



The Impact of Social Media Marketing, Brand Image, Product Quality, on Purchasing Decision for Somethinc Cushion (Study On The Faculty Of Economics & Business, Dian Nuswantoro University)

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Abstract : This study aims to determine the effect of: (1) Social Media Marketing on Purchasing Decisions for UDINUS FEB Students, (2) Brand Image on Purchasing Decisions for UDINUS FEB Students, (3) Product Quality on Purchasing Decisions for UDINUS FEB Students. This research includes survey research. The population of this study were students of the Faculty of Economics and Business, Dian Nuswantoro University with a total of 160 respondents. Sampling using Non Probability Sampling with purposive sampling technique. The research data collection technique was carried out through an online Google Form questionnaire. The results showed that the Social Media Marketing had a positive and significant effect on purchasing decisions with a significant value of $5.104 > 1.655$, Brand Image had a positive and significant effect on purchasing decisions with a significant value of $3.207 > 1.655$, and Product Quality had a positive and significant effect on purchasing decisions with a significant value of $2.930 > 1.655$ on Somethinc Cushion on Students of the Faculty of Economics and Business, Dian Nuswantoro University.

Keywords: Social Media Marketing, Brand Image, Product Quality, Purchasing Decisions

1. INTRODUCTION

Social media is an online media where users can easily participate, share, and create. Times continue to change and continue to develop. One of them is from the country's economic sector which continues to develop in the business sector. The current business sector plays a good role in the beauty sector which is closely related to cosmetics. In the current era, the development of technology and information has a major impact on growth in the beauty world (Kompasiana.com, 2023). Nowadays, many local brands are competing to release products and aggressively promote them. One of the local cosmetic brands that is currently on the rise is Somethinc.

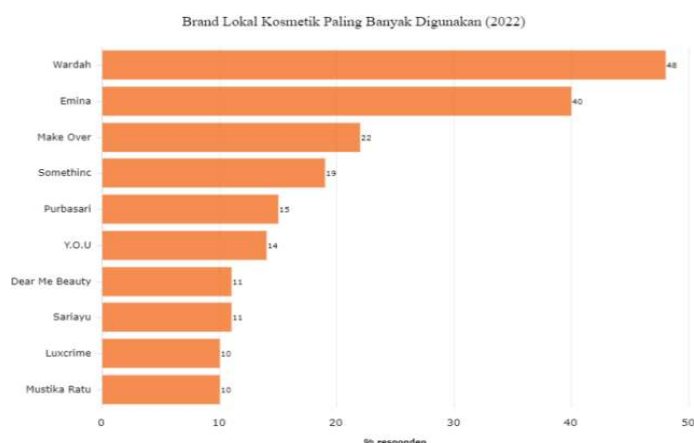


Figure 1 Most Used Local Cosmetic Brands Source: Pollux (2022)

However, after 4 years, Somethinc is in the fourth position and has not been able to overtake similar brands, so this brand has not been able to become the market leader of the Indonesian cosmetics market. This is evidenced by the data "The Most Used Local Brand in Indonesia in 2022" which presents data that Wardah ranks first with a total of 48% of respondents choosing the product. Emina ranks second with a total of 40% of respondents, Make Over ranks third with 22%, and Somethinc ranks fourth with 19% of respondents (Pollux, 2022). From this data, it can be concluded that in 2022 the purchasing decision still falls on Wardah products.

Table 1

Somethinc cushion review on Shopee

No	Name	Rating	Comment
1.	H*****c	2/5	"Delivery and packing are okay, but unfortunately the product is patchy on my skin which is normal to combi when I'm dry or exposed to water, and it's really bad, even somehow my makeup goes off quickly"
2.	R*****i	1/5	"When I asked on live for fair skin, the shade nina was recommended, but the result was gray"
3.	Bayubidan	2/5	"Item okay, long delivery please just change the delivery service"
4.	V*****l	1/5	"I don't want to say anything else, the service is very bad"
5.	Es2utd_88t	2/5	"There is no cover, I'm disappointed that next time I will trust you"

Based on the table above, it is known that there are still many Somethinc users who experience problems so that they give bad reviews, such as the results of makeup that disappear quickly, the selection of colors that are not suitable for the skin, long delivery, the product does not fit the skin, and the quality of the product does not match the label given.

Somethinc conducts various strategies in marketing its products. One of Somethinc's marketing strategies is through social media (Social Media Marketing). Social media is very important for a business to market its products so that they are better known and in great demand. Social media is a target for sales strategies because the number of users is increasing every day.

Somethinc does marketing on social media such as Instagram, TikTok, and Youtube. By creating interesting and informative content. Can increase buyer interest in buying Somethinc cushions.

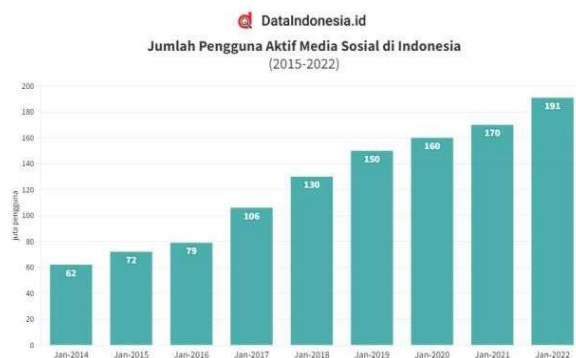


Figure 2 Active Social Media Users 2014-2022 Source: Data Indonesia.id (2022)

Based on Figure 2, there is an increase in active social media users from 2014 to 2022. Social media users in Indonesia in January 2014 amounted to 62 million people, then in January 2015 amounted to 72 million people, and continued to increase until 191 million people in January 2022.

In addition, the marketing strategy of a product is to improve the company's brand image. Building a positive brand can be achieved through the implementation of a strong marketing program for the product. This will allow our products to have distinctive features and advantages, which can make them different from other products.

Brand image is an important aspect that has a relationship with the product. According to (Godey et al., 2016) brand image can influence consumer perceptions and attitudes on various occasions. Although similar, products require special characteristics to

distinguish them from each other. These special properties can be identified through the product's brand image (Haryantana and Ekawati, 2015).

Brand image plays an important role in developing a product brand because brand image has elements of reputation and credibility that customers will consider when choosing certain goods and services (Wijaya, 2013).

People generally look for cushion or foundation that suits their needs. Currently, various cosmetic manufacturers are competing to create various types of cushion variants to meet the needs of the community, so that currently it can be seen that various types of cushions from various brands have sprung up. People or consumers in choosing a cushion will certainly have various considerations made such as product quality. Today's consumers are smarter in determining a product that has good quality, so it is important for producers to continue to improve the quality of their products. Marketers who do not pay attention to the quality of the products or services offered will lose customers because consumers become disloyal. Increasing product quality is very important to be able to improve the brand image of a product to consumers because many cushion manufacturers will create increasingly fierce competition in the market (Amron, 2018)

When customers see the quality of the product, they will try to compare the quality of the service offered as well. In this case, the company must provide service quality that is able to influence more value, so that it is different from the quality of competing services. Service quality that satisfies consumers will encourage them to take further action. If a business is able to provide good service, either directly or indirectly, its service image will be widespread. This is because customer satisfaction will spread to other customers, attracting new customers (Siburian & Zainurossalamia, 2016).

Purchasing decision is a psychological process and activity that every buyer undergoes before, finally choosing to purchase certain goods or services, which has the aim of fulfilling the needs and drives of individuals, groups or organizations (Gunawan, 2022). If done properly, social media marketing can increase awareness of products/services, increase the interest of the target market to make purchasing decisions, consume, while strengthening consumer loyalty.

It is also important for a company to build purchasing decisions that match consumer expectations. Some consumers tend to judge a product by looking at the image built by the company on the products it markets. Some of these statements finally raise the question of whether the variables of social media marketing, product quality and purchasing decisions or simultaneously actually influence the purchasing decisions of

Somethinc cosmetic products.

2. LITERATURE REVIEW

Social Media Marketing

According to (Adhawiyah & Anshori, 2019) also argue that social media is an advancement that allows users to obtain and disseminate information. The power of content and conversation on social media marketing encourages many businesses to use social media marketing as a communication and marketing tool (Farook & Abeysekara, 2016). According to (Saputra et al., 2020) social media marketing is an activity carried out in promoting products in the form of goods and services on social media platforms using certain strategies. Five indicators social media marketing include entertainment, interaction, trendiness, customization, word of mouth. (BİLGİN, 2018). The important thing about social web and social media marketing is the term "social", especially in the context of communication and networking among users. Thus social media marketing provides the greatest opportunity for entrepreneurs to build their business on a wider market share.

Brand Image

According to (Nurhalim, 2020), a brand image will be built based on experience as well as data that customers learn while utilizing the product. Customers who already hold a positive perception of a brand tend to be more devoted to it and don't give a damn about competing companies. According to Julius & Limakrisna (2016) brand image is a consumer who has a desire by feeling and acting on a product brand desire by feeling and acting on the brand of a product. Based on the above description, brand image is a perception of a brand in the minds of consumers that forms consumer and customer confidence in a brand. Brand Image is carried out by companies in order to be able to build consumer brand images for products, and brand image determines how consumers perceive a product, and consumers can compare how well they evaluate the product (Fitriani & Ahmad, 2021) and when a brand is included in the brand category.

Product Quality

According to Aditi & Hermansyur (2018: 65) product quality is one of the interests if the company wants to grow well by leaps and bounds, and in the long term will develop better and superior than to other companies. Product quality is a potential strategy that can be used to beat competitors. Product quality is an important source of product differentiation that enables companies to create brand loyalty and an edge over their competing suppliers (Lu. et al, 2019). Levels are used to categorize products, namely Sutio

(2018): (1) Core products—which inform customers about a product's main uses or benefits; (2) Generic products which inform customers about a product's function; (3) Expected products which inform customers about a set of conditions and attributes that will be purchased at that particular time; (4) Additional products which inform customers of additional benefits and services that set the company's product offerings apart from those of its competitors; (5) Potential products—all future additions and modifications to the product that may be made. This is different from what other competitive companies are offering and what the company is offering.

Purchase Decision

According to Konuk (2017) a purchasing decision is a choice from two or more alternative purchasing decision options, meaning that someone can make a decision, several alternative options must be available. Purchasing decisions are processes that encourage consumers to identify needs, generate choices, and choose certain products and brands. It is seen as a series of choices before making a purchase (Gunawan, et al, 2019). Morissan (2014: 111) states that a purchase decision is a further stage after the intention or desire to buy. The decision to buy can lead to how the process of making that decision is carried out

Relationship between variables

The Relationship of Social Media Marketing to Purchasing Decisions

Social media allows companies to gain a larger consumer when compared to traditional marketing (Hutajulu et al., 2023). Evidenced by research conducted by Haryadi et al., (2022) and (Kusumawardhani, 2023) that social media marketing has a positive and significant influence on purchasing decisions. The results of research according to (Sugianto Putri, 2018) based on data processing that social media marketing has a relationship to purchasing decisions. According to BİLGİN (2018) that social media marketing has a positive and significant influence on purchasing decisions. The results of research according to Wulandari & Rauf (2021) based on data processing that social media marketing has a relationship to purchasing decisions. Based on the findings of the previous research, the researcher makes the following hypothesis.

H1: Media Marketing affects buyer decisions.

Brand Image Relationship to Purchasing Decisions

Brand image is a general understanding of the brand and a representation of the form of brand messages and past experiences. Nurhalim (2020), a brand image will be built based

on experience as well as data that customers learn while utilizing the product. According to Coaker (2021), Tharpe (2014), and Simonson & Schmitt (2009), suggest that brand image is a reinterpretation of all perceptions of the brand formed from information and past consumer and customer experiences with the brand. The results of research according to Hutami Permita Sari (2016) based on data processing that brand image has an attachment to purchasing decisions. Another study by Siswanto & Hastuti (2023) concluded that brand image and promotion have an effect on purchasing decisions for fashion products at the Mourish Shoplist Tulungagung store. The results of research according to Nurhalim, (2020) based on data processing that brand image has an attachment to purchasing decisions. Based on the findings of the explanation above, the related temporary assumptions are as follows:

H2: Brand image has a positive and significant effect on purchasing decisions

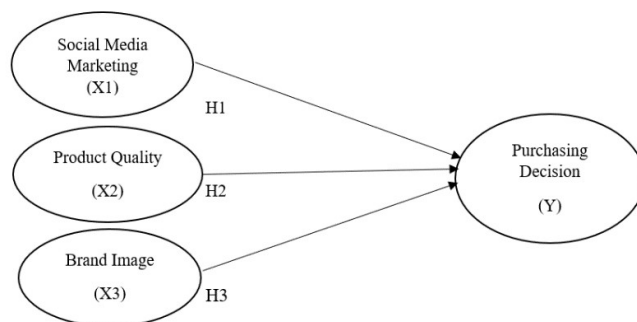
Relationship between Product Quality and Purchasing Decisions

RB et al (2022) found that product quality has a positive effect on purchasing decisions. In accordance with research from, Susanti & Handayati (2021) research shows that product quality affects purchasing decisions.

The results of research according to Evi Dwi Yulianti (2017) explain based on data processing that product quality has an attachment to purchasing decisions. The results of research according to Amron (2018) explain based on data processing that product quality has an attachment to purchasing decisions. This is indeed meant that if the quality of the product has good quality, it will affect purchasing decisions.

H3: Product quality has a positive and significant effect on buyer decisions.

Based on the explanation above, as well as the supporting reasons mentioned, the framework used is as follows:



Framework 1.

3. RESEARCH METHODS

This type of research is descriptive quantitative to find the impact of social media marketing, brand image, and quality product on purchasing decision for Somethinc cushion for students of the faculty of Economics & Business Dian Nuswantoro University. The sample in this study amounted to 160 female respondents. This research uses non-probability sampling techniques sampling technique (Members of the population are not given the same opportunity) and purposive sampling (determining the sample with certain considerations).

According to Hair et al (2017) the minimum number of samples that should be used is 10 times the number of all indicators. In general, a sample size of more than 100 is better, but sample sizes smaller than 100 are acceptable, depending on the research background (Hair et al: 2018). In this study, there are 14 statement items, so the sample size required is $14 \times 10 = 140$ samples who have purchased Somethinc Cushion products.

4. DATA ANALYSIS AND DISCUSSION

Description of respondents in the research, the total number of respondents was 140 respondents, with 17-19 years old with an acquisition rate of 2,1%, then for ages 19-22 years old as much as 82,9% and 23-25 as much as 15%. Female and students of Faculty Economy and Business Dian Nuswantoro University.

Table 2. Validity Test

Variables	Indicator	Loading Factor
Social Media Marketing	X1.1	0,949
	X1.2	0,892
	X1.3	0,909
Brand Image	X2.1	0,968
	X2.2	0,954
	X2.3	0,934
Product Quality	X3.1	0,947
	X3.2	0,922
	X3.3	0,911
	X3.4	0,920
	X3.5	0,888
Purchase Decision	Y1	0,939
	Y2	0,940
	Y3	0,910

Source: data processed, 2024

The results of the convergent validity analysis in table 2 shows that all loading factors for each variable have a value greater than 0.7 and a t-statistic value greater than 1.96 (level of validity) and a t-statistic value greater than 1.96 (5% significance level) significance level of 5%). This shows that all indicators of the research variables have met the criteria convergent validity.

Table 3. AVE Value

Variables	Average Variance Extracted (AVE)	Conclusion
Social Media Marketing	0,840	Valid
Brand Image	0,906	Valid
Product Quality	0,842	Valid
Purchase Decision	0,865	Valid

Source: data processed, 2024

Apart from the loading factor, validity can be determined by the AVE value with the criteria that the AVE value must be greater than 0.5 (AVE > 0.5). The AVE value of each variable which can be seen in table 3 shows a value above 0.5 so that it can be declared valid.

Table 4. Crossloading

Indicator	X1	X2	X3	Y
X1.1	0.949	0.917	0.920	0.906
X1.2	0.892	0.821	0.807	0.825
X1.3	0.909	0.815	0.856	0.844
X2.1	0.923	0.968	0.930	0.922
X2.2	0.891	0.954	0.893	0.891
X2.3	0.836	0.934	0.842	0.823
X3.1	0.907	0.899	0.947	0.905
X3.2	0.875	0.854	0.922	0.842
X3.3	0.841	0.854	0.911	0.821
X3.4	0.869	0.866	0.920	0.876
X3.5	0.822	0.811	0.888	0.815
Y1	0.903	0.912	0.903	0.939
Y2	0.881	0.856	0.876	0.940
Y3	0.827	0.807	0.809	0.910

Source: data processed, 2024

Table 4. shows the crossloading value of each indicator for each variable. A variable can be said to meet discriminant validity if the crossloading value of the related variable indicator is greater / greater and above 0.7 when compared to other variables. So based on the data processing above, the indicators for measuring each latent variable can be declared valid.

Table 5. Realibility and Cronbachs Alpha Test

Variabel	Composite Realibility	Cronbachs Alpha
Social Media Marketing	0,940	0,905
Brand Image	0,967	0,948
Product Quality	0,964	0,953
Purchasing Decision	0,950	0,922

Source: data processed, 2024

The analysis results in the table illustrate that Composite Reliability and Cronbach Alpha values for each variable social media marketing (X1), brand image (X2), product quality (X3), and purchasing decisions (Y) have a value above 0.70, so it can be stated that the constructs of each variable meet the reliability test criteria.

Hypothesis Test

In this test, the t table value can be said to be significant if the real level value is 0.05 or 5%. Furthermore, the value of t table in this study is 1.655 which is obtained from the formula $df = 140 - 4 = 136$ and then connected to the value of the significance level used in this study which is 0.05 or 5%. The following are the results of the hypothesis test in this study.

Table 5. Path Coefficients

	Original Sampel	Sampel Mean	Standard Deviasi	T statistic	P Values
SMM -> PD	0,426	0,424	0,083	5,104	0,000
BI-> PD	0,276	0,278	0,086	3,207	0,001
PQ -> PD	0,270	0,269	0,092	2,930	0,003

Source: data processed, 2024

Based on table 5, it can be concluded that the three hypotheses can be accepted because the t-statistic value of each relationship between variables is greater than 1.96 (t-statistic > 1.96) with a significance level of 5% and p-values <0.05.

Determination (R^2)

Table 6. Determination (R^2)

	R Square	R Squared Adjust
Y	0,905	0,903

Source: data processed, 2024

Based on the table above, it can be seen that the Adjusted determination value (R^2) is 0.504. This value means that social media marketing, brand image and product quality on purchasing decisions contribute an influence of 0.504 or 50.4%, the remaining 49.6% can be influenced by other variables.

Based on the results of research related to social media marketing, brand image, and purchasing decisions using the SEMPLS method with smartPLS 4.0 as the test tool, the results are obtained as below.

Impact Social Media Marketing

Based on the results of research through distributing questionnaires to Somethinc cushion consumers, the test results prove that there is an influence of the social media

marketing variable on purchasing decisions.

It is proven that brand image has a positive and significant influence on purchasing decisions. Social media marketing has a significant effect on purchasing decisions, this is because advertisements and information provided on social media influence consumer decisions in buying Something cushions. Hypothesis testing shows that the social media marketing variable has a positive and significant effect on purchasing decisions with a t value of 5.104 > 1.655 and a significance of 0.001, validating the H2 of this study. Social media marketing has an impact on consumer decisions to buy products because the use of social media makes it easier for consumers to get information about products, which in turn will influence consumer decisions to buy these products. Marketers who use social media, especially platforms such as Tiktok and Instagram, can take advantage of their proximity to the public to achieve their goals. This research is in accordance with the results of previous research by Haryadi et al (2022) and Kusumawardhani (2023) which show that social media marketing has an influence on purchasing decisions which proves that social media marketing has a positive effect on purchasing decisions.

Impact Brand Image

Based on the results of research through distributing questionnaires to Something cushion consumers, the test results prove that there is an influence of the brand image variable on purchasing decisions. It is proven that brand image has a positive and significant influence on purchasing decisions. Hypothesis testing shows that the brand image variable has a positive and significant effect on purchasing decisions with a t value of 3.207 > 1.655 and a significance of 0.001, validating the H2 of this study. The better the brand image circulating in the community, be it goods or services, will have a good impact on increasing sales volume. The results of this brand image research illustrate that it is very important to maintain the brand so that purchasing decisions always increase in number. From the results of the research conducted that brand image is very supportive in increasing purchasing decisions in consumers, especially in terms of the image of the store form, logo, which is in accordance with the brand and quality (comfort) in increasing purchasing decisions. This research is in accordance with the results of previous research by Nurhalim (2020) and Manik (2021) which show that brand image has an influence on purchasing decisions which proves that brand image has a positive effect on purchasing decisions, so that the better the brand image of a product or service that is heard and felt by customers, loyalty will be maintained which leads to purchasing decisions continuously will be maintained which leads to purchasing decisions continuously.

Impact Product Quality

Based on the results of research through distributing questionnaires to Somethinc cushion consumers, the test results prove that there is an influence of product quality variables on purchasing decisions. Hypothesis testing shows that the product quality variable has a positive and significant effect on purchasing decisions with a t value of $2.930 > 1.655$ and a significance of 0.003, validating H3 of this study. It is proven that product quality has a positive and significant influence on purchasing decisions. The better the quality of products circulating in society, be it goods or services, will have a good impact on increasing sales volume. The results of this product quality research illustrate that it is very important to maintain the brand so that purchasing decisions always increase in number. From the results of the research conducted that product quality is very supportive in improving purchasing decisions in consumers, especially in terms of image, shape, color, which is in accordance with the brand and quality (comfort) in improving purchasing decisions. This study is in accordance with the results of previous research by RB et al (2022) and Susanti & Handayati (2021) which show that product quality has a significant effect on purchasing decisions.

5. CONCLUSION

Based on the results of the research and discussion above about The Influence of Social Media Marketing, Brand Image, and Product Quality on Purchasing Decision of Somethinc Cushion on Students of the Faculty of Economics and Business, Dian Nuswantoro University, it can be concluded that:

- The results showed that the Social Media Marketing had positive and significant effect on Purchasing Decision Somethinc Cushion for students of the Faculty of Economics and Business, Dian Nuswantoro University. This is evidenced by the test results using the SEM- PLS method with Smart PLS which shows a calculated t value of 5.104 where this figure is greater than the set number of 1.655 and the significance results which show a number of 0.000.
- The results showed that the Brand Image variable had positive and significant effect on Purchasing Decision Somethinc Cushion for students of the Faculty of Economics and Business, Dian Nuswantoro University. This is evidenced by the test results using the SEM-PLS method with Smart PLS which shows the t value of 3.207 where this figure is greater than the determination number of 1.655 and the significance results which show a number of 0.001.

- The results showed that the Product Quality variable had positive and significant effect on Purchasing Decision Something Cushion for students of the Faculty of Economics and Business, Dian Nuswantoro University. This is evidenced by the test results using the SEM-PLS method with Smart PLS which shows the t value of 2.930 where this figure is greater than the statistical value of 1.655 and the significance results which show a figure of 0.003.

6. SUGESSTION

Based on the conclusions that have been stated previously, to increase the purchase decision of Something cushion for students of the Faculty of Economics and Business, Dian Nuswantoro University, the following suggestions can be given: (1) Use of influencers, Something collaborates with influencers such as Tasya Farasya who has many followers on Instagram and Tiktok accounts to help promote Something products. These influencers promote products directly on their social media accounts, provide positive reviews, and show the product directly on their skin. (2) Video Content, Video content is one of the most effective forms of media in building brand awareness and influencing purchasing decisions. Something uses video content to promote its products, which can attract the attention of more users and increase brand awareness. (3) Online Consumer Reviews, Online consumer reviews also play an important role in influencing purchasing decisions. Something utilizes online consumer reviews to help build consumer trust and increase brand awareness. (4) Future research can use other different cities as research objects and samples. (5). Future research is expected to add other independent variables that can influence purchasing decisions, so that the research becomes stronger.

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