding of their combined effects on purchasing decisions. Furthermore, existing studies generally focus on large-scale retail businesses, e-commerce platforms, or modern food industries, while empirical evidence regarding traditional local food enterprises remains relatively scarce. Previous research also tends to emphasize customer satisfaction or purchase intention rather than actual purchasing decisions. Consequently, there remains a significant research gap concerning how digital marketing strategies and service quality jointly influence purchasing decisions within traditional culinary businesses operating in highly competitive regional markets.

Based on these limitations, this research addresses the following problem: How do digital marketing and service quality individually and simultaneously influence consumer purchasing decisions at PT. Roti Ketawa Siantar Waka-Waka? Answering this question is essential for understanding whether digital transformation and service excellence can become strategic competitive advantages for traditional culinary businesses seeking sustainable growth.

To address the identified research gap, this study proposes an integrated analytical framework that simultaneously examines the effects of digital marketing and service quality on purchasing decisions. Digital marketing is evaluated through indicators related to online promotion, social media communication, accessibility of digital information, and customer interaction, while service quality is assessed using dimensions adapted from the SERVQUAL model, including reliability, responsiveness, assurance, empathy, and tangible aspects. Consumer purchasing decisions are analyzed as the dependent variable reflecting the effectiveness of both strategic factors.

The contributions of this research are threefold. First, it enriches the literature by providing empirical evidence regarding the simultaneous influence of digital marketing and service quality within the context of traditional food manufacturing enterprises. Second, it extends previous studies by integrating both variables into a single analytical model, thereby offering a more comprehensive explanation of consumer purchasing behavior. Third, the findings provide practical recommendations for PT. Roti Ketawa Siantar Waka-Waka and similar small and medium-sized enterprises (SMEs) to optimize digital marketing strategies while continuously improving service quality to strengthen competitive advantage and increase customer purchasing decisions.

The remainder of this paper is organized as follows. Section 2 reviews the related literature and develops the research hypotheses. Section 3 describes the research methodology, including data collection procedures and analytical techniques. Section 4 presents the empirical results and discussion. Finally, Section 5 concludes the study, highlights its implications, identifies limitations, and proposes directions for future research.

2. Preliminaries or Related Work or Literature Review

Digital Marketing

Digital marketing has become one of the most influential business strategies in the digital economy because it enables organizations to reach consumers more efficiently through internet-based technologies. Unlike conventional marketing, digital marketing facilitates two-way communication between businesses and consumers through websites, social media, search engines, e-mail, and other digital platforms (Sopiyan, 2022; Sifwah et al., 2024). This interactive communication not only increases market coverage but also improves customer engagement, brand awareness, and purchasing opportunities. Modern digital marketing strategies commonly include search engine optimization (SEO), social media marketing, content marketing, e-mail marketing, paid advertising, and video marketing, all of which contribute to strengthening organizational competitiveness.

Previous studies consistently report that digital marketing positively influences consumer purchasing behavior. Putri and Marlien (2022) found that digital marketing significantly enhances customer engagement by providing accessible information and facilitating online interaction. Similarly, Sapti and Haryanti (2017) emphasized that digital marketing offers cost-effective communication channels that improve marketing efficiency while expanding market reach. Sopiyan (2022) further demonstrated that businesses implementing comprehensive digital marketing strategies experience higher consumer trust and stronger purchasing intentions than those relying solely on conventional promotional activities.

Several researchers have proposed different indicators for measuring digital marketing effectiveness. One commonly adopted framework evaluates digital marketing through interaction, incentive programs, website design, and cost efficiency. Meanwhile, Nasdini (cited in Aryani, 2021) suggests five primary dimensions consisting of accessibility, interactivity, entertainment, credibility, and informativeness. These indicators have been widely applied because they capture consumers' experiences when interacting with digital marketing platforms.

Despite the growing body of literature, previous studies present several limitations. Most investigations focus primarily on large retail companies, e-commerce businesses, or online marketplaces, while empirical evidence regarding traditional culinary industries remains limited. Furthermore, many studies investigate digital marketing independently without considering its interaction with service quality in influencing consumer purchasing decisions. Therefore, additional research is required to provide a more comprehensive understanding of digital marketing effectiveness within local food manufacturing enterprises.

Service Quality and Purchase Decision

Service quality has long been recognized as a critical determinant of customer satisfaction and purchasing decisions. Service quality refers to the extent to which services delivered by an organization meet or exceed customer expectations through reliable processes, competent employees, and supportive service environments (Azis, 2020). High-quality service creates positive customer experiences, strengthens trust, encourages repeat purchases, and ultimately improves business performance.

The SERVQUAL model remains the most widely accepted framework for evaluating service quality. According to Bago et al. (2022), service quality consists of five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Tangibility represents the physical facilities and appearance of service providers; reliability reflects the organization's ability to deliver promised services accurately; responsiveness measures promptness in assisting customers; assurance concerns employee competence and trustworthiness; and empathy reflects individualized attention provided to customers. These dimensions collectively determine customers' perceptions of overall service quality.

Consumer purchasing decisions represent the process through which individuals recognize needs, search for information, evaluate available alternatives, decide to purchase, and subsequently evaluate their post-purchase experience (Kotler & Armstrong, 2016; Alia & Uus, 2023). Ferdinand identifies purchasing decisions through transactional intention, referential intention, preferential intention, and exploratory intention, while Suyitno and Khijatul Istia-dah (2018) emphasize product confidence, purchasing habits, recommendation behavior, and repurchase intention as primary indicators.

Numerous empirical studies demonstrate that service quality significantly affects purchasing decisions by improving customer satisfaction and strengthening consumer confidence. However, most previous research examines service quality separately from digital marketing. Consequently, the combined influence of digital marketing and service quality remains

insufficiently explored, particularly within traditional food industries operating in highly competitive local markets.

This study addresses this research gap by integrating digital marketing and service quality into a single analytical framework to explain consumer purchasing decisions at PT. Roti Ketawa Siantar Waka-Waka. Unlike previous studies that focus on either marketing strategy or service quality individually, this research simultaneously investigates the contribution of both variables, thereby providing a more comprehensive explanation of purchasing behavior among consumers of traditional culinary products. The proposed framework is expected to enrich existing marketing literature while offering practical recommendations for small and medium-sized food enterprises undergoing digital transformation.

3. Proposed Method

Research Framework

This study adopts a quantitative research approach to investigate the influence of digital marketing and service quality on consumer purchasing decisions at PT. Roti Ketawa Siantar Waka-Waka. The conceptual framework assumes that digital marketing (X1) and service quality (X2) function as independent variables influencing purchasing decisions (Y) as the dependent variable.

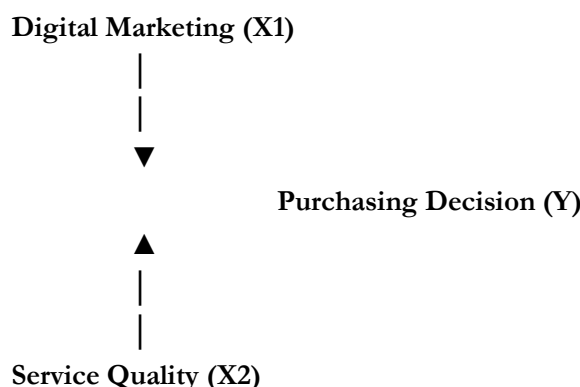


Figure 1. Research Framework.

Based on the conceptual framework, the hypotheses are formulated as follows.

H1: Digital marketing positively influences purchasing decisions.

H2: Service quality positively influences purchasing decisions.

H3: Digital marketing and service quality simultaneously influence purchasing decisions.

Research Design

This research employs a quantitative explanatory design to examine causal relationships between variables. Data were collected through structured questionnaires distributed to consumers of PT. Roti Ketawa Siantar Waka-Waka. The study was conducted at the company's main outlet located in Pematangsiantar, North Sumatra.

The target population consisted of all consumers purchasing products from PT. Roti Ketawa Siantar Waka-Waka. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula. A minimum sample of 100 respondents was obtained, which satisfies the requirement for multivariate statistical analysis.

Purposive sampling was applied using the following criteria:

- Respondents have purchased products from PT. Roti Ketawa Siantar Waka-Waka.
- Respondents are at least 17 years old.
- Respondents completed the questionnaire independently.

Variable Measurement

Three variables were employed in this study.

Table 1. Operational Definition of Variables.

Variable	Indicators	Scale
Digital Marketing	Interaction, Incentive Program, Site Design, Cost Efficiency	5-point Likert
Service Quality	Tangibles, Reliability, Responsiveness, Assurance, Empathy	5-point Likert
Purchasing Decision	Product Confidence, Purchase Habit, Recommendation, Repurchase Intention	5-point Likert

Data Collection

Primary data were collected using an online questionnaire developed based on validated measurement indicators from previous studies. Each item was measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Secondary data were obtained from company documents, previous studies, books, and scientific journals related to digital marketing, service quality, and consumer purchasing behavior.

Data Analysis

Data analysis was performed using IBM SPSS Statistics. The analytical procedure consisted of several stages.

Algorithm 1. Research Procedure

INPUT: Questionnaire responses from 100 consumers

OUTPUT: Regression model and hypothesis testing results

- Design questionnaire based on research variables.
- Collect responses from eligible consumers.
- Perform data coding and cleaning.
- Conduct validity and reliability tests.
- Perform classical assumption tests.
- Estimate multiple linear regression model.
- Conduct t-test and F-test.
- Interpret findings and draw conclusions.

The relationship among variables is estimated using multiple linear regression.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

where

- Y = Purchasing Decision
- X_1 = Digital Marketing
- X_2 = Service Quality
- α = Constant
- β_1, β_2 = Regression coefficients
- ϵ = Error term

The research model is evaluated using validity and reliability tests, followed by classical assumption testing consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Hypotheses are tested using the t-test for partial effects and the F-test for simultaneous effects with a significance level of 5%.

4. Results and Discussion

Research Dataset and Initial Data Analysis

This study employed a quantitative research approach using primary data collected through questionnaires distributed to consumers of PT. Roti Ketawa Siantar Waka-Waka, Pematangsiantar. The respondents were selected using purposive sampling based on four criteria: (1) at least 18 years old, (2) had visited the store, (3) had purchased products, and (4) followed the company's social media account. A total of 100 valid questionnaires were collected over a period of 14 days.

The data were analyzed using IBM SPSS Statistics Version 25. The analytical procedures included descriptive statistics, validity and reliability tests, classical assumption tests (normality, linearity, multicollinearity, heteroscedasticity, and autocorrelation), and multiple linear regression analysis.

Table 2. Respondent Characteristics.

Characteristics	Category	Frequency	Percentage
Age	18–21 years	42	42%
	22–25 years	58	58%
Store Visit	Ever	44	44%
	Frequent	39	39%
Purchase Frequency	Ever	51	51%
	Frequent	33	33%
Social Media Followers	Yes	100	100%

Table 1 indicates that most respondents were between 22 and 25 years old (58%), suggesting that the majority belonged to the productive age group with active social media engagement. Furthermore, all respondents followed the company's social media account, indicating that they had sufficient exposure to the firm's digital marketing activities before making purchasing decisions.

Instrument Testing

The research instrument consisted of 32 questionnaire items measuring Digital Marketing, Service Quality, and Purchase Decision. Instrument quality was evaluated using validity and reliability tests.

Table 2. Validity and Reliability Results.

Variable	Valid Items	Invalid Items	Cronbach's Alpha	Result
Digital Marketing	9	2	0.853	Reliable
Service Quality	14	0	0.913	Reliable
Purchase Decision	7	0	0.866	Reliable

The validity test showed that only two indicators of the Digital Marketing construct were excluded because their correlation coefficients were below the minimum threshold ($r = 0.361$). Meanwhile, all Service Quality and Purchase Decision indicators were valid. Cronbach's Alpha values above 0.80 indicate high internal consistency, demonstrating that the questionnaire was suitable for further statistical analysis.

Classical Assumption Tests

Before hypothesis testing, several classical assumption tests were conducted to ensure that the regression model satisfied statistical requirements.

Table 3. Classical Assumption Test Results.

Test	Result	Interpretation
Normality	Sig = 0.075	Normal
Linearity	Sig = 1.000	Linear Relationship
Multicollinearity	VIF = 2.488	No Multicollinearity
Heteroscedasticity	Sig = 0.843; 0.830	No Heteroscedasticity

The results indicate that all assumptions required for multiple linear regression were fulfilled. Therefore, the regression model can be considered statistically reliable for testing the proposed hypotheses.

The regression model used in this study is expressed as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

- Y = Purchase Decision
- X_1 = Digital Marketing
- X_2 = Service Quality
- α = Constant
- β_1, β_2 = Regression coefficients
- e = Error term

Hypothesis Testing and Discussion

Table 4. Hypothesis Testing Results.

Variable	t-value	Sig.	Decision
Digital Marketing	2.231	0.028	Supported
Service Quality	7.963	0.000	Supported

Table 5. Multiple Regression Model.

F-value	Sig.	Adjusted R ²
120.872	0.000	0.714

The regression analysis revealed that Digital Marketing significantly influences Purchase Decision ($t = 2.231$; $p = 0.028$), supporting H1. This finding suggests that online promotional activities through social media platforms such as Instagram, Facebook, Shopee, and TikTok effectively encourage consumers to purchase PT. Roti Ketawa products. Digital marketing expands product visibility and facilitates information access, ultimately improving purchasing decisions.

The results are consistent with previous studies by Anwar and Juliana, who reported that digital marketing positively affects consumer purchasing behavior. The findings also support the consumer behavior theory proposed by Irwansyah et al., which states that technological developments significantly influence consumer decision-making processes.

Service Quality demonstrated a stronger influence on Purchase Decision ($t = 7.963$; $p < 0.001$), indicating that customer satisfaction during the purchasing process remains the

primary determinant of purchasing decisions. Consumers are more likely to make repeat purchases when the service provided meets or exceeds their expectations. This finding confirms that although digital marketing successfully attracts consumers, high-quality service is essential for converting consumer interest into actual purchases.

Simultaneously, Digital Marketing and Service Quality significantly affected Purchase Decision ($F = 120.872$; $p < 0.001$), explaining 71.4% of the variation in purchasing decisions. The remaining 28.6% may be influenced by other factors such as product quality, price, brand image, and store location, which were beyond the scope of this study.

Comparison with Previous Studies

Table 6. Comparison with Previous Studies.

Study	Digital Marketing	Service Quality	Main Finding
Anwar & Juliana	Significant	Significant	Both variables positively influence purchase decisions
Present Study	Significant	Significant	Service quality has a stronger effect than digital marketing

Compared with previous studies, the present research confirms that both Digital Marketing and Service Quality significantly influence consumer purchasing decisions. However, this study demonstrates that Service Quality provides a greater contribution than Digital Marketing, highlighting the importance of maintaining excellent customer service even when businesses actively utilize digital marketing platforms.

6. Conclusions

This study concludes that both Digital Marketing and Service Quality significantly influence consumer purchasing decisions at PT. Roti Ketawa Siantar Waka-Waka. Although digital marketing effectively increases consumer awareness and interest, service quality exerts the strongest influence on purchasing decisions. Together, both variables explain 71.4% of consumer purchasing behavior.

The findings contribute to the understanding of consumer behavior in small and medium-sized enterprises (SMEs) by emphasizing the complementary roles of digital marketing and service quality in strengthening purchase decisions. Nevertheless, this study is limited to one company and a relatively small sample size. Future studies are encouraged to include additional variables, such as product quality, pricing, brand image, and store location, to provide a more comprehensive explanation of purchasing decisions.

Author Contributions

Conceptualization: Jopinus Saragih and Mhd. Ramadhan; **Methodology:** Jopinus Saragih and Mhd. Ramadhan; **Software:** Mhd. Ramadhan; **Validation:** Jopinus Saragih, Mhd. Ramadhan, Nurmasdalifah, and Jumadiah Wardati; **Formal analysis:** Mhd. Ramadhan and Nurmasdalifah; **Investigation:** Nurmasdalifah; **Resources:** Jopinus Saragih and Jumadiah Wardati; **Data curation:** Nurmasdalifah; **Writing—original draft preparation:** Nurmasdalifah; **Writing—review and editing:** Jopinus Saragih, Mhd. Ramadhan, Nurmasdalifah, and Jumadiah Wardati; **Visualization:** Mhd. Ramadhan; **Supervision:** Jopinus Saragih; **Project administration:** Jopinus Saragih; **Funding acquisition:** Not applicable.

Funding : This research received no external funding.

Data Availability Statement : The data supporting the findings of this study are available from the corresponding author upon reasonable request. The data are not publicly available

because they contain information related to the research participants and are subject to privacy and ethical considerations.

Acknowledgments : The authors would like to express their sincere gratitude to all respondents who participated in this study and to the management of **PT. Roti Ketawa Siantar Waka-Waka, Pematangsiantar**, for facilitating the data collection process. The authors also express their appreciation to **Universitas Efarina** for its academic support and to colleagues who provided valuable suggestions throughout the completion of this research.

Conflicts of Interest : The authors declare no conflict of interest. The authors affirm that this research was conducted independently without any commercial or financial relationships that could be construed as a potential conflict of interest.

References

- Azis, A. (2020). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan. *Insight Management Journal*, 1(1), 21–25. <https://doi.org/10.47065/imj.v1i1.13>
- Bago, R., Sutardjo, A., & Anggraini, M. D. (2022). Pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan konsumen pada Cafe Els Coffee di Padang. *Jurnal Matua*, 4(2), 215–226.
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson.
- Fajar Lestari, D., & Nur Azizah, J. (2023). Pengaruh digital marketing dan brand image terhadap keputusan pembelian konsumen e-commerce Shopee di Kota Cilegon. *Jurnal Administrasi Bisnis Terapan*, 6(1). <https://doi.org/10.7454/jabt.v6i1.1094>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Iqbal, M. (2021). Efektivitas digital marketing terhadap kualitas layanan pada usaha di masa pandemi Covid-19 (Studi kasus di Aceh). *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 7(2), 83–93. <https://doi.org/10.35870/jemsi.v7i2.609>
- Islam, J. E., Mahliza, F., Husein, A., & Gunawan, T. (2020). Analisis strategi pemasaran online. *Al-Sharf: Jurnal Ekonomi Islam*, 1(3), 250–264. <https://doi.org/10.56114/al-sharf.v1i3.98>
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th Global ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Putri, P. M., & Marlien, R. A. (2022). Pengaruh digital marketing terhadap keputusan pembelian online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>
- Sifwah, M. A., Nikhal, Z. Z., Dewi, A. P., Nurcahyani, N., & Latifah, R. N. (2024). Penerapan digital marketing sebagai strategi pemasaran untuk meningkatkan daya saing UMKM. *MANTAP: Journal of Management Accounting, Tax and Production*, 2(1), 109–118. <https://doi.org/10.57235/mantap.v2i1.1592>
- Sopiyan, P. (2022). Pengaruh digital marketing dan kualitas pelayanan terhadap keputusan pembelian. *Coopetition: Jurnal Ilmiah Manajemen*, 13(2), 249–258. <https://doi.org/10.32670/coopetition.v13i2.1057>
- Suyitno, & Istiadah, K. (2018). Pengaruh promosi dan kualitas pelayanan terhadap keputusan pembelian di Krema Koffie. *Ecomant*, 5(1), 1–15.
- Tjiptono, F. (2019). *Strategi Pemasaran* (5th ed.). Andi.
- Tjiptono, F., & Chandra, G. (2020). *Service, Quality & Customer Satisfaction* (5th ed.). Andi.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2017). From multi-channel retailing to omni-channel retailing. *Journal of Retailing*, 93(2), 174–181. <https://doi.org/10.1016/j.jretai.2017.02.005>
- Widagdo, B., & Roz, K. (2021). The effect of digital marketing and service quality on customer satisfaction and purchasing decisions. *Journal of Asian Finance, Economics and Business*, 8(1), 453–463. <https://doi.org/10.13106/jafeb.2021.vol8.no1.453>

- Yuniarti, V. S., & Hidayat, R. (2023). Pengaruh kualitas pelayanan terhadap keputusan pembelian konsumen pada sektor UMKM. *Jurnal Manajemen dan Bisnis Indonesia*, 9(2), 145–156.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2021). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill.