

THE IMPACT OF DIGITAL MARKETING, SALES PROMOTION, AND ELECTRONIC WORD OF MOUTH ON CUSTOMER PURCHASE INTENTION AT TIKTOK SHOP**DAMPAK PEMASARAN DIGITAL, PROMOSI PENJUALAN, DAN ELECTRONIC WORD OF MOUTH TERHADAP NIAT BELI PELANGGAN DI TIKTOK SHOP**

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Abstract: This research aims to analyze the impact of digital marketing, sales promotion, and electronic word of mouth on customer purchase intention at TikTok Shop in Manado. The independent variables used in this research are digital marketing, sales promotion, and electronic word of mouth, while the dependent variable is purchase intention. This research uses primary data obtained from questionnaires measured with the Likert scale. The sample is the TikTok App users who have shopped through TikTok Shop in Manado. Test instruments are performed using Validity and Reliability Tests. The regression results show that digital marketing and sales promotion have a positive and significant effect on purchase intention through TikTok Shop, while electronic word of mouth exerts no influence on purchase intention.

Keywords: digital marketing, sales promotion, electronic word of mouth, purchase intention

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran digital, promosi penjualan, dan komunikasi dari mulut ke mulut terhadap niat beli pelanggan pada TikTok Shop di Manado. Variabel bebas yang digunakan dalam penelitian ini adalah pemasaran digital, promosi penjualan, dan electronic word of mouth, sedangkan variabel terikatnya adalah niat beli. Penelitian ini menggunakan data primer yang diperoleh dari kuesioner yang diukur dengan skala likert. Sampel adalah pengguna Aplikasi TikTok yang pernah berbelanja melalui TikTok Shop di Manado. Uji instrumen dilakukan dengan menggunakan Uji Validitas dan Reliabilitas. Hasil regresi menunjukkan bahwa pemasaran digital dan promosi penjualan berpengaruh positif dan signifikan terhadap niat beli melalui TikTok Shop, sedangkan electronic word of mouth tidak berpengaruh terhadap niat beli.

Kata Kunci: pemasaran digital, promosi penjualan, electronic word of mouth, niat beli

INTRODUCTION

Research Background

In today's era, the use of internet media is ideal for marketing goods or services. With the existing internet, in this digital era, the business world is expanding widely through the emergence of e-commerce and the growth of other online buying and selling activities. There are various marketing strategy that used in a business in this digital era or using electronic and internet. There are various marketing strategy that used in a business in this digital era or using electronic and internet. Digital marketing, sales promotion and Electronic Word of Mouth are the examples of marketing strategy. This is also what makes people or buyers want to make a purchase.

An example of a successful business today is the world of e-commerce. Currently, a popular commerce, namely TikTok Shop, a platform feature that was recently launched by social media TikTok, so it makes TikTok Shop is a social-commerce. TikTok is one of the fastest-growing social platforms, with over 1 billion users worldwide. With the achievement of TikTok, it cannot be separated from marketing activities, of course. In digital

marketing strategies, sales promotions and electronic word of mouth play a role in developing this business and making people want to purchase at Tiktok Shop even though they are newcomers in e-commerce.

Based on the We Are Social report, TikTok has had 1.4 billion monthly active users (MAU) over the age of 18 globally as of the first quarter of 2022. This number increased by 15.34 percent compared to the previous quarter of 1.2 billion users. By country, the United States has the largest active TikTok user in the world. The number was recorded at 136.4 million people in April 2022. Indonesia is in second place with the number of active TikTok users of 99.1 million people. TikTok users in Indonesia spend an average of 23.1 hours on TikTok per month. Based on the available data, it is clear that the potential of TikTok on social media is skyrocketing.

With the development of technology and the increasing number of internet users that will always increase day by day, the development of social media and e-commerce has its own challenges in marketing products and services via the internet in the digital era. Digital marketing makes it easier for business people to monitor and provide everything that is needed by potential customers (Yosi, 2021). The intense competition has forced several e-commerce platforms to implement strategies to stay afloat in the online shopping industry. One of the strategies undertaken by TikTok Shop is to increase the content of advertising or promotional videos created by sellers and to implement the Free Shipping program throughout Indonesia without a minimum purchase transaction.

Through TikTok, which shares videos and social interactions, where people can communicate with each other there only through social media or online, namely the E-WOM process, namely Electronic word of mouth is an online information medium that companies can use to promote products sold or marketed through social media (Arista and Lasmana, 2019: 81). Vahdati and Nejad (2016) also emphasized that information searching on the Internet increases the satisfaction level and joy of purchasing products and services. Nevertheless, this leads to repeated customer purchases, repeated visits to the digital platform, and positive recommendations and reviews of the advertised product (Hausman and Siekpe, 2009). In their research on digital marketing, Dehghani and Tumer (2015) revealed that branding increases purchase intention. Since the trend changes over time, consumers would refer to online product reviews before making the right purchase decisions.

Research Objectives

1. To identify the partial effect of Digital Marketing on Customer Purchase Intention on Tiktok Shop.
2. To identify the partial effect of Sales Marketing on Customer Purchase Intention on Tiktok Shop.
3. To identify the partial effect of E-WOM on Customer Purchase Intention on Tiktok Shop.
4. To identify the simultaneous effect of Digital Marketing, Sales Promotion and E-WOM on Customer Purchase Intention on Tiktok Shop

THEORETICAL FRAMEWORK

Marketing

Kotler and Keller (2016:27) state that marketing management is the art and science of choosing target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value.

Purchase Intention

Purchase intention has become vital for digital marketing and online sales. According to Kotler in Annisa (2017), purchase intention is something that arises after receiving a stimulus from the product he sees; from there arises interest in trying the product until finally, the desire to buy it arises in order to have it. Consumers' purchase intention is classified as a complex process usually related to their behavior, perception, and attitude (Mirabi, Akbariyeh and Tahmasebifard, 2015).

Digital Marketing

Digital marketing is a new technique in the field of online marketing by impacting consumers through a wide range of interaction channels, such as social media, mobile apps, blogs, emails, and even search engine optimizers (SEOs), aimed at closer communication in various forms that convey advertising to consumers (García et al., 2019).

Sales Promotion

According to Kotler and Keller (2016:622), Sales Promotion is a key element in a marketing campaign, consisting of a collection of incentive tools, most of which are short-term in nature, designed to stimulate the consumer to purchase a particular product or service more quickly or more, or trade.

Electronic Word of Mouth

Electronic word of mouth is an online information medium that companies can use to promote products sold or marketed through social media (Arista and Lasmana, 2019: 81). Electronic word of mouth is an important tool that is used by consumers in obtaining information about the quality of services provided and product quality (Meuthia, 2017: 102).

Previous Research

Samsudeen and Kaldeen (2020) analyzed the relationship between social media, email marketing, customer engagement and purchase intention in ICT company named CoderFirst SriLanka. It intends to attain a theoretical confirmation about the relationship between the variables and determine the suitable implications to maximize the research findings for long-term use. This study used an online questionnaire as the research instrument that was responded completely by 363 participants made up of the potential customers of CoderFirst. The PLS-SEM method was used to determine the effect and correlation of each variable, calculated using SmartPLS software. This research primarily aims to determine the impact of digital.

Chang (2017) defined that Sales Promotion has been the routine marketing of businesses appealing consumers to making orders and increasing media exposure in recent years. Sales Promotion is a tactic for the sales of goods with price or non-price discounts. There are various sales promotions in the market, but not all of them are effective in marketing, as brand image, perceived value, and purchase intention are also associated. Sales Promotion therefore has become a primary issue for marketing. Aiming at 2014 Kaohsiung International Travel Fair, 1000 copies of questionnaires are distributed to the customers, and 421 valid copies are retrieved, with the retrieval rate 42%. The research results present the significant correlations between 1. Sales Promotion and Consumer Involvement, 2. Consumer Involvement and Purchase Intention, and 3. Sales Promotion and Purchase Intention.

Sulthana and Vasantha (2019), defined that Introduction of Web 2.0 technology shifted from conventional Word of mouth to electronic/online word of mouth eWOM. The growth of social media and social media usage connect online user to create and share the user generated content. eWOM convey the content created by user in organic form. The increasing popularity of various social network sites connect online user to share electronic word of mouth globally. The advancement of eWOM information plays a vital role in consumer buying decision or purchase intention. Online user likes to create and share information about the product to help another user. Social media users seek information about product/ services before making purchase decision. Internet user trust other user reviews, recommendation before making buying decision. Sharing information via Electronic word of mouth (eWOM) in social media has positive influence on Purchase Intention. Brand awareness and trust are connected with Purchase Intention. In this paper various existing literature review are studied to frame a proposed conceptual framework.

Conceptual Framework

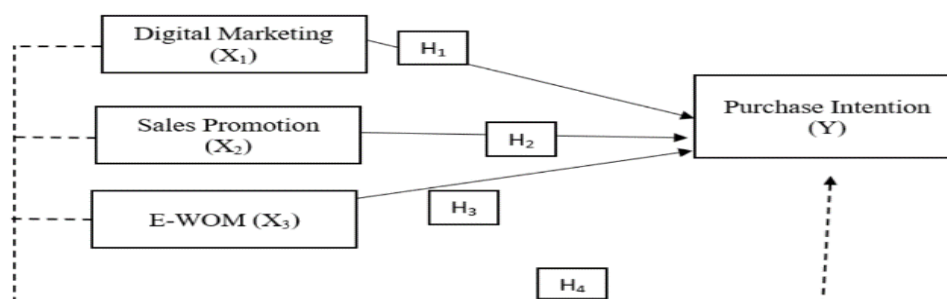


Figure 1.

Conceptual Framework
Source: Data Processed (2022)

Research Hypothesis

- H1: There is significant effect of Digital Marketing on Purchase Intention partially.
- H2: There is significant effect of Sales Promotion on Purchase Intention partially.
- H3: There is significant effect of E-WOM on Purchase Intention partially.
- H4: Digital Marketing, Sales Promotion and E-WOM have a significant influence to Purchase Intention simultaneously

RESEARCH METHOD**Research Approach**

This research used quantitative approach in order to collect data. Quantitative methods can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses which has been set (Sugiyono, 2019)

Population, Sample and Sampling Technique

Population is the entire subject of research. In the research, the population is defined as the area to be studied, where this area consists of subjects or objects that have certain criteria and characteristics that are in accordance with those set by the researcher (Sugiyono, 2019). The population referred to in this study is TikTok app users in Manado.

Data Collection Method

Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research and Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2016). The primary data used in this research is the questionnaire that will be distributed to the respondents.

Operational Definition of Research Variables

1. Digital Marketing (X1): digital marketing has evolved from marketing activities that use online means to a process of acquiring consumers, building consumer preferences, promoting products and brands, maintaining consumers and increasing sales (indicators: website, SEO, affiliate marketing)
2. Sales Promotion (X2): sales promotion consists of short-term incentives to encourage the purchase or sale of products or services (indicators: coupon, rebates, price off deals)
3. Electronic Word of Mouth (X3): Electronic word of mouth is a form of marketing communication that contains positive or negative statements from potential customers about a product or company, through the internet. (indicators: intensity, valence of opinion, content)
4. Purchase Intention (Y): Purchase intention is the stage of evaluating the information received by consumers. (indicators: transactional interest, referential interest, preferential interest, explorative interests)

Testing of Research Instruments

The aim of instrument testing is to determine the instrument's validity and reliability so that it can be determined if it is suitable to use it for data collection in this analysis. Validity test is used to see the validity of the questions, whether the questions within the questionnaire are valid and in-line with the research. According to Sugiyono (2019), a study is considered valid if the data collected and the data that actually happened to the object under study have the same results. Reliability test is established by testing for both consistency and stability of the answer of questions. According to Sugiyono (2019), reliable research results, if there are similarities in data at different times. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data.

Multiple Linear Regression Analysis

The data analysis technique used in this research is multiple linear regression analysis method. Multiple linear regression analysis is used to measure the effect of the independent variable and dependent variable

(Sugiyono, 2019). The equation model of multiple regression analysis which used in this research can formulated as shown below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y : Customer Purchase Intention
- α : Constant, when all independent variable = 0
- X1 : Digital Marketing
- X2 : Sales Promotion
- X3 : E-WOM
- $\beta_1, \beta_2, \beta_3$: Slope of each independent variable
- e : Error term

RESULT AND DISCUSSION

Result

Validity and Reliability

In validity test, shows that all indicator statement items from the Digital Marketing (X1), Sales Promotion (X2), Electronic Word of Mouth (X3) and Purchase Intention (Y) variables have a Pearson correlation value greater than r table (0.195). Thus, the entire item statement of the research variable is valid. In reliability test, it shows that all indicator statement items from the Digital Marketing (X1), Sales Promotion (X2), Electronic Word of Mouth (X3) and Purchase Intention (Y) variables have a Cronbach's alpha value greater than 0.6. This means that the measuring instrument is reliable.

Classical Assumption Test

Normality

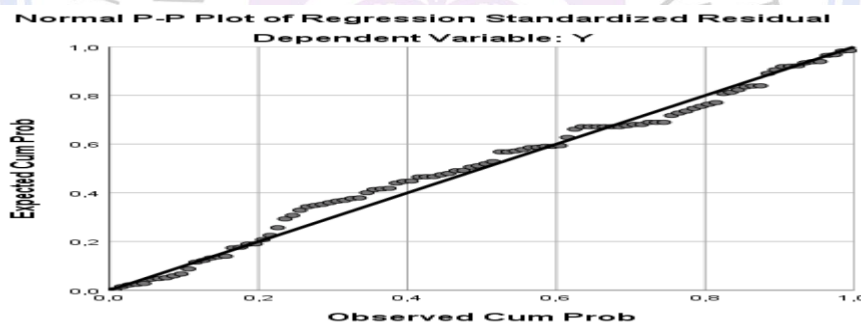


Figure 2. Normality Test
Source: Data Processed (2022)

The graphing data (points) are spread out along the diagonal line in Figure 2, and the spread follows the diagonal line. This demonstrates that the regression model fits the normality requirement.

Heteroscedasticity

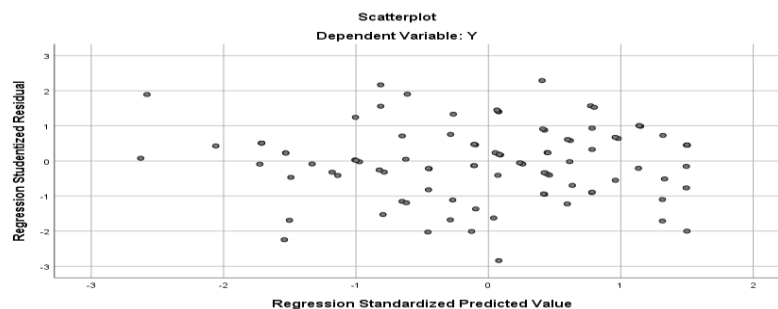


Figure 3. Heteroscedasticity Test
Source: Data Processed (2022)

It can be seen from the scatterplot image above that it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity.

Multicollinearity Test

Table 1. Multicollinearity Test

Source: Data Processed (2022)

Based on the results of the table above, the independent variable has a Tolerance Value > 0.100 and the VIF value is < 10.00 , so the assumption of multicollinearity has been met or there are no symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Model	Coefficients ^a		Standardized Coefficients Beta
	Unstandardized Coefficients B	Std. Error	
1 (Constant)	-.946	1.255	
Digital Marketing	.455	.061	.586
Sales Promotion	.426	.108	.318
Electronic Word of Mouth	.012	.117	.007

a. Dependent Variable: Purchase Intention

Source: Data Processed (2022)

From the multiple linear regression equation above it can be interpreted as follows :

Model	Coefficients ^a		Collinearity Statistics	
	Tolerance	VIF		
1 (Constant)				
Digital Marketing	.504	1.982		
Sales Promotion	.474	2.110		
Electronic Word of Mouth	.579	1.726		

a. Dependent Variable: Purchase Intention

The interpretation is:

1. The constant value is -0.946 which states that if the variable Digital Marketing (X1), Sales Promotion (X2), and Electronic Word of Mouth (X3) is equal to 0, then the Purchase Intention (Y) is -0.946.
2. The value of the regression coefficient for the Digital Marketing (X1) has a positive value of 0.455 This shows that if the Digital Marketing increases, the Purchase Intention will increase assuming the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable
3. The regression coefficient value for the Sales Promotion (X2) variable is 0.426. This value shows a positive effect between the Sales Promotion and Purchase Intention variables. This means that if the Sales Promotion variable increases, then the Purchase Intention variable will increase. Assuming that the other variables remain constant.
4. The regression coefficient value for the Electronic Word of Mouth variable (X3) has a positive value of 0.012. This shows that if Electronic Word of Mouth increases, then Purchase Intention will increase with the assumption that other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

Hypothesis Test**Table 3. T-test**

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.946	1.255		-.754	.453
	Digital Marketing	.455	.061	.586	7.494	.000
	Sales Promotion	.426	.108	.318	3.938	.000
	E-WOM	.012	.117	.007	.099	.921

a. Dependent Variable: Purchase Intention

Source: Data Processed (2022)

Based on the table above, the results obtained are:

1. The first hypothesis which states that there is a positive effect of Digital Marketing variable on Purchase Intention at Tiktok Shop. From the table, it is known that 'count is 7.494 and 'table is 1.985, so 'count > 'table. While the significance value of X1 is 0.00, this value is below the alpha value of 0.05 or $0.00 < 0.05$, this indicates that the Digital Marketing variable (X1) has positive effect on Customer Purchase Intention (Y) partially, therefore H1 is accepted.
2. Hypothesis 2 states that there is a positive effect of Sales Promotion on Purchase Intention at Tiktok Shop. From the table, it is known that 'count is 3.938 and 'table is 1.985, so 'count > 'table. While the significance value of X2 is 0.00, this value is below the alpha value of 0.05 or $0.00 < 0.05$, this indicates that the Sales Promotion (X2) has positive effect on Customer Purchase Intention (Y) partially, therefore H2 is accepted.
3. Hypothesis 3 states that there is a negative effect of Electronic Word of Mouth on Purchase Intention at Tiktok Shop. From the table, it is known that 'count is 0.099 and table is 1.985, so 'count < 'table. While the significance value of X3 is 0.921, it means that $0.362 > 0.05$ (significance level has a greater value than Alpha) this indicates that the Electronic Word of Mouth (X3) has no effect on Purchase Intention (Y), therefore H3 is rejected.

Table 4. F-Test

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	626,759	3	208,920	75,904	,000 ^b
Residual	264,231	96	2,752		
Total	890,990	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Electronic Word of Mouth, Digital Marketing, Sales Promotion

Source: Data Processed (2022)

Based on the output above, it is known that the significant value is 0.000 with F value is 75.904. The significant value for the effect of X1, X2, and X3 simultaneously on Y is $0.000 < 0.05$ (the significance value is less than 0.05) and for Fcount $75.904 > Ftable 2.70$ (Fcount is greater than Ftable) so it can be concluded that Hypothesis 4 is accepted which means that Digital Marketing, Sales Promotion and Electronic Word of Mouth simultaneously have effect on Purchase Intention at Tiktok Shop.

Discussion**Digital Marketing and Purchase Intention**

Based on the indicator that used, the website, SEO and affiliate marketing on Tiktok Shop influence people to intent to buy. it is explained through the results of the questionnaire, respondents easily find out products on Tiktok Shop, make it easy to find products, and affiliate marketing promotion that appear according to their interests. According to Ryan and Jones (2009) Digital marketing or internet-based online trading transactions are experiencing rapid growth estimates in a number of surveys are amazing. The very rapid growth of internet-based commerce has created a variety of choices in digital marketing.

Sales Promotion and Purchase Intention

Based on the indicators used promotion frequency, promotion quality and promotion time, and obtained from the results of the questionnaire, it affects the intention to buy. The respondents choose Tiktok Shop rather than other e-commerce. Sales promotion is a diverse collection of incentive tools, mostly short-term, designed to encourage the quicker or greater purchase of a particular product/service by consumers or traders (Kotler, 2005). This study indicates that Sales Promotion has a positive effect on Purchase Intention. Through available respondents' data, Manado people tend to buy at Tiktok Shop because of attractive sales promotions, even more, attractive than in other marketplaces, sales promotions such as existing discounts and flash sales. Thus, it is indicated that sales promotion affects purchase intention. This study similar to the research by Martinus and Anggraini (2018) about the effect of sales promotion in social media on purchase intention indicate that sales promotion on social media has a significant effect on the purchase intention of L'oréal Paris Micellar Water products.

Electronic Word of Mouth and Purchase Intention

Based on the indicators that used in this research, the intensity, valence of opinion and content are not enough to make the respondents intent to buy on Tiktok Shop. The data of respondents shows that they don't really care about the E-WOM to make purchase on Tiktok Shop. This study indicates that Electronic Word of Mouth does not significantly affect purchase intention on Tiktok Shop for respondents who live in Manado. Manado people who decide to shop at Tiktok Shop are not too concerned with online recommendations before buying products online. Therefore, Electronic Word of Mouth does not significantly impact purchasing intention. The results of this study is similar to previous studies by Mantiri, Mangantar, and Tumewu (2022), which indicate that Electronic Word of Mouth (eWOM) does not have a significant influence on Purchase Intention.

CONCLUSION AND RECOMMENDATION

Conclusions

1. Digital Marketing partially impacts Purchase Intention on Tiktok Shop. It can be said that Digital Marketing has an important impact in influencing Tiktok shop customers in Manado to intent to buy through Tiktok shop. Therefore the hypothesis is "There is significant effect of Digital Marketing on Purchase Intention partially" is accepted.
2. Sales Promotion partially impacts Purchase Intention on Tiktok Shop. It can be said that Sales Promotion has an important impact in influencing Tiktok shop customers in Manado to intent to buy through Tiktok shop. Therefore the hypothesis is "There is significant effect of Sales Promotion on Purchase Intention partially" is accepted.
3. Electronic Word of Mouth does not partially impact Purchase Intention on Tiktok Shop. It can be said that Electronic word of Mouth has not an important impact in influencing Tiktok shop customers in Manado to intent to buy through Tiktok shop. This shows that respondents who are Tiktok users in Manado who make purchases at Tiktok Shop do not really read online recommendations before deciding to buy products online. Reviews, recommendations, and information from people online are also not a reason to make a purchase. Therefore the hypothesis is "There is significant effect of E-WOM on Purchase Intention partially" there is a negative effect, so it means that the hypothesis is rejected.
4. Digital Marketing, Sales Promotion, and Electronic Word of Mouth have a significant impact on Purchase Intention on Tiktok Shop simultaneously. Therefore the hypotheis "Digital Marketing, Sales Promotion and E-WOM have a significant influence to Purchase Intention simultaneously" is accepted.

Recommendations

1. Tiktok Shop is currently increasing new users and buyers because it is still a new feature or marketplace compared to other marketplaces. In increasing existing purchases, developments must be made in marketing to gain new customers or users. Tiktok shop is quite in the web interface, which is easy to access and efficient in digital marketing. Hopefully, it will continue to grow so that the general public knows the Tiktok Shop feature in the Tiktok application because currently, many people still do not know what Tiktok Shop is and have not made purchases through Tiktok Shop.

2. With the development of technology, people are more likely to voice their opinions via the internet. Word of Mouth, which is only direct, is now more developed via the internet, namely Electronic Word of Mouth, where people only go through the internet to give each other reviews and recommendations online to people on the internet. Recommendation for tiktok users who run businesses, to create more content about products so that they are interested in buying even if only by looking at existing recommendations through the comments and review pages of existing people, even though it doesn't have much effect for now, because people tend to buy on their own accord without other people recommending the product first before buying the item.
3. This research aims to examine the impact of digital marketing, sales promotion, and electronic word of mouth on customer purchase intention on Tiktok Shop. The respondents or case study is the Tiktok users who have shopped on Tiktok Shop and live in Manado. In order to gain more various results, future researchers need to consider the limitations of the research that the researcher makes. The point is that because this research only focuses on the customers who live in Manado, the results of this study do not necessarily apply to the city of Jakarta, for example.

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