

Article

The Influence of Digital Marketing, Social Media, Promotion and Influencers on Purchasing Decisions for iPhone Products

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Abstract: The aim of this research is to determine the influence of digital marketing, social media, promotion and influencers on purchasing decisions for iPhone products. The data collection method in this research uses questionnaire techniques, with a sample of 130 respondents. The results of the research show that multiple linear regression $Y = 0.445 + 0.008 X_1 + 0.293 X_2 + 0.413 X_3 + 0.276 X_4$, promotion (X3) and Influencer value is 0 (zero), then the purchase decision (Y) value for iPhone products is 0.115. The results of the research show that the digital marketing test (X1) shows $t_{count} 2.003 > t_{table} 1.656$ and significance $0.018 < 0.05$, so the results of the H_a hypothesis are accepted and H_o is rejected, meaning digital marketing has a positive and significant effect on purchasing decisions for iPhone products. The results of the social media test (X2) show $t_{count} 2.077 > t_{table} 1.656$ and significance $0.040 < 0.05$, so the results of the H_a hypothesis are accepted and H_o is rejected, meaning that social media has a positive and significant effect on the decision to purchase iPhone products. The results of the promotion test (X3) show $t_{count} 4.854 > t_{table} 1.656$ and significance $0.000 < 0.05$, so the results of the H_a hypothesis are accepted and H_o is rejected, meaning promotion has a positive and significant effect on the decision to purchase iPhone products. The results of the influencer test (X4) show $t_{count} 1.971 > t_{table} 1.656$ and significance $0.041 < 0.05$, so the results of the H_a hypothesis are accepted and H_o is rejected, meaning that influencers have a positive and significant influence on the decision to purchase iPhone products. As a result of comparing the F_{count} value with F_{table} , the F_{count} value is greater than the F_{table} value, namely $11.7515 > 2.44$, so it is concluded that the hypothesis is accepted, meaning that there is a simultaneous influence between digital marketing (X1), social media (X2), promotion (X3) and influencers (X4) on the decision to purchase iPhone products. This can be seen at the significance level of $0.000 < 0.05$. This can be seen at the significance level of $0.000 < 0.05$.

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1. Introduction

In the era of the Industrial Revolution 5.0, technological advancements have significantly accelerated, especially in the field of e-commerce. For instance, people increasingly shop through online marketplaces without the need to visit physical stores to obtain their desired products. Alongside the growing internet usage in Indonesia, the number of digital media users, including iPhone smartphones, continues to rise. Empirical studies reveal that numerous factors influence consumer purchase intentions for products, including digital marketing, social media, promotion, and influencers. Digital marketing refers to the promotion of products or services by leveraging one or more forms of electronic or digital media. Fadhli and Pratiwi (2021:11) state that digital marketing is a method used by companies to market and promote their products or services. This approach has proven to positively influence consumer purchase intentions, as seen in products like iPhones. In business transactions, entrepreneurs increasingly recognize the importance of digital marketing capabilities to expand their target market. While some

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companies have optimized digital marketing in their strategies, others still face challenges and limitations in fully utilizing social media platforms. Social media, as defined by Nabila et al. (2020:12), is an online platform that operates with web-based technology, transforming communication from one-way interactions into two-way dialogues. Social media platforms such as Instagram, Facebook, Twitter, and Snapchat play a significant role in influencing consumers' purchasing decisions. However, the misuse of social media for fraudulent activities has made consumers more cautious, creating challenges for companies to build trust and ensure product authenticity. Beyond social media, companies also employ strategies like promotions and advertisements to market their products. Laksana (2019:129) defines promotion as communication between sellers and buyers, aimed at changing the attitudes and behaviors of potential customers from being unaware to becoming loyal consumers. Today, internet-based advertising is a popular medium for promoting products or services to consumers. The iPhone industry in Indonesia has shown diverse growth trends, but recent years have seen a decline in sales. Factors such as high prices and limited purchasing power have driven consumers to opt for alternative products that suit their preferences and budgets. Another critical aspect of marketing strategies is the role of influencers. According to Citra Amalia et al. (2019:26), an influencer derives from the word "influence," signifying the ability to affect people, objects, or situations. Influencers, particularly well-known public figures, significantly benefit companies by driving consumer interest and shaping purchase decisions. Despite this, economic instability caused by global crises has limited consumers' purchasing power for premium products like iPhones. Companies must diversify their strategies by collaborating with local influencers to expand their reach and attract potential buyers. Gunawan (2022:14) defines purchase decisions as a process where consumers identify their problems, seek information about specific products or brands, and make informed choices.

2. Materials and Methods

This type of research is a type of quantitative research. According to Djaali (2021: 3) quantitative research is inferential research in the sense of drawing conclusions based on the results of statistical hypothesis testing. In this study, the authors distributed questionnaires on purchasing decisions for iPhone products online using Google Form with the link m.rizkiakbar.com. Furthermore, the distribution of questionnaires was partly carried out offline.

3. Results

Table 1. Results of the validity test of digital marketing variables (XI)

No	Question	Coefficient of Validity	Description
0,1723			
Sales promotion rate			
1	I promote products using social media because it is the fastest in digital marketing.	0,593	Valid
2	I give consolation prizes to my loyal customers in product promotion	0,598	Valid
3	I am trusted by the public because I provide quality products through digital marketing promotions.	0,558	Valid
4	I must protect the confidentiality of consumers who shop through digital marketing technology.	0,549	Valid

5	Through digital marketing, I think business is effective in this era.	0,354	Valid
	Public relations		Valid
6	The company builds relationships with the community through digital marketing technology	0,520	Valid
7	People find it helpful to know the product through digital marketing.	0,552	Valid
8	I think digital marketing is quite productive in marketing products	0,654	Valid
9	Digital marketing has a positive impact on the company in marketing its best products.	0,611	Valid
10	People understand enough technology nowadays to shop through digital marketing.	0,667	Valid

Source: Data Processing Results, 2024.

Based on the table above, the results show that all question items for the digital marketing variable (XI) are valid. This is evidenced that the entire correlation value of each question item is greater than 0.1723.

Table 2. Results of the validity test of social media variables (X2)

No	Question	Coefficient of Validity	Description
	0,1723		
	Context		
1	Social media makes it easy for me to communicate with customers	0,685	Valid
2	Social media helps me to respond to complaints from customers	0,590	Valid
3	Social media helps me convince customers	0,657	Valid
	Communication		
4	Social media makes it easy for me to communicate in explaining the products I sell	0,548	Valid
5	Social media makes it easy for me to provide information to consumers	0,610	Valid
6	Social media is a good way to communicate products to consumers in this day and age.	0,499	Valid
	Collaboration		
7	The company always collaborates with the public in recognising the products it sells.	0,600	Valid
8	I believe that the company always collaborates with customers in various ways in selling the products offered, according to market desires.	0,584	Valid
	Connection		
9	I believe the company must have built connections before offering its products.	0,578	Valid
10	Connection is a good way to increase sales before offering to consumers.	0,702	Valid

Source: Data Processing Results, 2024.

Based on the table above, the results show that all question items for social media variables (X2) are valid. This is evidenced that the entire correlation value of each question item is greater than 0.1723.

Table 3. Results of the validity test of Promotion (X3)

No	Question	Coefficient of Validity 0,1723	Description
Advertising			
1	I get information about iphone products through iphone advertising brochures	0,679	Valid
2	I know iphone products after seeing adverts on mobile phones	0,588	Valid
Sales Promotion			
3	The iphone company has increased after conducting sales promotions. through fish on the webside	0,652	Valid
4	Phone sales promotion has a positive effect on increasing sales	0,548	Valid
Personal selling			
5	The iphone company always advertises its products with incentive programmes on online media	0,608	Valid
6	The iphone company can make personalised sales through online media	0,507	Valid
Public relations			
7	The iphone company in selling its products always establishes relationships with people who know its products	0,507	Valid
8	The iphone product company always promotes its products to the public as an event sponsor	0,507	Valid
Direct marketing			
9	The iphone company promotes its products through brochures, kiosks and internet media	0,507	Valid
10	Direct marketing of iphone products is quite effective in my opinion	0,617	Valid

Source: Data Processing Results, 2024.

Based on the table above, the results show that all question items for the promotion variable (X3) are valid. This is evidenced that the entire correlation value of each question item is greater than 0.1723.

Table 4. Results of the validity test of Influencer (X4)

No	Question	Coefficient of Validity 0,1723	Description
Trustworthiness			
1	I believe that the influencer already has a concept, according to the product qualifications	0,687	Valid
2	I believe that influencers are honest when reviewing iphone products.	0,593	Valid

3	Influencers have a broad knowledge of the products that will be sold to the public.	0,652	Valid
4	The concept of market segmentation is a way to facilitate sales through influencers.	0,544	Valid
Attractiveness			
5	The attractiveness of Influencers to sell iphone products has the right target or the desired target.	0,611	Valid
6	I think Influencers are attractive enough when offering products that people want.	0,506	Valid
7	Influencers have enough experience in captivating the target buyer of iphone products	0,597	Valid
Expertise			
8	Influencers have special expertise in marketing products according to the target.	0,583	Valid
9	Placement in making sales, Influencers are always confident and expert in offering iphone products to consumers as desired.	0,602	Valid
10	In placing the product to be sold, Influencers already understand the shape of people's desires.	0,688	Valid

Source: Data Processing Results, 2024.

Based on the table above, the results show that all question items for the influencer variable (X4) are valid. This is evidenced that the entire correlation value of each question item is greater than 0.1723.

Table 5. Results of the validity test of the purchase decision variable (Y)

No	Question	Coefficient of Validity	Description
0,1723			
Product choice			
1	Consumers are always right in making decisions to have iphone products as desired	0,686	Valid
2	iphone products are quite varied in determining their choices	0,94	Valid
Brand choice			
3	Consumers always make the right decisions in buying the product brand they want	0,663	Valid
4	Consumers always choose the desired product brand based on the trust they have that is currently popular	0,554	Valid
Choice of distributor			
5	Consumers always make decisions to buy products from the desired distributor	0,602	Valid
6	The iphone company sends its products according to consumer orders	0,500	Valid
Purchase time			
7	Consumers in buying iphone products have different times each month	0,596	Valid
8	iphone products are sold at different times	0,579	
Purchase amount			

9	The company always prepares a large amount when consumers need its products	0,574	Valid
10	The need for iphone products is always prepared by the company in large quantities according to consumer desires	0,625	Valid

Source: Data Processing Results, 2024.

Based on the table above, the results show that all question items for the purchasing decision variable (Y) are valid. This is evidenced that the entire correlation value of each question item is greater than 0.1723.

Table 6. Reliability Test Results on variable instruments digital marketing, promotion, influencers, purchasing decisions

Variable	Cronbach's Alpha	N of Items	Description
Digital Marketing (X ₁)	0,762	10	Reliabel
Promotion, (X ₂)	0,786	10	Reliabel
Influencer (X ₂)	0,797	10	Reliabel
Keputusan Pembelian (Y)	0,807	10	Reliabel

Source: Data Processing Results, 2024

From the table above, it can be seen that the results of testing the reliability of the instrument are calculated using the Cronbach's Alpha formula with the help of the IBM SPSS Statistics 26 programme, the results of Cronbach Alpha (α) > 0.60, so all instruments are declared reliable.

Table 7. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.445	.358		1.241	.217
	x1	.008	.008	.008	1.003	.018
	x2	.293	.141	.300	2.077	.040
	x3	.413	.085	.414	4.854	.000
	x4	.276	.140	.281	1.971	.041

a. Dependent Variable: y

Source: Data Processing Results, 2024

From the table above, the regression equation can be made:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 0.445 + 0.008 X_1 + 0.293 X_2 + 0.413 X_3 + 0.276 X_4 = 0.358$$

Where:

Y = Purchase decision

a = Constant

b₁b₂b₃b₄ = Regression coefficient

X₁ = Digital marketing

X₂ = Social media

X₃ = Promotion

X₄ = Influencer

e = error

The regression equation above can be explained as follows:

- The regression constant value of 0.445 means that if there are no digital marketing variables (X1), media (X2), promotion (X3) and Influencer the value is 0 (zero), then the purchase decision (Y) for iphone products is 0.115.
- The regression coefficient of 0.008 means that if the digital marketing variable (X1) is worth 0 (no value), then the purchase decision (Y) will increase by 0.008 the coefficient is positive, meaning that there is a positive or unidirectional relationship between digital marketing and purchasing decisions for iphone products.
- The regression coefficient of 0.293 means that if the social media variable (X2) is 0 (no value), the purchasing decision (Y) will increase by 0.293 the coefficient is positive, meaning that there is a positive or unidirectional relationship between social media and purchasing decisions for iphone products.
- The regression coefficient of 0.413 means that if the promotion variable (X3) value is 0 (no value), the purchasing decision (Y) will increase by 0.413 the coefficient is positive, meaning that there is a positive or unidirectional relationship between promotion and purchasing decisions for iphone products.
- The regression coefficient of 0.276 means that if the influencer variable (X4) value is 0 (no value), the purchasing decision (Y) will increase by 0.276 The coefficient is positive, meaning that there is a positive or unidirectional relationship between influencers on purchasing decisions for iphone products.

Table 8. Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.995	.994	.32798

a. Predictors: (Constant), x4, x1, x3, x2

Source: Data Processing Results, 2024.

Based on the table above, the R2 (R Square) number is 0.997 or (100%). This shows that the percentage contribution of the influence of the independent variable on the dependent variable is 100% or the variation in the independent variables used in this model is able to explain (100%) the variation in the dependent variable. While the remaining 0% of (100% - 0%), it is explained that it is not influenced by other variables in this research model.

Table 9. The results of the t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.445	.358		1.241	.217
	x1	.008	.008	.008	1.003	.018
	x2	.293	.141	.300	2.077	.040
	x3	.413	.085	.414	4.854	.000
	x4	.276	.140	.281	1.971	.041

a. Dependent Variable: y

Source: Data Processing Results, 2024.

Based on the table above, it can be decided that:

1. The digital marketing test results (X1) show $t_{count} 2.003 > t_{table} 1.656$ and sigfinication $0.018 < 0.05$, then the results of the Ha hypothesis are accepted and Ho is rejected, meaning that digital marketing has a positive and significant effect on purchasing decisions for iphone products.
2. The results of the social media test (X2) show $t_{itung} 2.077 > t_{tabel} 1.656$ and sigfinikasi $0.040 < 0.05$, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that social media has a positive and significant effect on purchasing decisions for iphone products.
3. The promotion test results (X3) show $t_{itung} 4.854 > t_{tabel} 1.656$ and sigfinikasi $0.000 < 0.05$, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that promotion has a positive and significant effect on purchasing decisions for iphone products.
4. The results of the influencer test (X4) show $t_{count} 1.971 > t_{table} 1.656$ and sigfinication $0.041 < 0.05$, then the results of the Ha hypothesis are accepted and Ho is rejected, meaning that influencers have a positive and significant effect on purchasing decisions for iphone products.

Table 10. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8867.688	3	2955.896	11.7515.456	.000 ^b
	Residual	2.540	101	.025		
	Total	8870.229	104			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x2, x1

Source: Data processing results, 2024.

Based on the comparison of the Fcount value with Ftable, the Fcount value is greater than the Ftable value, namely $11.7515 > 2.44$, it is concluded that Accepting the Hypothesis, meaning that there is a simultaneous influence between digital marketing (X1), social media (X2), promotion (X3) and influencers (X4) on purchasing decisions for iphone products. This can be seen at a significance level of $0.000 < 0.05$.

4. Discussion

The Effect of Digital Marketing on Purchasing Decisions for Iphone Products

The results showed that the digital marketing test (X1) showed $t_{count} 2.003 > t_{table} 1.656$ and sigfinication $0.018 < 0.05$, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that digital marketing has a positive and significant effect on purchasing decisions for iphone products. According to Fadhli and Pratiwi (2021: 11), digital marketing is a way for a company to market and promote the products or services they have. So, digital marketing helps create consumer demand by using the power of an interconnected interactive web,

These results are also supported by previous research by Putri Aji Sukaningsih in (2022) which states that Digital Marketing has a positive and significant effect on Purchasing Decisions. Thus, digital marketing as an online or electronically based marketing strategy can influence purchasing decisions for iphone products.

The Effect of Social Media on Purchasing Decisions for Iphone Products

The results showed that the social media test (X_2) showed $t_{count} 2.077 > t_{table} 1.656$ and $sigfinication 0.040 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that social media has a positive and significant effect on purchasing decisions for iphone products. According to Nabila et al. (2020: 12) social media or social media is an online media that operates with the help of web-based technology that makes changes in terms of communication which used to be one-way and turned into two-way or can be referred to as dialogue. So, social media is a site where everyone can create a personal web page, then connect with friends from various parts of the world to share information and communicate with each other.

These results are also supported by previous research by Christian Nano Putra in (2023) saying that social media has an effect on consumers at Kevin Sport & Florist Bengkulu Store. Thus, social media is an excellent platform for telling stories and provides an ideal space to meet human needs to interact with purchasing decisions for iphone products.

The Effect of Promotion on Purchasing Decisions for Iphone Products

The results showed that the promotion test (X_3) showed $t_{count} 4.854 > t_{table} 1.656$ and $sigfinication 0.000 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that promotion has a positive and significant effect on purchasing decisions for iphone products. According to Laksana (2019: 129) promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitudes and behaviour of buyers, who previously did not know to get to know so that they become buyers and keep the product in mind. So, promotion is one of the elements that greatly influences the acquisition strategy of the company so that the sales level is maximised.

These results are also supported by previous research by Muhammad Luthfi Khakim in 2020 (2020) which states that promotion has a positive and significant effect on purchasing decisions for iphone in Semarang city. Thus promotion is a communication tool from sellers and buyers that comes from the right information, which aims to change the attitudes and behaviour of buyers towards purchasing decisions for iphone products.

Influence of Influencers on Purchasing Decisions for Iphone Products

The results showed that the influencer test (X_4) showed $t_{count} 1.971 > t_{table} 1.656$ and $sigfinication 0.041 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that influencers have a positive and significant effect on purchasing decisions for iphone products. According to Citra Amalia et al, (2019: 26) influencer comes from the word influence which means influence, which means the power to influence a person, thing, or situation. So, Influencer is someone who has an influence or someone who influences others on purchasing decisions for iphone products.

These results are also supported by previous research by Christian Nano Putra in (2023) saying that influencers have an effect on consumers at Kevin Sport & Florist Bengkulu Store. Thus, influencers can become a spotlight or example to be imitated for those affected when they see it, so that it can have a positive effect on purchasing decisions on iphone products.

The influence of Digital Marketing, Social Media, Promotion and Influencers on purchasing decisions for iphone products

Based on the results of the F_{count} value with F_{table} , the F_{count} value is greater than the F_{table} value, namely $11.7515 > 2.44$, it is concluded that accepting the hypothesis, meaning that there is a simultaneous influence between digital marketing (XI), social

media (X2), promotion (X3) and influencers (X4) on purchasing decisions for iphone products. This can be seen at a significance level of $0.000 < 0.05$.

These results are also supported by previous research by Putri Aji Sukaningsih in (2022), Via Nabila Rahmanda in (2023) Muhammad Luthfi Khakim in (2020) said that simltas or together have a positive and significant effect on purchasing decisions iPhone. Thus, the results of the simultaneous test have an influence between digital marketing (XI), social media (X2), promotion (X3) and influencers (X4) on purchasing decisions for iphone products.

5. Conclusion

From the results of this study entitled 'The influence of digital marketing, social media, promotion and influencers on purchasing decisions for iphone products, it is concluded that:

1. The digital marketing test results (XI) show $t_{count} 1.003 > t_{table} 1.656$ and sigfinication $0.018 < 0.05$, then the results of the H_a hypothesis are accepted and H_o is rejected, meaning that digital marketing has a positive and significant effect on purchasing decisions for iphone products. This means that the hypothesis is accepted.
2. The results of the social media test (X2) show $t_{count} 2.077 > t_{table} 1.656$ and sigfinication $0.040 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that social media has a positive and significant effect on purchasing decisions for iphone products This means that the hypothesis is accepted.
3. The promotion test results (X3) show $t_{count} 4.854 > t_{table} 1.656$ and sigfinication $0.000 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that promotion has a positive and significant effect on purchasing decisions for iphone products. This means that the hypothesis is accepted.
4. The results of the influencer test (X4) show $t_{count} 1.971 > t_{table} 1.656$ and sigfinikasi $0.041 < 0.05$, then the results of the hypothesis H_a is accepted and H_o is rejected, meaning that influencers have a positive and significant effect on purchasing decisions for iphone products. This means that the hypothesis is accepted.
5. The results of comparing the F_{count} value with F_{table} , the F_{count} value is greater than the F_{table} value, namely $11.7515 > 2.44$, it is concluded that Accepting the Hypothesis, meaning that there is a simultaneous influence between digital marketing (XI), social media (X2), promotion (X3) and influencers (X4) on purchasing decisions for iphone products. This can be seen at a significance level of $0.000 < 0.05$. This can be seen at a significance level of $0.000 < 0.05$.

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