

The Influence of Digital Marketing and Product Quality on Consumer Purchase Decisions at Manjadda Shop

Zaenab N.B Meney^{1*}, Lindanur Sipatu², Rosida P Adam³

¹Student majoring in Management, Economics and Business, Faculty of PSDKU, Tadulako University, Tojo Una-Una

^{2,3}Lecturer in the Department of Management, Faculty of Economics and Business, PSDKU, Tadulako University, Tojo Una-Una

Corresponding Author: Zaenab N.B Meney zaenabnbmeney@gmail.com

ARTICLE INFO

Keywords: Digital Marketing, Product Quality, Purchasing Decisions

Received : 1 June

Revised : 20 July

Accepted: 20 August

©2025 Meney, Sipatu, Adam : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study is to look into how customer purchasing decisions at the fashion store ManjaddaShop are impacted by digital marketing and product quality. The emergence of digital technology has altered consumer buying habits, therefore businesses need to use effective marketing techniques and continuously uphold product quality. In this study, the survey method is combined with a quantitative methodology. 180 responders were the outcome of employing an incidental sampling technique to calculate the sample size based on the number of instrument indications. Questionnaires were used to collect data, and multiple linear regression was used to evaluate the findings. The study found that while digital marketing has little to no effect on purchasing decisions, product quality has a favorable and significant impact. The R Square value of 0.728 shows that both independent factors concurrently have a significant impact on purchasing decisions. This implies that product quality and digital marketing account for 72.8% of the variance in purchasing decisions. These results show that, when it comes to online fashion enterprises, consumer purchasing decisions are more influenced by product quality than by digital marketing tactics

INTRODUCTION

The development of digital technology has brought significant changes in consumer behavior, especially in the fashion industry (Ananda Ilmhy Saputri et al., 2025; Hanaysha, 2022). Consumers are now more active in seeking information through social media, marketplaces, and websites before making purchasing decisions. Consumer behavior is influenced not only by the price and appearance of products but also by the digital marketing strategies employed and the quality of the products offered (Aghazadeh & Khoshnevis, 2024; Ardani, 2022).

Digital marketing has become an important tool in reaching consumers in the age of the internet. Marketing through social media, websites, and other digital platforms allows companies to build interactive and personal relationships with consumers more quickly and efficiently (Erwin, 2024; Sari & Wirawan, 2022). In this context, digital marketing not only increases brand awareness but also has the ability to influence consumers' perceptions of a product's value and quality (Aghazadeh & Khoshnevis, 2024). In addition to marketing strategies, product quality also plays a crucial role in shaping purchasing decisions. Good quality, such as comfortable materials, durability, and alignment with consumer expectations, is a determining factor in creating customer satisfaction and loyalty (Kotler, 2017). High-quality products increase the likelihood of repeat purchases and positive recommendations from customers, while low-quality products can damage brand image and reduce loyalty, even if supported by a good digital marketing strategy (Amberg & Fogarassy, 2019; Gordon R. et al., 2021).

Manjaddashop, as one of the local fashion businesses, strives to optimize digital marketing to enhance competitiveness and attract more customers. However, challenges still arise, especially in maintaining product quality consistency. Several issues such as defective products, stains on clothing, or production results that do not meet consumer expectations are still found. Therefore, it is important for Manjaddashop to develop strategies that include improving product quality as well as optimal utilization of digital marketing (Aunillah & Himawan, 2023; Sari & Wirawan, 2022).

Strategies that can be implemented by Manjaddashop include improving product quality control, optimizing the use of digital media, and adjusting designs to current fashion trends. The combination of effective digital marketing strategies with superior product quality is believed to significantly enhance consumer satisfaction and purchasing decisions. Previous studies have shown that both digital marketing and product quality have a significant influence on purchasing decisions (Sari & Wirawan, 2022). In order to aid in the development of more focused and fiercely competitive business strategies in the current digital era, this study intends to examine how consumer purchase decisions at the Manjaddashop fashion company are impacted by digital marketing and product quality.

Based on the problem formulation above, the objectives of this research are:

1. What is the extent of the influence of Digital marketing on purchasing decisions in the Manjadda Shoop fashion business?
2. What is the extent of the influence of Product Quality on purchasing decisions in the Manjadda Shop fashion business?
3. What is the extent of the simultaneous influence on purchasing decisions in the Manjadda Shop fashion business?

LITERATURE REVIEW

Digital Marketing

Digital marketing or it can be called digital marketing (Hanaysha, 2022; Hu et al., 2024) is all efforts made in terms of marketing using devices connected to the internet. With various strategies that are essentially about communicating with potential consumers through online communication channels, (Chakti, 2019)

Dimensions of Digital Marketing

There are 5 Dimensions of Digital Marketing According to (Bagas Ilham Lucyantoro & Moch. Rizaldy Rachmansyah, 2022) which are:

1. Content Marketing
2. Product Marketing Techniques (Search Engine Marketing)
3. Social Media Strategy
4. Pull
5. Push Concept Product Quality

According to (Triyono, 2019), The entirety of a product or service's attributes that enable it to satisfy customers' stated or implicit needs is referred to as quality. Dimensions of Product Quality According to (Kotler, 2017), the indicators of Product Quality are:

1. Performance.
2. Product diversity.
3. Reliability.
4. Conformity.
5. Durability.
6. Features.
7. Aesthetics.
8. Perceived Quality.

Purchase Decision

The process by which consumers comprehend the difficulties of looking for information or a particular brand of a product, then assess how effectively each alternative may address their issues, culminates in the buying decision, according to Koay et al. (2022).Dimensions of Purchase DecisionThe dimensions of the purchase decision according to (Kotler, 2017) are:

1. Identification of the Issue
2. Information Lookup
3. Alternatives Evaluation
4. Purchasing Choice

5. Behavior After Purchase

Conceptual Framework

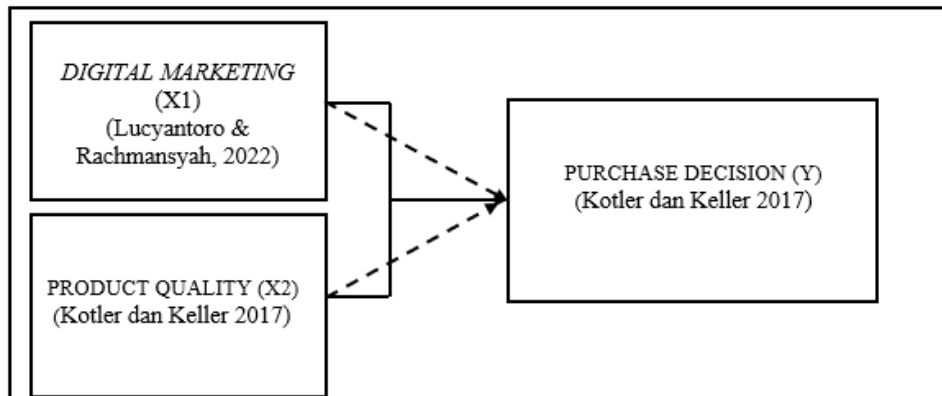


Figure 1. Conceptual Framework

Ket :

————— = Parsial
----- = Simultan

Hypothesis

Based on the theory and framework above, the following hypotheses can be formulated:

1. Digital marketing has a positive and significant effect on consumer purchasing decisions in the fashion business Manjaddashop.
2. Product quality has a positive and significant effect on consumer purchasing decisions in the fashion business Manjaddashop.
3. Digital marketing and product quality simultaneously have a positive and significant effect on consumer purchasing decisions in the fashion business Manjaddashop.

METHODOLOGY

Based on how the objectives are categorized, this study falls into the category of causal descriptive quantitative research with a survey approach. To collect information in the field, the researcher conducted a survey. The data collection method includes observation (Sugiyono, 2016) (interviews or questionnaires) that are not in-depth, and the study results tend to be generalized. The variables in this study are:

1. Independent Variable.

- Based on how the objectives are categorized, this study falls into the category of causal descriptive quantitative research with a survey approach. To collect information in the field, the researcher conducted a survey. The data collection method includes observation (Sugiyono, 2016) (interviews or questionnaires) that are not in-depth, and the study results tend to be generalized. The variables in this study are: 1. Independent Variable.
- Product Quality (X2) refers to the level of excellence of a product as perceived by consumers, in terms of functionality, design, durability,

comfort, and suitability with expectations. In the context of ManjaddaShop, product quality includes aspects such as the materials used in clothing, models or designs that are in line with trends, comfort when worn, and the durability of the product after repeated use. The higher the product quality perceived by consumers, the greater their tendency to purchase and recommend that product.

2. Dependent Variable

Purchase Decision (Y) is the mental process and actions of consumers in selecting, considering, and ultimately buying a product based on information, needs, and perceptions of the value of the product. Purchase decisions are influenced by various factors, including promotions received through digital media and perceptions of product quality. In the context of ManjaddaShop, purchase decisions include aspects such as interest in the product after seeing digital promotions, trust in the brand, comfort when using the product, and the intention to repurchase or recommend it to others.

Population and Samples

The population of this study consists of all customers who have made a purchase at Manjaddashop. The sampling method used is non-probability sampling, specifically accidental sampling, which is used to select samples for this research (Ahmad et al., 2024; Hossan et al., 2023).

In this study, the sample was determined based on the number of indicators in the research instrument, which consists of 36 indicators developed from three main variables. Referring to the guidelines from (Hair J et al., 2022), the ideal sample size in quantitative research is at least 5 to 10 times the number of indicators. Thus, the minimum sample size required is $36 \times 5 = 180$ respondents. Based on this calculation, the researcher set the sample size to 180 respondents, which has met the minimum criteria for valid and representative data analysis. A validity and reliability-tested questionnaire was employed in the data collection process, and Multiple Linear Regression was used for analysis. The impact of independent factors on the dependent variable is ascertained through the use of multiple regression analysis. The following is the formulation of the regression equation model with three independent variables. (Sugiyono, 2019):

$$Y=a+b_1X_1+b_2X_2$$

Description:

Y = Purchase Decision

X₁ = Digital Marketing

X₂ = Product Quality

a = Constant

Test of Classical Assumptions

1. Normality Test

The results of the normality test can be seen in Figure 1 below

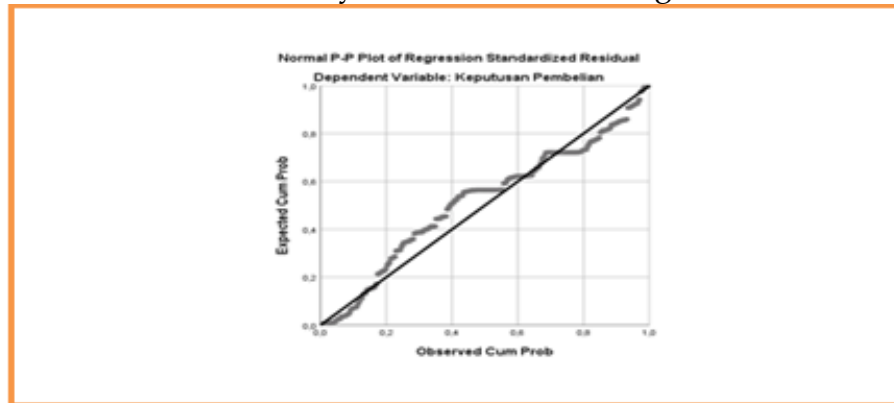


Figure 2. Normality Test

Source: SPSS Data Output, 2025

Based on the P-P Plot results, it can be concluded that the data in this study meets the assumption of normality. This is indicated by the points on the graph that are close to or nearly parallel to the diagonal line. 1. Multicollinearity Test The multicollinearity test is conducted by analyzing the Tolerance and Variance Inflation Factor (VIF) values. The results of this test are presented in the table below.

Table 1. Results of the Multicollinearity Test

Model	Collinerity Statistics	
	Tolerance	VIF
X1	0,232	4,314
X2	0,232	4,314

Source: Output Data SPSS, 2025

Based on the analysis, all variables show a VIF value below 10 and a Tolerance value above 0.10. This indicates that there are no signs of multicollinearity among the independent variables. Therefore, all variables can be used as independent variables in the regression model.

2. Heteroscedasticity Test

The heteroscedasticity test is conducted by visualizing a scatterplot of residuals versus predicted values. The results are presented in the figure below

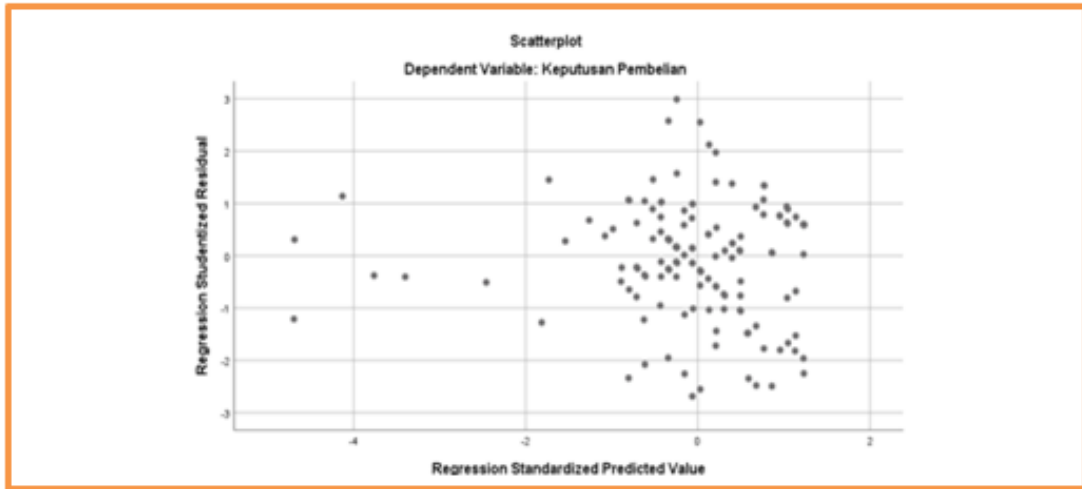


Figure 3. Heteroskedasticity Test
 Source: SPSS Data Output, 2025

The scatter diagram shows a random distribution of residuals without forming any specific or clear pattern around the predicted values. This indicates the absence of heteroskedasticity. Therefore, the assumption of homoskedasticity is met in this regression model. Multiple Linear Regression Analysis Based on data analysis using SPSS 25 for Windows, the results of the multiple regression analysis are as follows:

Table 2. Summary of Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,525	1,812		3,049	,003
	X1	0,001	,088	,001	,007	,995
	X2	0,529	,051	,853	10,437	,000
R		=0,853		Sig.F =0,000		
R Square		=0,728		$\alpha \geq 0,05$		
Adjusted R Square		=0,725				

Source: Processed data, 2025

Based on Table 2 above, the multiple linear regression model equation is obtained as follows:

$$Y = 5,525 + 0,001 X_1 + 0,853 X_2 + e$$

The multiple linear regression equation model above can be explained as follows:

1. The results of the multiple linear regression equation indicate that the constant (intercept) of 5.525 means that if variable X1 (for example, Digital Marketing) and X2 (Product Quality) are valued at zero, then the Purchase Decision (Y) is 5.525. The coefficient value of X1 is 0.001, indicating that every increase of 1 unit in X1 only increases Y by 0.001, which means its effect is very small. Meanwhile, the coefficient value of X2 is 0.529, indicating that every increase of 1 unit in product quality will increase the purchase decision by 0.529, showing a larger and more significant effect on the dependent variable.
2. Based on the significance test (Sig. value), variable X1 has a value of 0.995, far above the threshold of 0.05. This means that X1 does not have a significant effect on the purchasing decision. In contrast, X2 has a significance value of 0.000, indicating its effect is very significant. This is also reinforced by the calculated t value of X2 at 10.437, which is much larger compared to the calculated t value of X1 at only 0.007.
3. Looking at the standardized beta coefficient values, X2 has a beta value of 0.853, indicating that X2 is the most dominant variable affecting the purchasing decision. Meanwhile, X1 has a beta value of only 0.001, indicating a very small effect.

Hypothesis Testing

Simultaneous Hypothesis Testing (F Test)

The F test essentially helps identify whether all independent variables simultaneously affect the dependent variable. It uses a simultaneous test with the following steps: 1. If F calculated > F Table and the Probability value (significance) < 0.05, then Ho is rejected and Ha is accepted, which means there is a simultaneous effect. 2. If F calculated is less than F Table and the Probability value (significance) is greater than 0.05, then Ho is accepted and Ha is rejected, which means there is no simultaneous effect.

Table 3. Results of the F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5901,298	2	2950,649	236,508	,000 ^b
	Residual	2208,230	177	12,478		
	Total	8109,528	179			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Primary Data Processed by SPSS (2025)

Based on Table 3, the results of the F Test (ANOVA) show an F calculated value of 236.508 with a significance (Sig.) value of 0.000. This significance value is much smaller than the significance level of 0.05, thus it can be concluded that the regression model involving independent variables X1 and X2 has a simultaneous effect on the dependent variable Y (Purchase Decision). This means that collectively, variable X1 (for example, Digital Marketing) and X2 (Product Quality) have a significant influence in explaining the variation in consumer purchase decisions. Therefore, the regression model developed is deemed suitable for use in this research. Partial Hypothesis Testing (t-test)

The t-test is conducted to examine the individual (partial) effect of each independent variable on the dependent variable (Purchase Decision).

Table 4. T-test Results

Variabel	t	Sig
Digital Marketing	0,007	,995
Product Quality	10,437	,000

Source: Primary Data Processed by SPSS (2025)

- 1) Purchase Decision. With a sample size of 180 and two independent variables, the degrees of freedom (df) obtained is 177 (calculated from $n-k-1=180-2-1$). The t table value used as the testing threshold is 1.973 at a 5% significance level ($\alpha = 0.05$) two-tailed.
- 2) Digital Marketing Variable, the t value = 0.007 with a significance value (Sig.) = 0.995, which is far above the t table value and the significance threshold. This indicates that partially, Digital Marketing does not significantly affect purchasing decisions. Thus, the hypothesis that Digital Marketing affects purchasing decisions is rejected.
- 3) The Product Quality Variable has a t value = 10.437 with a significance value = 0.000, which is much greater than the t table value and is statistically very significant. This proves that Product Quality has a significant partial impact on purchasing decisions. This means that improving product quality will have a real impact on consumer decisions in making purchases.

The conclusion from this T test result is that only Product Quality has a significant impact on purchasing decisions, while Digital Marketing does not have a significant influence in this study.

Coefficient of Determination (R^2)

The analysis of the coefficient of determination (R^2) is conducted to measure the proportion of variance in the dependent variable (Y) that can be jointly explained by the independent variables (X). Based on the data processed using SPSS 25 for Windows, the results are as follows:

Table 5. Results of the Coefficient Of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,853 ^a	,728	,725	3,53212	
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Source: Primary Data Processed by SPSS (2025)

An R Square value of 0.728 was achieved based on the Coefficient of Determination (R²) test results, as shown in Table 3. This indicates that the independent variables, namely Product Quality (X2) and Digital Marketing (X1), jointly account for 72.8% of the Purchase Decision variable (Y). In the meantime, factors outside the purview of this research model have an impact on the remaining 27.2%. An adjustment that accounts for the number of independent variables in the model is indicated by the Adjusted R Square value of 0.725. The regression model constructed appears to be highly effective in explaining how the two independent variables impact customer purchasing decisions, as indicated by the high coefficient of determination value.

RESULTS AND DISCUSSION

1. The Influence of Digital Marketing Variables on Purchase Decisions

Based on the results of this study, the Digital Marketing variable does not have a significant effect on consumer purchase decisions at ManjaddaShop. This is indicated by the significance value exceeding the significance threshold ($\alpha > 0.05$), which indicates that the digital marketing strategies implemented have not been able to provide a real impact on consumer decisions in making purchases. Although ManjaddaShop has used social media such as Instagram and WhatsApp and visual content in its promotions, the results are still not effective enough to encourage consumers to make purchase decisions.

In the current digital era, where consumers are increasingly active on social media and digital platforms, this outcome may be caused by several factors, such as inconsistency in the content published, low interaction between the brand and consumers, or misalignment between the digital marketing strategies used and the preferences of the target market. Consumers may still consider other factors such as product quality, price, or recommendations from close friends more than the digital ads or promotions they see.

This finding is in line with research by (Rosanti & Wirawan, 2024) which states that digital marketing does not always have a significant impact on purchase decisions, especially if its implementation has not targeted the market accurately. Similarly, research by (Erwin, 2024) found that although digital marketing reaches a wide range of users, not all digital campaigns succeed in converting intentions into purchasing decisions. Furthermore, A (Ardani, 2022) concluded that the effectiveness of digital marketing heavily depends on content

quality, timing of publication, and consumer engagement; therefore, if these factors are not met, the impact becomes insignificant.

The results of this research indicate that ManjaddaShop needs to evaluate and refine its digital marketing strategy. To enhance its influence on purchasing decisions, a more targeted and relevant approach to the characteristics of the target audience is required, for instance by creating more personalized content, involving customers in digital campaigns, and utilizing analytics data to measure the effectiveness of each strategy employed. This is important so that digital marketing is not just a promotional medium, but also capable of driving real conversions in the form of purchases.

2. The Influence of Product Quality Variables on Purchase Decisions

Based on the results of this research, the product quality variable has been proven to have a positive and significant effect on purchasing decisions at ManjaddaShop. This finding shows that ManjaddaShop consumers pay great attention to the quality aspects of the products before deciding to buy. Good product quality in terms of materials, durability, design, and suitability with the description becomes the main factor influencing consumer interest and confidence in making purchases. ManjaddaShop, as a digital business actor, must be able to maintain the consistency of the quality of the products offered in order to compete amid high competition in marketplace platforms such as Shopee. In practice, consumers tend to compare similar products from various stores and will prefer products that are deemed to be of higher quality based on user reviews, real product photos, and the alignment between expectations and reality.

This finding is supported by research conducted by Fatmawati et al. (2023) which found that product quality has a significant impact on purchasing decisions for MSME products in the Shopee marketplace. The study mentions that high-quality products not only enhance consumer trust but also reduce the likelihood of product returns. Furthermore, Maharani Ikaningtyas et al. (2025) in their research on local fashion products stated that quality aspects such as material durability, neatness of stitching, and comfort of use are key factors influencing purchasing decisions. This is very relevant to the products sold by Manjada Shop, which operates in the fashion and accessories sector.

In addition, the theory put forward by (Kotler, 2017) states that product quality is one of the main dimensions in creating value for consumers. Consumers will assess a product based on its ability to meet their needs and desires. If consumer perception of product quality is high, then the tendency to purchase that product will also increase. The results of this study support the view that product quality is a crucial factor in attracting consumer buying interest, especially in the context of online businesses like ManjaddaShop. Efforts to continuously maintain quality, pay attention to product details, and provide accurate descriptions will have a direct impact on increasing purchase decisions and customer loyalty.

3. The Influence of Digital Marketing Variables and Product Quality Has a Simultaneous Effect on Purchase Decisions

The results of this study indicate that the variables of digital marketing and product quality together have a significant effect on consumer purchasing decisions at ManjaddaShop. This is evidenced by the significance value of the F test of 0.000, which is less than the significance level of 0.05, and the calculated F value being greater than the F table. This means that although digital marketing does not have a significant effect partially, its existence still collectively supports when combined with product quality. These results suggest that the combination of digital communication strategies with quality product offerings can create a strong impetus for consumers in making purchasing decisions.

In the context of digital-based fashion business like ManjaddaShop, the integration of digital marketing and product quality is a mutually reinforcing strategic approach. Digital marketing strategies help shape initial consumer perceptions through social media, promotional content, and product visuals, while product quality becomes a key factor in converting interest into actual purchase decisions. Research by (Anggraini & Noviyanti, 2024) reinforces this by stating that digital marketing is not always significant individually, but has an impact when combined with stronger variables such as product quality. Meanwhile, (Maharani & Nazmah, 2023) added that emotional engagement in digital content enhances campaign effectiveness only if supported by product quality that meets consumer expectations.

Product quality itself has proven to be the most dominant variable influencing purchase decisions, but its impact becomes even more optimal when accompanied by effective digital marketing. In this digital era, consumers are not only looking for good products, but also want to have an engaging and informative shopping experience from the beginning. (Aisah et al., 2025) highlight that in the fashion industry, the quality of materials, design, and comfort of products are the main benchmarks in purchase decisions. When product quality is combined with relevant and consistent digital communication, consumer trust will increase and strengthen the intention to purchase.

Overall, these findings demonstrate the importance of synergy between the two variables. With a coefficient of determination (R^2) of 0.728, it can be concluded that 72.8% of the variation in consumer purchasing decisions can be explained by the digital marketing and product quality variables simultaneously. Therefore, ManjaddaShop needs to continue developing engaging digital content that aligns with the target audience while maintaining high product quality standards. This integrated approach will serve as a strong competitive advantage in enhancing sales conversion amid fierce competition in the online marketplace.

CONCLUSIONS

1. Digital marketing does not have a significant impact on the purchasing decisions of ManjaddaShop consumers. This indicates that the current digital marketing strategies implemented have not been able to provide a real impact on consumer buying actions. Although the company has utilized social media and digital platforms, its effectiveness in driving purchase decisions is still low, presumably due to a lack of content consistency, minimal interaction, or misalignment with the characteristics of the target audience.
2. Product quality has a positive and significant impact on purchasing decisions. This proves that the better the quality of the products offered, the higher the consumers' tendency to purchase. Aspects such as comfort, durability, aesthetics, and the suitability of the product with consumer expectations are the main factors in the purchasing decision-making process at ManjaddaShop.
3. Simultaneously, digital marketing and product quality significantly influence purchasing decisions, although partially only product quality has a significant impact. The regression model in this study explains that 72.8% of the variation in purchasing decisions can be explained by these two variables, with product quality as the dominant factor.

RECOMMENDATIONS

Based on the results of the research and the conclusions obtained, the researcher provides several suggestions as follows:

1. For ManjaddaShop, it is recommended to evaluate and improve their digital marketing strategy to be more creative, interactive, and suitable for the characteristics of the target consumers. For example, by enhancing content quality, increasing posting frequency, collaborating with influencers, and optimizing online shopping features through social media.
2. Improving product quality should be a top priority, as this variable has been proven to have a significant impact on purchasing decisions. Aspects such as material comfort, product durability, up-to-date design, and price quality compatibility need to be maintained and enhanced.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Influence of Digital Marketing and Product Quality on Consumer Purchase Decisions to perfect this research and increase insight for readers and writers.

REFERENCES

- Aghazadeh, H., & Khoshnevis, M. (2024). Digital Marketing Implementation and Practice. In *Digital Marketing Technologies*. https://doi.org/10.1007/978-981-97-0607-5_3
- Ahmad, S., Shabbir, J., Emam, W., Zahid, E., Aamir, M., Khalid, M., & Muhammad Anas, M. (2024). An improved class of estimators for estimation of population distribution functions under stratified random sampling. *Heliyon*, 10(7), e28272. <https://doi.org/10.1016/j.heliyon.2024.e28272>
- Aisah, S., Hakim, L. N., & Sutriningsih, T. (2025). YUME : Journal of Management Pengaruh Kualitas Produk , Harga Dan Deskripsi Produk Terhadap Keputusan Pembelian Konsumen Produk Jiniso Pada Marketplace Shopee Di Kota Kalianda. 8(2), 1479–1495.
- Amberg, N., & Fogarassy, C. (2019). Green Consumer Behavior in the Cosmetics Market. *Resources*, 8(3), 137. <https://doi.org/10.3390/resources8030137>
- Ananda Ilmhy Saputri, Rosida P. Adam, & Syamsul Bahri Dg parani. (2025). The Influence of Visual Testimonials (Photos/Videos) on Consumer Confidence in Buying Fashion Products in the Shopee Marketplace. *Multitech Journal of Applied Sciences (MJAS)*, 02, 06. <https://doi.org/doi.org/10.59890/sgep9265>
- Anggraini, A., & Noviyanti, I. (2024). Pengaruh Digital Marketing dan Word Of Mouth terhadap Keputusan Pembelian pada Siliwangi Coffee Space di Depok. *Prosiding Seminar Nasional Manajemen*, 3(2), 22993–23002.
- Ardani, W. (2022). Pengaruh Digital Marketing Terhadap Perilaku Konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40–47. <https://doi.org/10.55182/jtp.v2i1.102>
- Aunillah, N., & Himawan, A. F. I. (2023). Pengaruh E-Commerce Shopee, Kualitas Produk dan Variasi Produk Terhadap Keputusan Pembelian Produk Snack. *Master: Jurnal Manajemen Dan Bisnis Terapan*, 2(2), 108. <https://doi.org/10.30595/jmbt.v2i2.15254>
- Bagas Ilham Lucyantoro, & Moch. Rizaldy Rachmansyah. (2022). PENERAPAN STRATEGI DIGITAL MARKETING, TEORI ANTRIAN TERHADAP TINGKAT KEPUASAN PELANGGAN (Studi Kasus di MyBCA Ciputra World Surabaya). *Jurnal Pelayanan Dan Pengabdian Masyarakat Indonesia*, 1(3), 38–57. <https://doi.org/10.55606/jppmi.v1i3.44>
- Chakti, G. (2019). *THE Book of Digital Marketing – Google Books* (Vol. 1, pp. 1–17).
- Erwin, et al. (2024). *PEMASARAN DIGITAL (Teori dan Implementasi)* (Issue January).

- Fatmawati, I., Abiyyu Fathin, A., & Jaroenwanit, P. (2023). Understanding how customers shape purchase decisions in the e-commerce marketplace. *BISMA (Bisnis Dan Manajemen)*, 15(2), 229–254. <https://doi.org/10.26740/bisma.v15n2.p229-254>
- Gordon R., F., Jorge M., O.-C., & Rafael B., P. (2021). Consumer behavior analysis and the marketing firm: Measures of performance. *Journal of Organizational Behavior Management*, 41(2), 97–123. <https://doi.org/10.1080/01608061.2020.1860860>
- Hair J, R, A., Babin B, & Black W. (2022). *Multivariate Data Analysis.pdf*. In Australia: Cengage: Vol. 7 edition (p. 758).
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hossan, D., Dato' Mansor, Z., & Jaharuddin, N. S. (2023). Research Population and Sampling in Quantitative Study. *International Journal of Business and Technopreneurship (IJBT)*, 13(3), 209–222. <https://doi.org/10.58915/ijbt.v13i3.263>
- Hu, T.-L., Chao, C.-M., & Lin, C.-H. (2024). The Role of Social Media Marketing in Green Product Repurchase Intention. *Sustainability*, 16(14), 5916. <https://doi.org/10.3390/su16145916>
- Koay, K. Y., Sandhu, M. S., Tjiptono, F., & Watabe, M. (2022). Understanding employees' knowledge hiding behaviour: The moderating role of market culture. *Behaviour & Information Technology*, 0(0), 1–18. <https://doi.org/10.1080/0144929X.2020.1831073>
- Kotler, K. (2017). Philip Kotler, *Manajemen Pemasaran Edisi 13 Jilid 1. Intro* (PDFDrive).pdf (p. 6).
- Maharani Ikaningtyas, Syafa Gading Adhip Arafah, Ajeng Suta Mayangsari, Fitria Ayu Kartika D, Luthfi Nurul Mubayyinah, Ahmad Harris Akbar, & Santika Purwaty Ningsih. (2025). Pengaruh Strategi Pemasaran Digital, Kualitas Produk dan Harga terhadap Keputusan Pembelian Konsumen pada Produk Aksesoris Manik-Manik. *Journal of Administrative and Social Science*, 6(1), 182–193. <https://doi.org/10.55606/jass.v6i1.2108>
- Maharani, S., & Nazmah, N. (2023). Efektifitas Digital Marketing dalam Meningkatkan Penjualan pada UMKM Kel. Siti Rejo. *Jurnal Pemasaran Kompetitif*, 6(3), 357. <https://doi.org/10.32493/jpkpk.v6i3.30742>

- Rosanti, M., & Wirawan, S. (2024). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Produk Pada E-Commerce Shopee (Studi Kasus Mahasiswa/Mahasiswi Stia Tabalong) the Influence of Digital Marketing on Product Purchase Decisions on E-Commerce Shopee (Case Study of Stia Tabalong Studen. *STIA Tabalong*, 7, 1408-1422.
- Sari, S. N., & Wirawan, D. (2022). Pengaruh Digital Marketing dan Kualitas Produk terhadap Keputusan Pembelian (Studi Kasus: UMKM Rokupang Cabang Karawang). *Abiwara : Jurnal Vokasi Administrasi Bisnis*, 4(1), 77-83.
- Sugiyono. (2016). Pdf-Buku-Metode-Penelitian-Sugiyono_Compress.Pdf (p. 62).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif*. Alfabeta.
- Triyono, W. dan A. (2019). *Manajemen Pemasaran* – Google Books. In CV Budi Utama (p. 15).