



THE INFLUENCE OF DIGITAL MARKETING, BRAND AMBASSADOR, AND PRICE ON ERIGO PRODUCT PURCHASE DECISION

Duta Herzego Putra¹, Ayu Nurafni Octavia², Priyo Aji Laksono³

¹Universitas Semarang, ²Universitas Semarang, ³Universitas Wahid Hasyim Semarang
Email: dutahp200044@gmail.com email : ayunurafni@usm.ac.id email : priyo.aji93@gmail.com

Abstract

This research is based on the decline of the Erigo Brand as the Top Local Clothing Brand in 2021 to 2022 by 2.9 percent. So research is needed to improve purchasing decisions influenced by digital marketing, brand ambassadors, and Erigo brand prices carried out in the World's Best JKT48 Community. This research was conducted using a survey method among members of the World's Best JKT48 Community who are members of the Discord server, totaling 94 respondents. Data collection was carried out using a questionnaire, and data analysis used SPSS 21 which includes validity, reliability, classical assumption testing, multiple regression analysis, and hypothesis testing. The research results show that digital marketing, brand ambassador, and price have a positive and significant effect on purchasing decisions. Erigo needs to share digital content that better supports its product promotion to increase product purchasing decisions. Erigo needs to increase purchasing interest in product purchasing decisions through brand ambassadors who can further influence consumers. Erigo needs to consider new prices that better suit its products to improve purchasing decisions. The coefficient of determination value of 0.678 indicates that the purchasing decision variable can be explained by digital marketing, brand ambassador and price variables of 67.8% while the remainder is explained by other variables outside the research.

Key word :

Digital Marketing;

Brand

Ambassador; Price;

Purchase Decision

INTRODUCTION

In the current era, the use of the internet is very useful in human life. One of the uses of the internet is to facilitate the exchange of information. Internet users, most of whom are young or commonly called the millennial generation, prefer social media, causing a shift in behavior.

This shift in behavior is being exploited by business people in running their business online. This certainly has a big influence on people's views of the business world. Social media is a link between producers and consumers. Good social media management has proven to be an effective promotional medium for business people. Utilizing social media as a marketing technique is a form of good service because it can speed up consumer responses to what is being promoted by business people.

Erigo is a local clothing brand originally from Indonesia. The Erigo brand itself was founded on November 20 2010, started by Muhammad Saddad with the initial name "Selected and Co" then changed to Erigo. Futuristic and eye-catching designs are sought after by young people who want to study fashion. To attract customers, most of whom are young people, an effective and efficient marketing strategy is needed so that Erigo's target market is right.

Erigo, which was originally ranked 2nd Most Popular Local Clothing Brand on the Marketplace, experienced a percentage decrease of 2.9 percent to 3rd place in 2022. This indicates that Erigo's marketing strategy is less effective and efficient in introducing and marketing its products. following is the table:

Table 1. Top Most Popular Local Clothing Brands Marketplace

No	2021		2022	
	Merek	Presentase	Merek	Presentase
1	Roughneck	21,7	Thanksomnia	22,8
2	Erigo	19,4	Roughneck	17,7
3	3Second	18,3	Erigo	16,5
4	Thanksomnia	15,6	Lawless Jakarta	15,1
5	Kamengski	13,1	3Second	13,7
6	Lawless Jakarta	11,9	Kamengski	13,2

Source : top brands

Erigo needs to re-evaluate how they reach more buyers to compete and even surpass other local clothing brands. Aminah et al. (2018) explain that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. Many factors influence purchasing decisions such as an effective and efficient marketing mix. Some of them are the influence of digital marketing, brand ambassadors, prices and others.

Digital marketing according to Saputra et al. (2020) is one type of marketing activities used to promote or market a product or service and to reach potential consumers using digital media. According to Fasha et al. (2022) a brand ambassador is someone who understands the company and has the role of providing information about the goods or services offered to the public so that they know more about the product and service. According to Listighfaroh (2020) price is the total value traded to buyers for the benefit of owning goods or services.

In research conducted by Saputra and Ardani in (2020) it was stated that digital marketing had a positive and significant effect on purchasing decisions, while in research by Rahmawati et, al (2022) it was stated that digital marketing did not influence purchasing decisions. Research by Pramudita, et al (2023) found that the ambassador brand influenced purchasing decisions, but other results found in research by Faradasya and Trianasari (2020) stated that the ambassador brand had

no influence on purchasing decisions. then the research of Kusuma, et al (2022) showed the results that price had a positive and significant effect on purchasing decisions, while the results of Listigfaroh's research (2020) showed that price had no effect on purchasing decisions

LITERATURE REVIEW

Purchasing Decision

According Kusuma et al. (2022) that purchasing decisions are a problem solving process which consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and behavior after purchase. The purchasing decision is the selection stage of the available options and alternatives. In other words, someone must have other choices or alternatives for themselves to choose from. Consumers make decisions starting from searching, purchasing and using a product in a certain period. according to Kusuma et al. (2022) purchasing decision indicators include stability of a product, habits in purchasing products, giving recommendations to others, making repeat purchases

Digital Marketing

Digital marketing according to Saputra et al. (2020) is a type of marketing activity that is used to promote or market a product or service and to reach potential consumers using digital media. There are several indicators in digital marketing according to Aryani (2021), including:

- a. Accessibility
- b. Credibility
- c. Interactivity
- d. Informativeness

Brand Ambassador

According to A Shimp in the journal Fasha et al. (2022), a brand ambassador is a person who supports a brand from various popular public figures. Brand ambassadors that are generally partnered with by a company come from artists or public figures. In the journal Purwati et al. (2022), Lea-Greenwood mentions several indicators of brand ambassadors, including:

- a. Transference
- b. Credibility
- c. Attraction
- d. Power

Price

Listigfaroh (2020) price is the total amount of value allocated by consumers for the benefits they obtain or use for a product or service. More broadly, price is the sum of the values exchanged for the product sales value determined by the company. according to Gustini (2021) the goal in setting prices is Profit-Oriented, Volume-Oriented, Image-Oriented, Price Stabilization. price indicators according to Suryahadi et al. (2022), namely affordable prices, prices according to product quality, prices according to capabilities, prices according to perceived benefits

Hypothesis

Digital marketing according to Saputra et al. (2020) is a type of marketing activity that is used to promote or market a product or service and to reach potential

consumers using digital media. Digital media is considered to have a fairly broad scope and companies can disseminate information related to their products more quickly and consumers will be more helped in purchasing products.

The results of research Kerin and Anwar (2022) show that digital marketing variables have a positive and significant influence on purchasing decision variables. The same results were also found in research conducted by Suryahadi, et al (2022). Several studies above show a relation between digital marketing and purchasing decisions. In product marketing activities, companies need to increase the use of social media so that they can improve consumer purchasing decisions. Based on this description, the following hypothesis can be made:

H1: Digital marketing influences purchasing decisions

Brand ambassadors can attract buyers' interest with their manner of introducing the products they are promoting. Brand ambassadors who have great appeal will influence purchasing decisions for the products being offered.

Proven in research by Budiyanto (2019) where the research results showed that brand ambassadors partially had a positive and significant influence on purchasing decisions. Likewise, the results of research by Kerin and Anwar (2022) have the same results. So the hypothesis is formulated as follows:

H2: Brand ambassadors influence purchasing decisions

According to Gustini (2021), price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service. Price acts as the main determinant for consumers in choosing the product they will buy. Prices can help buyers decide how to allocate their purchasing power to various types of goods and services

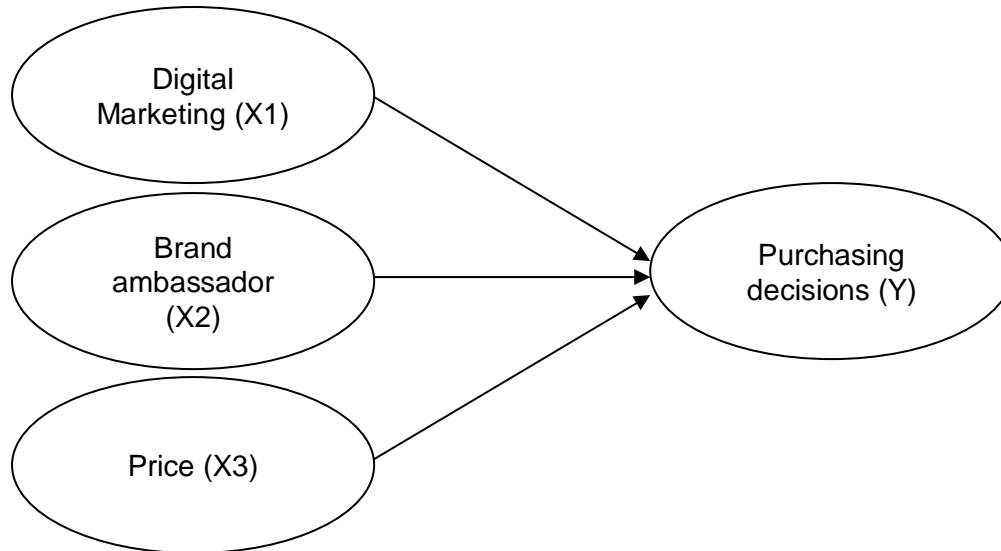
In research conducted by Suryahadi et al (2022) with research results that price has a positive and significant influence on purchasing decisions. The same results were shown in research by Rahmawati et al (2022). Therefore, price is one of the things to consider in the decision to purchase a product. Price is also a major factor in purchasing decisions. With this statement, the following hypothesis is taken:

H3: Price influences purchasing decisions

CONCEPTUAL FRAMEWORK

This research explains that there is a relationship between the variables brand ambassador, digital marketing, and price on purchasing decisions which can be described as follows

Figure 1 Framework of Mind



RESEARCH METHOD

According to Listighfaroh (2020), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population used in this research are fans of the JKT48 idol group called JKT48 Fans. The population taken is part of the JKT48 fans who are members of the World's Best JKT48 community. In determining the research sample size, it was determined using the Slovin formula because the population was already known, namely members who were members of the World's Best JKT48 community Discord server, totaling 1500 members, so the sample size was 94 people. A questionnaire is a data collection technique that is carried out by asking respondents to answer questions. In this research, a questionnaire was conducted in the form of written questions addressed to members of the World's Best JKT48 community regarding digital marketing, brand ambassadors and prices. analysis carried out using multiple linear regression analysis with the dependent variable purchasing decision and the independent variables digital marketing, brand ambassador and price. The tests carried out are classic assumption tests which include normality tests, heteroscedasticity tests and multicollinearity tests. then test the hypothesis with the t test and finally the determination test

RESULT AND DISCUSSION

Validity Test

Table 2 Results of Validity Test

Variable	Indicator	R Test	R Table (n=92)	Results
Digital marketing (X1)	X1.1	0,850	0,2028	Valid
	X1.2	0,854	0,2028	Valid
	X1.3	0,838	0,2028	Valid
	X1.4	0,666	0,2028	Valid

Brand ambassador (X2)	X2.1	0,848	0,2028	Valid
	X2.2	0,568	0,2028	Valid
	X2.3	0,840	0,2028	Valid
	X2.4	0,801	0,2028	Valid
Price (X3)	X3.1	0,799	0,2028	Valid
	X3.2	0,749	0,2028	Valid
	X3.3	0,776	0,2028	Valid
	X3.4	0,827	0,2028	Valid
Purchasing Decision (Y)	Y1	0,688	0,2028	Valid
	Y2	0,605	0,2028	Valid
	Y3	0,768	0,2028	Valid
	Y4	0,761	0,2028	Valid

Source : SPSS 21 Primary Data Processing , 2023

Based on table 1 above, it is known that the overall calculated R Test that has been tested is positive and greater than the R Table. So, all the indicators above are declared valid.

Reliability Test

A questionnaire can be said to be reliable when the Alpha value exceeds 0,6 ,then the variable statement is reliable (Ghozali, 2018).

Table 3 Results of Reliability Test

Variable	Cronbach's Alpha	Reliability Standart	Results
Digital marketing (X1)	0,843	0,60	Reliable
Brand ambassador (X2)	0,847	0,60	Reliable
Price (X3)	0,852	0,60	Reliable
Purchasing decision (Y)	0,846	0,60	Reliable

Source : SPSS 21 Primary Data Processing , 2023

Based on the reliability test results above, it can be seen that table shows that all indicators have a fairly large Cornbach's Alpha, namely above 0,60.

Normality Test

The normality test is carried out to test whether a regression product of an independent variable or both of them has a normal distribution or not. The data used in this research used Kolmogrov Smirnov.

Table 4 Results of Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandarized Residual
N		94
Normal Parameters	Mean	.0000000
	Std.Deviation	1.84149853
Most Extreme Differences	Absolute	.071
	Positive	.045
	Negative	-.071
Kolmogorov-Smirnov Z		.686
Asymp. Sig. (2-tailed)		.735

Source : SPSS 21 Primary Data Processing , 2023

Based on table 3, it can be seen that the significance value of Kolmogrov-Smirnov is 0,686 > 0,05. So it can be concluded that the data in this study is normally distributed.

Heteroscedasticity Test

A good regression model is that there is no heteroscedasticity and uses the Glejser test to determine the presence of heteroscedasticity. The results of the heteroscedasticity test can be seen in the table below:

Table 5 Results of Heteroscedasticity Test

Model	Unstandarized Coefficients		Standarized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.845	.966		1.909	.059
DIGITAL MARKETING	.044	.051	.123	.855	.395
BRAND AMBASSADOR	.063	.052	.171	1.194	.236
PRICE	.045	.047	.101	.962	.338

Source : SPSS 21 Primary Data Processing , 2023

The results prove that if the significance probability value of the digital marketing, brand ambassador and price variables is above the standard significance value $\geq 0,05$, then the regression model does not have heteroscedasticity problems

Multicollinearity Test

A variable showing multicollinearity can be seen from the Variance Inflation Factor (VIF) value which does not exceed 10 and the tolerance value is above 0.10. The following is a table of multicollinearity test results:

Table 6 Results of Multicollinearity Test

Model	Unstandarized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
1 (Constant)	4.649	1.597		
DIGITAL MARKETING	.055	.091	.484	2.068
BRAND AMBASSADOR	.044	.090	.487	2.053
PRICE	.631	.078	.990	1.010

Source : SPSS 21 Primary Data Processing , 2023

The results of the multicollinearity test in table show that the tolerance value for each independent variable is above a value greater than 0,01. Meanwhile, the VIF value for each independent variable is not greater than 10. This means that each research variable does not show any symptoms of multicollinearity in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the independent variables, namely the influence of digital marketing, brand ambassadors, and price on the dependent variable of purchasing decisions.

Table 7 Results Multiple Linear Regression Analysis

Model	Unstandarized Coefficients		Standarized Coefficients	t	Sig.
	B	Std.	Beta		

		Error			
1 (Constant)	-2.645	1.327		-1.993	.049
DIGITAL MARKETING	.511	.112	.427	4.583	.000
BRAND AMBASSADOR	.339	.110	.299	3.075	.003
PRICE	.222	.065	.235	3.393	.001

a. Dependent Variable: PURCHASING DECISION

Source : SPSS 21 Primary Data Processing , 2023

Based on the table of multiple linear regression test results above, the regression analysis equation is as follows :

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

$$Y = -2,645 + 0,237X_1 + 0,299X_2 + 0,235X_3 + e$$

T-Test

Partial testing (t test) was carried out to determine the influence of each digital marketing variable (X1), brand ambassador (X2), and price (X3) on purchasing decisions (Y). The t table value is calculated using the formula $df = n - k - 1$, so $df = 94 - 3 - 1 = 90$, so the t table value is 1,986675. With the condition that the level of significance value is $< 0,05$, there is a significant influence so that the hypothesis is accepted.

- The results of testing hypothesis 1 regarding the influence of digital marketing on purchasing decisions for Erigo products obtained a positive regression coefficient and a calculated t value of 4,583 and a t table value of 1,986675. So the calculated t value is greater than the t table, namely $4,583 > 1,986675$ with a significance of 0,000. The resulting significance value is smaller than 0,05. This shows that H1 is accepted. This means that digital marketing variables influence the decision to purchase Erigo products.
- The results of testing hypothesis 2 regarding the influence of brand ambassadors on purchasing decisions for Erigo products obtained a positive regression coefficient and a calculated t value of 3,075 and a t table value of 1,986675. So the calculated t value is greater than the t table, namely $3,075 > 1,986675$ with a significance of 0,003. The resulting significance value is smaller than 0,05. This shows that H2 is accepted. This means that the brand ambassador variable influences the decision to purchase Erigo products.
- The results of testing hypothesis 3 regarding the influence of price on purchasing decisions for Erigo products obtained a positive regression coefficient and a calculated t value of 3,393 and a t table value of 1,986675. So the calculated t value is greater than the t table, namely $3,393 > 1,986675$ with a significance of 0,001. The resulting significance value is smaller than 0.05. This shows that H3 is accepted. This means that the price variable influences the decision to purchase Erigo products.

Coefficient of Determination

The Coefficient of Determination (R²) is used to measure how far a model is able to explain variations in the dependent variable. The results of the coefficient of determination test can be seen in the following table:

Table 8 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.689	.678	1.347

Source : SPSS 21 Primary Data Processing , 2023

Based on table, it is known that the Adjusted R Square coefficient is 0,678. This explains that 67,8 percent of purchasing decisions (Y) can be explained by digital marketing (X1), brand ambassador (X2) and price (X3). Meanwhile, the remaining $100 - 67,8 = 32,2$ percent is influenced by other variables outside of digital marketing, brand ambassador and price.

Discussion

Digital marketing influences purchasing decisions as seen from the regression coefficient of 0,427 and the calculated t value of 4,583 > 1,986675 with a significance of 0,000 < 0,05. So hypothesis 1 which reads "H1: Digital marketing influences purchasing decisions" is declared accepted. This influence is positive and significant as seen from the t table value which is greater than the t table, the regression coefficient which has a positive sign (+), and the significance is smaller than 0,05. This means that the better the digital marketing for Erigo products, the greater the decision to purchase Erigo products. Digital marketing is a variable that is used as a marketing medium from traditional or conventional methods to digital methods as a supporting tool so that consumers can more easily reach the information and products they want. With easy access to product information made by Erigo in marketing its products, more customers will be interested in deciding to buy Erigo products. The more quality and informative the digital marketing, the higher the product purchasing decision will be

Brand ambassadors influence purchasing decisions as seen from the regression coefficient of 0.299 and the calculated t value of 3,075 > 1,986675 with a significance of 0,003 < 0,05. So hypothesis 2 which is stated as "H2: Brand ambassadors influence purchasing decisions" means that it is accepted. This influence is positive and significant as seen from the t table value which is greater than the t table, the regression coefficient which has a positive sign (+), and the significance which is smaller than 0,05. This means that the better the brand ambassador represents Erigo products, the greater the decision to purchase Erigo products. Brand ambassador is a variable that can influence consumer purchasing decisions for Erigo products. JKT48 plays a role as a channel, speaker and liaison in advertisements created by Erigo to introduce its products to consumers, so that the use of JKT48 is considered a representation of the product's identity. JKT48 is believed to be one of the psychological factors that can influence consumer attitudes and beliefs towards Erigo products. The selection of JKT48 as brand ambassador usually has a positive image background so that it can present a good overall picture of Erigo's products.

Price influences purchasing decisions as seen from the regression coefficient of 0,235 and the calculated t value of 3,393 > 1,986675 with a significance of 0,001 < 0,05. So hypothesis 3 which is stated as "H3: Price influences purchasing decisions" is accepted. This influence is positive and significant as seen from the t table value which is greater than the t table, the regression coefficient which has a positive sign (+), and the significance which is smaller than 0,05. This means that the more affordable and commensurate the price of Erigo products, the greater the decision to purchase Erigo products. These results explain that the prices provided by Erigo are well accepted by consumers. Price acts as the main determinant of buyers' choices, because consumers will decide whether the price of a product is right or not

CONCLUSION

Based on the results of the analysis that has been carried out, it shows that digital marketing influences purchasing decisions. This influence is positive and

significant, meaning that the better the digital marketing for Erigo products, the greater the decision to purchase Erigo products. Brand ambassadors influence purchasing decisions, this influence is positive and significant. This means that the better the brand ambassador represents Erigo products, the greater the decision to purchase Erigo products. Price influences purchasing decisions. This influence is positive and significant. This means that the more affordable and commensurate the price of Erigo products, the greater the decision to purchase Erigo products. Based on the R^2 value which shows a value of 0.678 or 67.8 percent of purchasing decisions influenced by digital marketing, brand ambassador and price variables, it is recommended for further research to select new variables such as service quality and product quality which might show a greater influence on purchasing decisions.

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