

# The Effect of Car Sales E-Commerce Platform On New Car Buying Decisions Mediated By Digital Advertising Media and Youtube Media

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## Abstract

Indications of the Indonesian economy are reflected in the growth of the middle class of society in Indonesia. One sector that drives Indonesia's economic growth is the automotive industry sector. The growth of economic level and income has a direct impact on the level of car ownership, especially in big cities. The development of the internet and also the growth of mobile device users open up alternative opportunities for online purchases, including the purchase of automotive or car products. Changes in consumer behavior and technology are accelerating digital innovation, the emergence of online digital media is the preferred source of information for people who have the intention of buying a car and the emergence of digital automotive platforms that provide and enable consumers to buy new cars online. However, in another study, e-commerce for new and second-hand car sales did not have a significant contribution to sales growth and from this study it was found that there is a digital transformation gap for buying new cars online in Indonesia. This study will examine whether digital advertising media and Youtube media can be a bridge for the development of online car sales e-commerce. Testing this hypothesis involved 100 correspondents as a sample and analyzed using SmartPLS 3.3.2 software. and has passed the valid and reliable test. The results of this test can be concluded, the e-commerce platform has no effect on purchasing decisions, Youtube media has no effect on purchasing decisions, digital advertising media has no effect on purchasing decisions, Youtube media has no effect on mediating e-commerce platforms on the occurrence of purchasing decisions, digital advertising media influential in mediating e-commerce platforms on the occurrence of purchasing decisions, e-commerce platforms influencing Youtube media, e-commerce platforms influencing digital advertising media.

*Keywords:* e-commerce, youtube media, digital advertising media, purchasing decisions.

## 1. Introduction

Since 2002 Indonesia has had an annual middle class growth of 12% (Bank, 2019), this indication is a reflection of Indonesia's economic growth. The contribution of the automotive industry sector accounts for an average of 2.58% of Indonesia's GDP.

**Table 1.** Automotive Contribution to GDP

Business Field GDP	2016	2017	2018	2019	2020
Car, Motorcycle and Repair Trade	334,787.80	356,436.00	386,619.90	416,437.30	360,071.20
Gross domestic product	12,401,728.50	13,589,825.70	14,838,756.00	15,832,535.40	15,434,151.80
(Billion Rupiah)					
Percentage of contribution to GDP	2.70%	2.62%	2.61%	2.63%	2.33%
Last 5 Years Average	2.58%				

Source: Badan Pusat Statistik

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The level of car ownership is increasing rapidly in Indonesia and other developing countries, this is due to an increase in income levels, especially in big cities (Aqsa et al., 2020). Economic level and monthly income directly affect car ownership (Aqsa et al., 2020).

**Table 2.** Retail Sales

Car Retail Sales	
Year	Unit
2016	1,073,547
2017	1,067,396
2018	1,152,641
2019	1,045,717
2020	578,762

Internet user penetration in Indonesia is 73.3%. Internet access and the expansion of internet users through mobile devices can help and support users in accessing information (Aqsa et al., 2020). The development of the internet has opened up alternative opportunities for online purchases, including car purchase (Walton, 2019). Consumers have many alternatives and choices, and innovation is what creates opportunities for every company to meet consumer needs and desires (Tj, 2020). Technology is accelerating digital innovation that is fundamentally changing the daily lives of consumers, companies and the structure of entire ecosystems, including the automotive industry (Riasanow et al., 2017). Changes in consumer behavior occur due to the emergence of digital marketing influences (Mahalaxmi & Ranjith, 2021) and also advertising in buying a product. Most generations Y and Z need to be able to interact through digital channels and a relationship-focused approach to online and virtual channels for the automotive industry (Aqsa et al., 2020). Social media is a digital marketing tool and can help strengthen the brand of a product (Amitay et al., 2020) (Wahyoedi et al., 2021), promotional strategies have an important significance in determining the final purchase decision (Amitay et al., 2020). Before making a purchase decision, consumers seek advice on social media, and Youtube has become a product search platform by consumers before making a purchase decision (Kerkhof, 2021), purchasing decisions are influenced by product reviews by media activists on Youtube and Instagram (Nandagiri & Philip, 2018). Youtube content can provide accurate purchases and reduce the risk of purchasing decisions (Kerkhof, 2021). The growth of the middle class and the growth of the automotive industry, triggering the development and emergence of digital automotive platforms (Putri Patty et al., 2021) and also changes in consumer behavior in buying cars (Walton, 2019). However, this is contrary to previous research conducted by researcher and author (Putri Patty et al., 2021), on one of the e-commerce sites in Indonesia for online sales of new and second cars which did not have a significant contribution to the company's sales growth. *Construction of references*

## 2. Literature Review

All figures should be numbered with Arabic numerals (1,2,...n). All photographs, schemes, graphs and diagrams are to be referred to as figures. Line drawings should be good quality scans or true electronic output. Low-quality scans are not acceptable. Figures must be embedded into the text and not supplied separately.

### 2.1. E-commerce

Electronic commerce, commonly written as e-commerce, is a media or trade intermediary or facilitator of trade in products or services using computer networks, such as the Internet (Phani Bhaskar & Prasanna Kumar, 2017), e-commerce platforms are where consumers not only looking for and considering the car to be purchased but also a place to complete the purchase transaction (Walton, 2019). The main concept of e-commerce is that it has 3 main activity dimensions, namely ordering and payment, order fulfillment process, delivery process to customers (Phani Bhaskar & Prasanna Kumar, 2017)

**Table 3.** Classification of E-commerce

Activity	1	2	3	4	5	6	7	8
Ordering, Payment	Fisik	Digital	Digital	Digital	Digital	Fisik	Fisik	Fisik
Order fulfillment	Fisik	Digital	Digital	Fisik	Fisik	Digital	Fisik	Digital
Delivery (shipment)	Fisik	Digital	Fisik	Fisik	Digital	Digital	Digital	Digital
Type e-commerce	Non EC	EC murni	EC parsial	EC parsial	EC parsial	EC parsial	EC parsial	EC parsial

Source: Turban et al., (2018)

According to the e-book from (Aqsa et al., 2020) on the car sales e-commerce process, if a consumer visits the website of a car dealer or vehicle finance company and you negotiate the terms of the sale or lease using email, this will be considered e-commerce, although the consumer will go to the vendor location to pick up the vehicle and sign the final paperwork. If your search for a new car by visiting the website of the car manufacturer which will later be referred to a local dealer, then visiting the dealer and negotiating a purchase or lease is said to be not part of e-commerce.

## 2.2. Youtube Media

Youtube is a website that provides a very simple integrated interface that allows people to upload, publish and view streaming videos without much technical knowledge, using a standard web browser and simple internet speeds (Nandagiri & Philip, 2018). Youtube is the world's largest user-based video content provider, has become the main platform for disseminating multimedia information. A major contribution to its success comes from its users who distinguish it from traditional content broadcasters (Wattenhofer, M., Wattenhofer, R., & Zhu, 2012). Youtube is the world's largest user-based video content provider, has become the main platform for disseminating multimedia information. A major contribution to its success comes from its users who distinguish it from traditional content broadcasters (Wattenhofer, M., Wattenhofer, R., & Zhu, 2012). According to (Kerkhof, 2021) Youtube is part of the Social Networking Services (SNSs) that provide and host a web space for communities and people to build their personal pages for free to upload and watch videos. These social networks are people-oriented but are increasingly being used for commercial purposes as well.

## 2.3. Digital Advertising Media

Digital advertising is an expression used to refer to advertising that involves computing networks, both in terms of connectivity, feedback, interactivity and increasing levels of information both in terms of what is available to us, and what we produce about ourselves (Borchard, 2022). According to (Rodgers & Thorson, 2017) in their book *Digital Advertising: Theory and Research* (2017), digital advertising is a message network that moves through various platforms with various messages that are curated, manipulated, and even created by users with a chain mechanism. Digital advertising is a marketing medium by utilizing the internet to distribute content and messages in several formats, including banner ads, pre-roll or mid-roll videos, search engine ads, online classified ads, and social media ads (Saehana, 2019). There are three dimensions to digital advertising according (Aqsa et al., 2020), namely:

1. Innovation in the way advertising is displayed and the creation of new experiences in advertising
2. An increasing amount of information is used to target ads at people.
3. Greater interconnection between devices used to display ads and to collect information about the behavior of ad recipients.

The types of digital advertising according to (Saehana, 2019) are:

1. Banner Advertising, made in various sizes and formats displayed on website or application pages, for example, pop-up ads in the form of images, videos, animations
2. Pre-Roll / Mid-Roll video, web-based application and video player ad format, these ads are usually shown before, during, or after streaming video, an example is ads on YouTube

3. Search engine advertising (SEA) / Paid-for-search, on the search engine page, advertisements are placed in the order above or next to the search results. Ads are usually text-based, but can be displayed as images if appropriate. Sponsors and keyword ads are parts of search engine advertising that can be targeted at keywords, an example is listed links
4. Social media advertising, includes all revenue from advertising generated by social networks or business networks such as Facebook, Instagram, Twitter, YouTube, or LinkedIn. Advertisements on social networks can appear as sponsored posts in content or alongside news feeds, an example is sponsorship given to someone to promote a product
5. Classifieds, classified ads where the cost that must be paid by advertisers to display ads or listings in positions such as automotive, recruitment, or real estate, for example is displaying ads on the right, left or bottom side of a game or website

#### 2.4. Buying Decision

According to (Tj et al., 2021) purchasing decisions are part of a much larger buying process than the buying process, starting with the introduction of the problem to how consumers feel after making a purchase. The purchase decision is the fourth stage in a series of five stages of the buying process. According to Kotler and Armstrong, the purchasing decision process is a series of processes starting from identifying problems, searching for information, evaluating alternatives to the purchase decision stage (Aqsa et al., 2020). In the book Advertising and Media Research written by (Ansori, 2015) the purchase decision process was first introduced by John Dewey at the beginning of the last century, the purchase decision process is the process that customers will go through when they buy a product. Many researchers have provided a definition of the buying decision process, but there are general similarities in the stages of the process. The buying process is described in 5 stages which can be described in the model below:

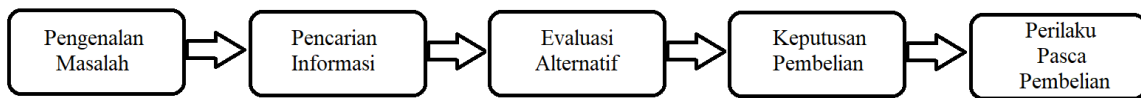


Figure 1. Buying Process

Source: (Kotler et al., 2017)

### 3. Research Method

Subjects sourced from the distribution of online questionnaires using the google form media to consumers who have already purchased a new car and also prospective consumers who will buy a new car. The objects in this study are car sales e-commerce platforms, Youtube media, digital advertising media and purchasing decisions. The research sample can be said to be valid, if a study has a minimum of 100 respondents (Leguina, 2015). In quantitative research there are 3 types of variables studied, namely independent variables, dependent variables, and intervening variables (Hall, 2020).

Table 4. Operational Variables

Variable	Indicator
Car Sales E-Commerce Platform	1. Skills/Digital Literacy 2. Socio-Economic 3. Demographics 4. Trust (Aqsa et al., 2020)

Variable	Indicator
Youtube Media	<ol style="list-style-type: none"> <li>1. Needs</li> <li>2. Value</li> <li>3. Interest</li> <li>4. Brand Familiarity</li> </ol> (McClure & Seock, 2020)
Digital Advertising Media	<ol style="list-style-type: none"> <li>1. Interactivity</li> <li>2. Accessibility</li> <li>3. Informative</li> <li>4. Visibility</li> </ol> (Aqsa & Risal, 2015)
New Car Purchase Decision	<ol style="list-style-type: none"> <li>1. Stability of choice of products &amp; services</li> <li>2. Experience of the closest people</li> <li>3. Recommendation</li> <li>4. Product Repurchase</li> </ol> (Kotler et al., 2017)

The scale used is a 5-point Likert scale, a Likert scale of 1 (strongly disagree) to 5 (strongly agree), using the Partial Least Square (PLS) method with the SmartPLS version 3.3.2 software application.

#### 4. Results and Discussions

**Table 5.** Profile of Respondents

Respondent Characteristic		Total Respondent	Percentage (%)
Gender	Male	77	77%
	Female	23	23%
Age	< 26	24	24%
	27-41	61	61%
	42-55	15	15%
	> 56	0	0%
Occupation	Student	11	11%
	Employee	85	85%
	Entrepreneur	3	3%
	Professional	0	0%
Education	Senior High School	15	15%
	Diploma	11	11%
	Undergraduate	53	35%
	Postgraduate	21	21%
	Etc	0	0%

Testing on the analysis of the outer model is by testing the validity of the instrument, which includes convergent validity, average variance extracted (AVE), discriminant validity, composite reliability, and cronbach's alpha.

##### 4.1. Convergent Validity

The loading factor parameter with the rule of thumb above  $> 0.7$  is considered to have met the requirements of convergent validity (Leguina, 2015) and the loading factor in the picture above has a value above 0.7, it can be concluded that the data above meets the valid criteria.

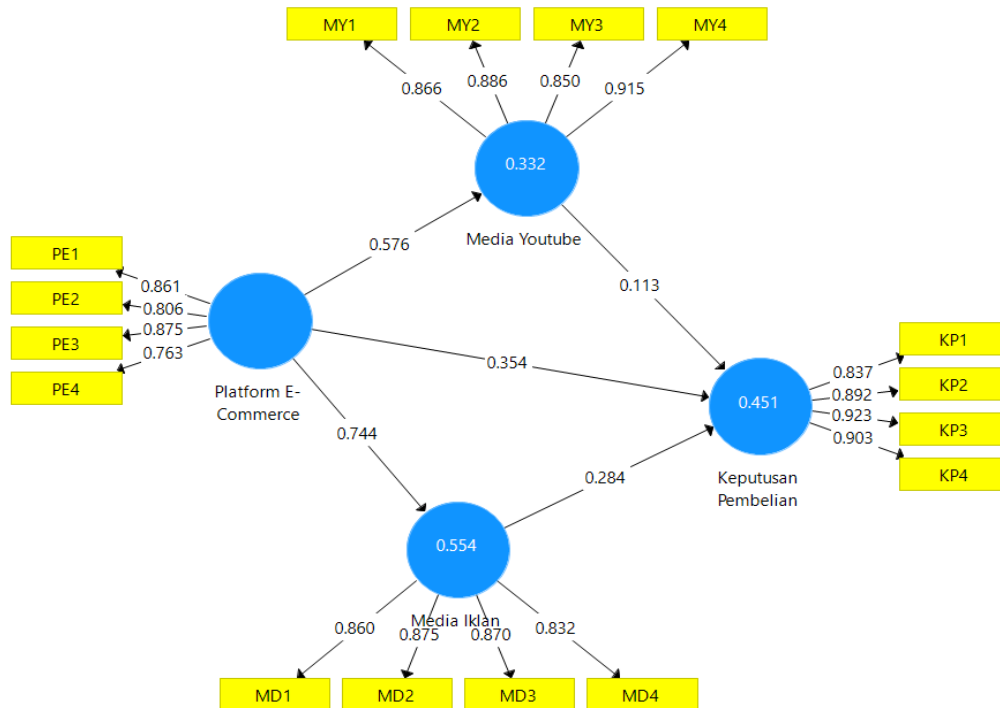


Figure 2. Construct Model (in Indonesia)

4.2. Average Variance Extracted (AVE)

Table 6. Results of Average Variance Extracted (AVE)

Construct	AVE	Result
E-Commerce Platform	0,685	Valid
Youtube Media	0,773	Valid
Digital Advertising Media	0,739	Valid
Buying decision	0,791	Valid

If the AVE value of each question item is greater than 0.5, then that value can be a value with good requirements (Aqsa et al., 2020) and in the table 6, all constructs have an AVE value greater than 0.5 and so it can be concluded that all indicators of each latent variable are said to be good.

4.3. Discriminant Validity

Tabel 7. Cross-Loading Factor

Indicator	E-Commerce Platform	Youtube Media	Digital Advertising Media	Buying decision
PE1	0,861	0,480	0,541	0,591
PE2	0,806	0,355	0,647	0,438
PE3	0,875	0,578	0,643	0,571
PE4	0,763	0,471	0,628	0,544
MY1	0,473	0,866	0,445	0,403
MY2	0,511	0,886	0,469	0,345
MY3	0,551	0,850	0,586	0,469
MY4	0,483	0,915	0,474	0,450

Indicator	E-Commerce Platform	Youtube Media	Digital Advertising Media	Buying decision
MD1	0,583	0,428	0,860	0,502
MD2	0,603	0,440	0,875	0,521
MD3	0,710	0,546	0,870	0,524
MD4	0,652	0,519	0,832	0,551
KP1	0,516	0,351	0,447	0,837
KP2	0,524	0,380	0,549	0,892
KP3	0,600	0,468	0,588	0,923
KP4	0,596	0,483	0,578	0,903

In the table 7, the 7 of each indicator has a loading factor value that is greater than the cross loading value, it can be concluded that each indicator is well validated.

#### 4.4. Instrument Reliability Test

The test uses the unidimensionality test method using the composite reliability test and Cronbach's alpha.

**Table 8.** Composite Reliability Results

Variable	Composite Reliability	Result
E-Commerce Platform	0,896	Reliable
Youtube Media	0,932	Reliable
Digital Advertising Media	0,919	Reliable
Buying decision	0,938	Reliable

**Table 9.** Cronbach's Alpha

Variable	Cronbach's Alpha	Result
E-Commerce Platform	0,845	Reliable
Youtube Media	0,902	Reliable
Digital Advertising Media	0,882	Reliable
Buying decision	0,912	Reliable

In the table 8 and 9, the constructs of the four variables whose values are Composite Reliability and Cronbach's Alpha are above 0.7, the construct has a value of accuracy and reliability / good reliability (Ghozali & Latan, 2015).

#### 4.5. Structural Model Analysis (Inner Model)

**Table 10.** R-Square

Matrix	R-Square	Results
E-Commerce Platform, Youtube Media and Digital Advertising Media towards Buying decision	0,451	Weak
E-Commerce Platform towards Youtube Media	0,332	Weak
E-Commerce Platform towards Digital Advertising Media	0,554	Moderate

In the table 10, it can be seen with the R-Square parameter value (Ghozali & Latan, 2015), the endogenous purchasing decision variable is 0.451, has a weak linkage. The R-Square value of the Youtube Media variable is 0.332 which has a weak correlation, and the R-Square value of the Digital Advertising Media variable is 0.554 which has a moderate relationship.

4.6. Prediction Relevance Test (Q-Square)

Table 11. Q-Square

Variable	Q-Square	Results
Youtube Media	0,247	Relevant
Digital Advertising Media	0,393	Relevant
Buying decision	0,339	Relevant

Inner model analysis tests the relevance of predictions using SmartPLS software through a Blindfolding Procedure with a cross-validated redundancy approach. The Q-Square value of these three endogenous variables is greater than 0, then it is proven that this model has predictive relevance (Leguina, 2015). Endogenous variables Youtube Media, and Purchase Decisions are in the medium relevance category and Digital Advertising Media are in the large relevance category.

4.7. Hypothesis Test

Hypothesis testing examines direct and indirect effects or mediation between variables using bootstrapping calculations on SmartPLS software.

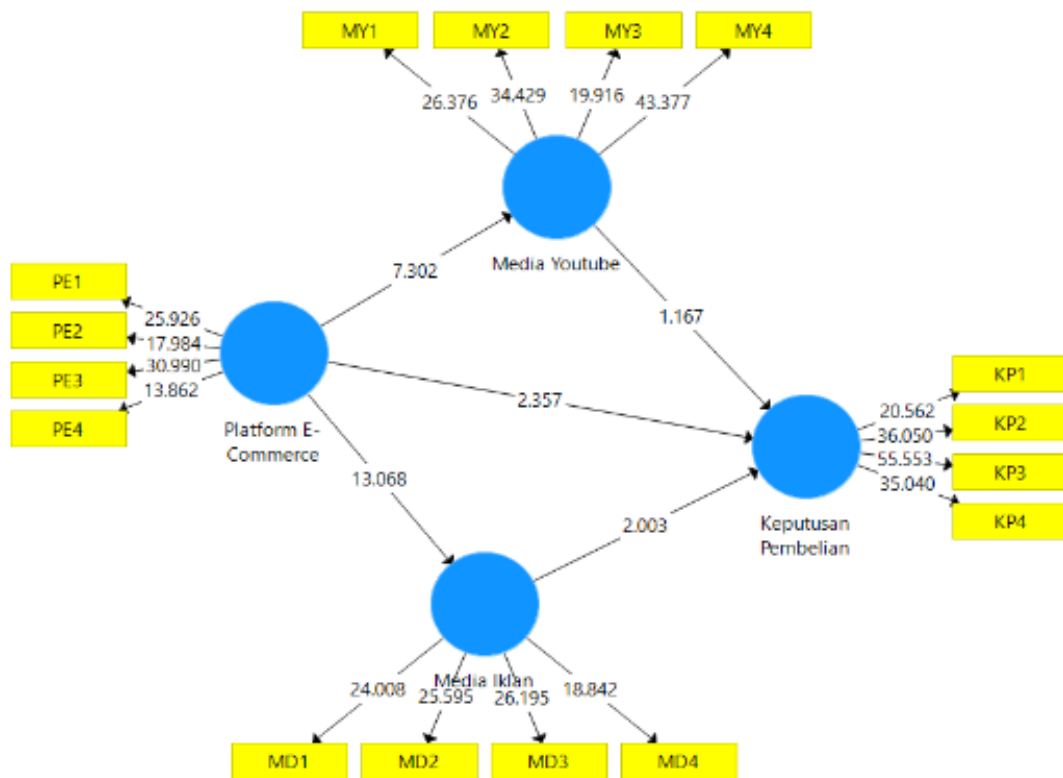


Figure 3. Bootstrapping Construct Model (in Indonesia)

4.8. Direct Influence & Indirect Influence (Mediation)

Testing the hypothesis of direct influence and indirect effect (media) between variables using a comparison between the t-statistical value of the statistic with the p-value. Measurements and parameters for testing this hypothesis use 2 assessments, namely the p value or p-value must be greater than 0 with a significance of  $P < 0.05$  and the t-statistic with



a value of 1.96. If the hypothesis is accepted, then the t-statistic value is  $> 1.96$  or the p-value is  $< 0.05$ , if the hypothesis is rejected, the t-statistic value is  $< 1.96$  or the p-value is  $> 0.05$ .

**Table 12.** Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Value
E-Commerce Platform -> Buying Decision	0,354	0,349	0,150	2,357	0,019
Youtube Media -> Buying Decision	0,113	0,117	0,097	1,167	0,244
Digital Advertising Media -> Buying Decision	0,284	0,291	0,142	2,003	0,046
E-Commerce Platform -> Youtube Media	0,576	0,580	0,079	7,302	0,00
Media -> Digital Advertising Media	0,744	0,747	0,057	13,068	0,000

In the table 12, the conclusions of the test results are as follows:

- The first hypothesis: accepted, the existence of an E-Commerce Platform has a direct effect on purchasing decisions.
- The second hypothesis: rejected, the existence of Youtube media has no effect on purchasing decisions.
- The third hypothesis: accepted, the existence of Digital Advertising Media has a direct effect on purchasing decisions.
- The sixth hypothesis: accepted, the existence of an E-Commerce Platform has a direct effect on Youtube Media.
- The seventh hypothesis: accepted, the existence of an E-Commerce Platform has a direct effect on Digital Advertising Media.

**Table 13.** Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Value
E-Commerce Platform -> Youtube Media -> Buying Decision	0,065	0,070	0,061	1,062	0,289
E-Commerce Platform -> Digital Advertising Media -> Buying Decision	0,211	0,216	0,106	1,986	0,048

In the table 13, the conclusions of the test results are as follows:

- The fourth hypothesis: rejected, the existence of Youtube Media does not mediate the E-Commerce Platform on purchasing decisions.
- The fifth hypothesis: accepted, the existence of Digital Advertising Media can mediate the E-Commerce Platform on purchasing decisions.

## 5. Conclusion

Based on the above test, the following conclusions can be drawn:

1. E-commerce or e-shopping has very little influence on purchasing decisions (Aqsa et al., 2020). Many factors and variables influence before the purchase decision on the E-Commerce Platform, including the level of trust in E-Commerce in terms of accessibility, privacy, quality and post-sales service (Aqsa et al., 2020).
2. Youtube media has no influence on purchasing decisions. Youtube Media is a Social Networking Services (SNSs) (Rodgers & Thorson, 2017) and also one of several existing social media networking platforms and users access Youtube Media as a tool of social interaction and also as a search engine for both data and information (Padhi, 2021). Youtube media is a platform used by 75% of car buyers in searching for information instead of making purchasing decisions (Aqsa et al., 2020)
3. Digital advertising media or E-advertising that has a positive effect on purchasing decisions (Nigam & Kaushik, 2011) and also automotive product purchase decisions specifically (Shaikh et al., 2019)
4. Youtube media does not have a positive effect in mediating the E-Commerce Platform on the occurrence of purchasing decisions. The occurrence of purchasing decisions is a fairly long series of processes, Youtube media does not yet have a strong enough function to mediate and influence the occurrence of purchasing decisions, Youtube media has another function as advertising value in introducing products or services (Kerkhof, 2021). Youtube media is effective when it has a positive influence on the creation of brand awareness and brand image of a product or service (Aqsa et al., 2020), but it is different from when someone makes a purchase decision. Youtube media which is one of the channels or an extension of the product owner or E-Commerce Platform to be part of the representation of social media and introduce themselves en masse, this Youtube media has not yet become a functional and emotional benefit for consumers in making purchasing decisions.
5. Digital Advertising Media has a positive influence in mediating the E-Commerce Platform on the occurrence of purchasing decisions. With the advancement of technology from several digital and online-based service provider platforms, this digital advertising media is getting closer and more precise to the target intended for consumers who have the appropriate interest or behavior. Advertisements that are displayed online are right on target and can continuously affect the occurrence of purchasing decisions (Nigam & Kaushik, 2011), then Digital Advertising Media can be a bridge for E-commerce platforms in influencing consumers to make purchasing decisions.
6. The E-Commerce Platform has a direct effect on Youtube Media. Youtube is one of the social media that is widely used by companies and other organizations in promoting themselves and their brands (Saravanakumar & SuganthaLakshmi, 2012). Social media is a form of company existence to build trust and engagement with consumers.
7. The E-Commerce Platform has a positive and direct effect on Digital Advertising Media. Digital Advertising Media is one of the marketing strategies and one of the best strategies to reach the target audience. Digital Advertising Media is direct marketing to reach online consumers who cannot be reached using conventional marketing (Hong et al., 2021).

Further research needs to be developed to find out other variables that influence car buying decisions, either directly or indirectly. Further research is needed to examine other mediating variables besides Youtube and digital advertising media as a bridge factor for the E-commerce Platform until a purchase decision occurs. The sample in this study has a fairly large demographic range, further research is needed to make the demographic range more specific. Digital advertising media variables have categories and cover many types, further research can develop this digital advertising media to be more specific to get a more detailed and clear picture. In the Youtube media variable, there are several factors and variables that need to be explored more deeply, namely in terms of content, messenger or endorser, and also in terms of visibility.

The E-Commerce platform for buying new cars is not well known and familiar to the people in Indonesia, many factors need to be developed to reach the stage where people in Indonesia can easily buy new cars online, among other factors are education so as to create changes in consumer behavior, build trust consumers, creating brand awareness that is

easy to remember by consumers, promotions, convenience and many other factors to create changes in consumer behavior.

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