

The Influence of Digital Marketing, Online Customer Reviews and Promotions on Purchasing Decisions for Shopee E-Commerce Users in East Pejaten

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Abstract:

The purpose of this study was to find out and analyze the influence of digital marketing, online customer reviews and promotions on purchasing decisions for Shopee e-commerce users in East Pejaten. With a total of 100 respondents through a questionnaire with quantitative methods and data were analyzed using multiple linear regression and assisted using the Statistical Package for the Social Science (SPSS) 23.0 application with the results showing that the variable: digital marketing (X1) has a direct effect on purchasing decisions, there is. online customer reviews (X2) have a positive and significant effect on purchasing decisions and promotions (X3) have a positive and significant effect on purchasing decisions.

Keywords: Digital marketing, Online Customer Reviews, and Promotions.

INTRODUCTION

The development of trade has changed from the way buying and selling transactions are carried out directly at the time and location. become unlimited place and time. As a result of these changes, a new trading system known as Ecommerce emerged. E-commerce or electronic commerce is a term used to refer to the process of buying and selling products or services through digital media such as the internet and other computer networks. Electronic commerce or e-commerce is another option widely used to make buying and selling transactions via the internet, and one of the well-known e-commerce platforms in Southeast Asia is Shopee.

Shopee is an e-commerce platform that can be accessed easily and has the most users. Shopee is an e-commerce platform that displays a variety of products, ranging from electronics, fashion, to beauty products. Shopee was first launched in 2015 in Singapore and later expanded to other countries in Southeast Asia, including Indonesia

In the fourth quarter of 2022, Shopee was the e-commerce with the highest number of site visits in Indonesia and experienced fluctuations. This can be seen from the table which states that in October 2022, the Shopee site recorded 179 million visits, then decreased in November to 173 million visits and increased to 191 million visits in December. Therefore, Shopee needs to find

solutions on how to maintain and achieve an increase in visits so that purchasing decisions on Shopee e-commerce increase.

The effort to influence this purchasing decision is not only by offering a well-functioning product and good service, but marketers must also understand what consumers are currently needing or wanting. Running effective two-way communication with consumers will be a determining factor in consumer purchasing decisions.

Purchase Decision is a decision owned by the customer to decide which product to buy when getting a quote. According to Putri & Marlien, (2022) purchasing decisions are the stages of selection made by e-commerce users after they make plans either before or after making a purchase. Purchasing decisions are a complex process that involves many factors that influence consumer behavior. As one of the largest e-commerce platforms in Indonesia, Shopee understands the importance of these factors and strives to meet consumer needs by providing quality products and satisfying services.

Many factors influence purchasing decisions at Shopee, one of which is digital marketing. Digital marketing allows Shopee to market their products online through various digital platforms such as social media, websites, emails, and so on. According to Batu et al., (2019) digital marketing is marketing carried out digitally using the internet and technology in order to obtain information and buy and sell transactions. The main purpose of digital marketing is to increase awareness, engagement, and conversion rate from potential buyers. In this case, digital marketing also influences the purchasing decisions of Shopee e-commerce users.

Digital marketing also allows Shopee to target consumers who are relevant to their products. By using consumer data, Shopee can find out consumer preferences and needs, so that it can offer products and services that suit their wants and needs. This can increase the possibility of consumers to buy Shopee products. Based on the results of research (Dewi et al., 2022), digital marketing has a positive and significant influence on purchasing decisions on Shopee e-commerce in Indonesia.

Online customer reviews are one of the important factors that influence the purchase decisions of Shopee e-commerce users. Online customer reviews are reviews or comments left by users who have purchased and used Shopee products. According to Ningsih (2019), online customer reviews are reviews that are user-generated content or information generated by individuals and can serve as a way for consumers to search and buy information about a product that will influence subsequent purchase decisions. These reviews can be found on various online platforms such as the Shopee website, social media, or online forums.

Shopee e-commerce users tend to choose products that have good ratings and reviews. This can happen because online customer reviews can help potential buyers to make better purchasing decisions and minimize the risk of disappointment after buying a product. Shopee e-commerce users tend to trust reviews from other users rather than ads or promotions directly from Shopee. This happens because Shopee e-commerce users feel that reviews from other users are more objective and can provide a more real picture of the experience of using the product. Based on the results of research (Kurnadi, 2022), online customer reviews have a positive and significant effect on purchasing decisions.

Another factor that can influence purchasing decisions is promotion. Promotion is a form of communication carried out by the company that explains the products or services made to consumers of the company. According to Kotler and Keller (2008: 510) promotion is all ways to explain information, seduce, and remind customers directly or indirectly about the product or offered. Promotions can be in the form of discounts, vouchers, free shipping, and so on offered by Shopee to attract interest and influence users' purchase decisions. Based on the results of research conducted by Pradwika & Hadi, (2018) states that promotions have a positive and significant effect on purchasing decisions.

Based on the description above, the author is interested in conducting research entitled **"The Influence of Digital Marketing, Online Customer Reviews and Promotions on Purchasing Decisions in Shopee E-Commerce Users in East Pejaten"**

RESEARCH METHODS

This research uses a quantitative approach with the object of research focused on the purchasing decisions of Shopee users in East Pejaten, South Jakarta. The object of this study includes the dependent variable, namely Purchase Decision, which is influenced by three independent variables, namely Digital Marketing, Online Customer Review, and Promotion. This study utilizes primary data sources obtained through questionnaires distributed to Shopee users in the East Pejaten region.

The data collection method used is Google's questionnaire form which is disseminated through social media such as Whatsapp and Instagram. The population of this study was Shopee e-commerce users in East Pejaten, however, because the exact population number is unknown, this study used a sample of 100 respondents. Sampling was carried out using a non-probability sampling technique, where respondents were selected based on consideration of age, residence, and experience using the Shopee application.

The data collected were quantitative, measured through the Likert scale with closed questions on the questionnaire. After the data is collected, data analysis is carried out using descriptive methods to explain the characteristics of respondents and inferential tests to test the relationships between the variables studied.

Furthermore, instrument tests are carried out to ensure the validity and reliability of the questionnaire. The validity test measures the validity of the questions in the questionnaire, while the reliability test is carried out by calculating Cronbach's Alpha value. After that, classical analyses such as normality, autocorrelation, heteroscedasticity, and multicollinearity tests are performed to ensure the feasibility of regression models.

Data analysis continued with the F test (simultaneous) to test the effect of independent variables together on the dependent variable. Next, the R² test is used to see how well the model can explain variations in purchasing decision variables.

Hypothesis feasibility testing is performed with a t (partial) test to analyze the effect of each independent variable on the dependent variable. The decision criteria are taken based on the calculated t value and significance to alpha (α) set earlier.

Thus, this study combines descriptive and inferential methods by using various statistical tests to analyze the relationship between the variables studied.

RESULTS AND DISCUSSION

A. Test Instruments

1. Validity Test

In this study, a sample of 100 respondents was used to test validity and reliability tests. The validity test is used to assess each item of the research variable indicator statement. The testing process, validity test is carried out by measuring the comparison between the calculated value and the rtabel value, with the following conditions:

- Significance level 5% or 0.05
- Degree of freedom ($df = n-2$), $100 - 2 = 98$ with a rtabel value of 0.1966.
- If $r_{tabel} > r_{calculate}$ (at a significance level of 5% or 0.05), then it can be concluded that the questionnaire statement item is declared invalid.
- If $r_{tabel} < r_{calculate}$ (at a significance level of 5% or 0.05), then it can be concluded that the questionnaire statement item is declared valid.

Table 1. Validity Test Results

Variable	Number Items	rcalculate	rtabel	Conclusion
Digital Marketing (X1)	1	0,581	0,1966	Valid
	2	0,612	0,1966	Valid
	3	0,634	0,1966	Valid
	4	0,634	0,1966	Valid
	5	0,651	0,1966	Valid
	Number Items	rcalculate	rtabel	Conclusion
	6	0,697	0,1966	Valid
	1	0,752	0,1966	Valid
	2	0,811	0,1966	Valid
	3	0,819	0,1966	Valid
	4	0,758	0,1966	Valid
	5	0,712	0,1966	Valid
	1	0,710	0,1966	Valid
	2	0,697	0,1966	Valid
	3	0,666	0,1966	Valid

4	0,689	0,1966	Valid
1	0,594	0,1966	Valid
2	0,743	0,1966	Valid
3	0,716	0,1966	Valid
4	0,534	0,1966	Valid
5	0,637	0,1966	Valid
6	0,561	0,1966	Valid

Source : Primary data processed by researchers, (2023)

Based on table 1 above, it is concluded that all items in the questionnaire statement as many as 21 statements are declared valid, this is because the calculation results of all calculations in the Corrected Item-Total Correlation column are greater than the number in the table, which is 0.1966.

2. Reliability Test

Reliability Test is a tool to test or measure the reliability of a questionnaire instrument, which is an indicator of a variable or structure to determine the consistency of the measurement instrument and can be repeated at other times (Prime, 2016: 40).

In reliability testing using Cronbach's Alpha test method. If the correlation rate is > 0.6 , it can be stated that the questionnaire statement item has a fairly high reliable level, otherwise if the correlation level is < 0.6 , it can be stated that the item is less reliable. The following reliability test results are presented in table 2 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Conclusion
Digital Marketing (X1)	0,704	0,6	Reliable
Online Customer Reviews (X2)	0,829	0,6	Reliable
Promotion (X3)	0,633	0,6	Reliable
Purchasing Decision (Y)	0,698	0,6	Reliable

Source : Data processed by researchers, (2023)

Based on the results of reliability testing in table 4.10, it is concluded that each item in the independent variable statement, namely Digital Marketing, Online Customer Review, and Promotion, and the dependent variable, namely Purchase Decision, each produces a Cronbach's Alpha value of 0.704; 0,829; 0,633; and 0.698.

It can be concluded that all research indicators are declared reliable, because reliability test results that show values greater than 0.6 as critical value which means having consistency

with data if repeated measurements will produce the same results.

B. Classic Assumption Test

1. Normality Test

Normality test is a statistical procedure used to test whether the data that has been collected comes from the normal distribution or not Prime, (2016: 42). To see this normality test will use Kolmogorov-Smirnov. The purpose of this normality test is to see whether the data obtained is normally distributed or not.

This study used Kolmogorov Smirnov's One-Sample test with a comparison between Asymp numbers. Sig. (2- tailed). The significance comparison value is 5% or 0.05. The following normality test results are presented in the table below.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		89
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.60789670
Most Extreme Differences	Absolute	.049
	Positive	.047
	Negative	-.049
Test Statistics		.049
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Data processed by researchers, (2023)

Based on table 2. above, states that by using Kolmogorov Smirnov's One-Sample test in this study the variables of Digital Marketing, Online Customer Review, and Promotion as well as the dependent variable namely Purchase Decision is normally distributed. This can be seen in the results of the Asymp value. Sig. (2-tailed) which is greater than the significance value of 0.05 which is 0.200 > 0.05.

2. Multicholinerity Test

Multicollinearity test is a process to identify high correlations between independent variables in a regression model. Multicollinearity can cause problems in regression analysis because it can interfere with the interpretation of results, make regression coefficients unstable, and reduce the ability of the model to predict accurately and in this study to determine the presence or absence of multicollinearity using tolerance values and Variance Inflation Factor (VIF) values.

If the VIF value is less than 10 and the tolerance value is above 0.1 or around

number 1, then multicollinearity does not occur. Conversely, if the VIF value is greater than 10 and the tolerance value is less than 0.10, multicollinearity occurs. The following are the results of the multicollinearity test presented in the table below:

Table 3. Multicollinearity Test Results

Type	Coefficients ^a				Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
	B	Std. Error	Beta	t		
(Constant)	5.461	1.680		3.251	.002	
DM(X1)	.235	.090	.235	2.606	.011	.633
OCR (X2)	.207	.082	.223	2.534	.013	.665
P (X3)	.518	.125	.390	4.134	.000	.579

a. Dependent Variable: Purchase Decision (Y)

Source : Data processed by researchers, (2023).

Based on table 4.12 of the multicollinearity test results, states that the tolerance value of digital marketing variables is $0.633 > 0.10$ and the VIF value is $1.579 < 10$; in the online customer review variable, the tolerance value was $0.665 > 0.10$ and the VIF value was $1,504 < 10$; and the promotion variable has a tolerance value of $0.509 > 0.10$ and a VIF value of $1.728 < 10$, so it can be concluded that the regression model on all variables does not occur multicollinearity.

3. Heterokedasticity Test

The heteroscedasticity test aims to analyze whether there are differences in variance of residuals in regression models from one observer to another. A good regression model will not experience heteroscedasticity. If it experiences differences then it is called heteroscedasticity and if it does not experience differences or the same then it is called homokedasticity.

Heteroscedasticity testing uses the Glejser test, where if the significance value > 0.05 , heteroscedasticity is stated. Conversely, if the significance value < 0.05 , heteroscedasticity is stated. The following heteroscedasticity test results are presented in the table below.

Table 4. Heterokedasticity Test Results

Type	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.378	.971			.389	.698
Digital Marketing	.043	.052	.105		.829	.409

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Online Customer Reviews	.013	.047	.033	.269	.788
Promotion	.038	.072	.069	.525	.601

a. Dependent Variable: RES2

Based on the results of the heteroscedasticity test in table 4.13 using the Glejser test, it can be seen that each research variable has a significance value above or greater than 0.05.

It can be stated the significance results on the independent variable, namely digital marketing of $0.409 > 0.05$; online customer review variables of $0.788 > 0.05$; and on the promotion variable of $0.601 > 0.05$. So it can be concluded that the regression model in this study does not occur heteroscedasticity problems.

C. Due Diligence

1. Test T (Partial)

The t-test is one of the commonly used statistical methods to test for significant differences between the averages of two or more groups. The t test is used to test the null hypothesis (H0) which states that there is no significant difference between the group mean or that the regression coefficient is zero, against the alternative hypothesis (H1) which states that there is a significant difference or the regression coefficient is not zero.

- a. If $t_{count} < t_{table}$, then H0 is rejected and H1 is accepted, meaning that the independent variable has no positive and significant effect on the dependent variable.
- b. If $t_{count} > t_{table}$, then H0 is accepted and H1 is rejected, meaning that the independent variable has an effect on the dependent variable.
- c. If $t_{count} \geq t_{table}$, it means that there is a significant influence between the independent and dependent variables.

The following t-test results are presented in table 4.14 below.:

Table 5. T Test Results

Type	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.452	2.138		2.549	.013
Digital Marketing (X1)	.112	.091	.110	1.229	.223
Online Customer Reviews (X2)	.199	.088	.210	2.254	.027
Promotion (X3)	.728	.118	.528	6.178	.000

b. Dependent Variable: Purchase Decision (Y)

Source : Primary data processed by researchers (2023)

Based on the results of table 4.14 presented the results of the t test, it can be explained as follows:

- a. H1: Digital Marketing (X1) has a positive and significant effect on employee performance. In table 4.14 of the t test results, states that in the digital marketing

variable there is an influence on purchasing decisions, seen in the calculated t value produces results of 2.606 with a significance value of 0.015 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, meaning that digital marketing has a positive and significant influence on purchasing decisions for Shopee users in East Pejaten.

- b. H2: Online Customer Review (X2) has a positive and significant influence on purchasing decisions. In table 4.14 of the t-test results, states that in the online customer review variable there is an influence on purchasing decisions, seen in the calculated value produces results of 2.534 with a significance value of 0.000 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, meaning that online customer reviews have a positive and significant influence on purchasing decisions for Shopee users in East Pejaten.
- c. H3: Promotion (X3) has a positive and significant effect on purchasing decisions. In table 4.14 of the results of the t test, states that in the promotion variable there is an influence on the purchase decision, seen in the calculated t value produces a result of 4.134 with a significance value of 0.000 < 0.05. So it can be concluded that H0 is rejected and H1 is accepted, meaning that promotions have a positive and significant influence on purchasing decisions on Shopee users in East Pejaten.

2. Test R (Coefficient of Determination)

The R test is a method for measuring how well a regression model matches the observed data. R-squared measures the proportion of variation in response variables that can be explained by independent variables in the model. R-squared values range between 0 and 1, where a value of 0 means the model explains no variation at all, and a value of 1 means the model explains all variation.

The following are the results of the coefficient of determination (R2) test presented in the table below:

Table 6. Test Results of Coefficient of Determination (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903a	.815	.809	3.568

a. Predictors: (Constant), Promotions (X3), Online Customer Reviews (X2), Digital Marketing (X1)

Source : Primary data by researchers (2023)

Based on table 4.15 of the coefficient of determination test results, it can be concluded that the calculation of the value of the coefficient of determination states Adjusted R Square = 0.809 or 80.9% which means that the variables digital marketing, online customer review, and promotion together have a strong influence on purchasing

decisions While the remaining 19.1% is influenced by other factors that are constant and not included in this study.

Discussion

The Influence of Digital Marketing on Online Purchase Decisions for Shopee E-commerce Users in East Pejaten

The results of the analysis in this study found that digital marketing has a significant positive influence on online purchase decisions for Shopee E-commerce Users in East Pejaten. These results are confirmed through several tests that have been carried out and the results of hypothesis testing obtained a significance value of $0.000 < 0.05$

In this study resulted in an average of 3.44 which means most respondents answered neutrally. It can be concluded that the statement from respondents on the questionnaire for the Digital Marketing variable (X1) Online Purchase Decision on Shopee E-commerce Users in East Pejaten is quite good. In this study, digital marketing has a major influence on purchasing decisions with a regression coefficient value of 0.110 so it is concluded that if every increase in digital marketing variables is 1%, then purchasing decisions will increase by 0.110 or 11%.

This positive influence means that digital marketing allows increased awareness about the products or services offered through online advertising campaigns, interesting content, and social media strategies. Users in East Pejaten can be informed about Shopee products through online advertisements targeted according to their preferences.

This is also supported by research by Dewi et al., (2022) which states that digital marketing has a significant positive influence on purchasing decisions. Another study conducted by Putri & Marlien (2022) also said digital marketing has a significant positive influence on purchasing decisions.

The Influence of Online Customer Review on Online Purchase Decisions for Shopee E-commerce Users in East Pejaten.

The results of the analysis in this study found that online customer reviews have a significant positive influence on online purchase decisions for Shopee E-commerce Users in East Pejaten. These results are confirmed through several tests that have been carried out and the results of hypothesis testing obtained a significance value of $0.000 < 0.05$. In this study resulted in an average of 3.81 which means most respondents answered neutrally. In this study, online customer review has a major influence on purchasing decisions with a regression coefficient value of 0.210 so it is concluded that if every increase in online customer review variables is 1%, then purchasing decisions will increase by 0.210 or 21%.

The positive influence means that online customer reviews by providing perceived benefits, providing honest views, and the number of reviews can help make more informed decisions, customer reviews play an important role in shaping users' preferences and purchase actions on e-commerce platforms.

This is also supported by research by Melati & Dwijayanti, (2020) which states that online customer reviews have a significant positive influence on digital marketing on purchasing decisions.

Another study conducted by Ramadhana & Ratumbusang, (2022) also said that online customer reviews have a significant positive influence on digital marketing on purchasing decisions.

The Effect of Promotion on Online Purchase Decisions for Shopee E-commerce Users in East Pejaten

Shopee E-commerce users in East Pejaten. These results are confirmed through several tests that have been carried out and the results of hypothesis testing obtained a significance value of $0.000 < 0.05$.

In this study resulted in an average of 3.42 which means most respondents answered in the affirmative. It can be concluded that the statement from respondents on the questionnaire for the Promotion variable (X3) on Purchase Decisions for Shopee E-commerce Users in East Pejaten is quite good. In this study, promotion has a major influence on purchasing decisions with a regression coefficient value of 0.528 so that it is concluded that if every promotion variable increases by 1%, then the purchase decision will increase by 0.110 or 52.8%.

Positive influence means that messaging, media and frequency of promotions can be an effective tool in driving sales and building positive relationships between users and the Shopee brand.

This is also supported by Pradwika & Hadi's research, (2018) which states that promotion has a significant positive influence on digital marketing on purchasing decisions. Another study conducted by Tunnufus, Zakiyya, Wulandari (2019) also said that promotion has a significant positive influence on digital marketing on purchasing decisions.

CONCLUSION

In a study entitled "Digital Marketing, Online Customer Review, Promotion of Purchasing Decisions for Shopee E-Commerce Users in East Pejaten", conclusions can be drawn from the following results and discussions. First, digital marketing has a positive and significant influence on the purchasing decisions of Shopee e-commerce users in East Pejaten. Second, online customer reviews also have a positive and significant influence on purchasing decisions in the same users. Third, promotion also plays an important role with a positive and significant influence on purchasing decisions for Shopee e-commerce users in East Pejaten. Thus, it can be concluded that these factors contribute to each other in shaping the purchasing decisions of Shopee e-commerce users in the region. All of these findings provide a comprehensive view of the dynamics of interactions between digital marketing, online customer reviews, and promotions in influencing purchasing decisions in the context of Shopee e-commerce in East Pejaten.

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