The Effect of Digital Marketing, Electronic Word of Mouth, and Electronic Trust on Purchase Decisions at PT Sutra Texindo Utama

Gilbert[1], Kirisna Persat[1], Fernando Halim[1],Ricky Rafii Ritonga[2]
[1] Student of Bachelor Management, Faculty of Economics, Universitas Prima Indonesia,
[2]Center Of Excellence for Digital Business and SMEs, Universitas Prima Indonesia
Email: rickyrafiiritonga@unprimdn.ac.id

ABSTRACT

The Indonesian textile industry is growing rapidly with very promising profits, resulting in tight conflicts in the textile industry. This study was conducted to determine the effect of Digital Marketing, Electronic Word of Mouth, and Electronic Trust on purchasing decisions at PT Sutra Texindo Utama. The type of research, techniques and data used are associative causal, quantitative and primary techniques. Where buyers who use E-commerce in North Sumatra are the population with a sample of 150 respondents. The sampling technique used is the non-probability sampling technique. The questionnaire is a tool used in collecting data for this study, then using SPSS to analyze multiple linear regression. Based on the results of the study, Digital Marketing, Electronic Word of Mouth, Electronic Trust showed a significant influence on purchasing decisions.

Keywords: Purchasing Decisions, Digital Marketing, Electronic Word of Mouth, and Electronic Trust

INTRODUCTION

The Indonesian textile industry is increasingly developing because the results or profits obtained are very promising, so that there is tight competition in the textile industry. PT. Sutra Texindo

Utama is a company engaged in the production and sale of polyester fabrics of various motifs, both finished and semi-finished materials (grey). Based on the data, the number of customers from 2021 to 2023 has increased quite significantly, where in 2021 the number of customers was 1,342 people, in 2022 it was 3,534 people, and in 2023 it was 5,902 people. This increase was supported after PT. Sutra Texindo Utama entered E-commerce. Observing these problems, the title can be determined: "The Influence of Digital Marketing, Electronic Word of Mouth, and Electronic Trust on Purchasing Decisions at PT Sutra Texindo Utama".

LITERATURE REVIEW

1.1. Marketing Management

According to Basu Swastha and Handoko (2013), marketing is a strategy used by companies with the aim of managing all company activities to provide customer satisfaction.

1.2. Digital Marketing

Quoted from Khoziyah (2021), Digital Marketing is marketing that uses online channels to reach buyers more widely.

1.3. Electronic Word of Mouth

Electronic Word of Mouth(EWOM) is a voluntary feeling of consumers marketing and providing information/reviews to relatives about a product purchased via the internet (Padmawati & Atmosfer, 2020).

1.4. Electronic Trust

According to Kotler and Keller (2016), the presence or absence of inter-party dependency in

partnerships in terms of personal and organizational factors is a sense of consumer trust. So it can be concluded that electronic trust provides both parties who need each other online.

1.5. Buying decision

According to Kotler and Keller (2009), purchasing decisions are the stages consumers go through starting from product evaluation to deciding to purchase the product.

1.6. Framework of thinking

The framework of thinking is a foundation used as a guide for research on the subject matter being studied that is to be achieved and has a simple scheme containing the main elements of the research. The framework of thinking is:

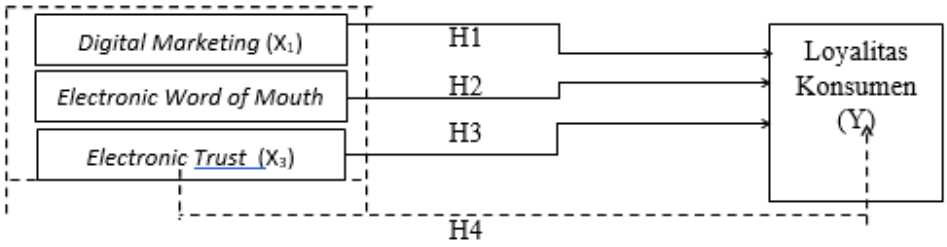

Figure 1.1 Framework of Thinking

Source: Created by Researchers (2024)

Caption :

: Partially

: Simultaneously

1.7. Hypothesis

The hypothesis in this study is:

H1: There is an impact received on purchasing decisions from Digital Marketing.

H2: There is an impact received on purchasing decisions from Electronic Word of Mouth.

H3: There is an impact received on purchasing decisions from Electronic Trust.

H4: There is an impact received on purchasing decisions from Digital Marketing, Electronic Word of Mouth, Electronic Trust.

METHODS

2.1 Population and Sample

2.1.1 Population

According to Sugiyono (2015), objects or subjects in a region with certain characteristics that are in accordance with the topic of the researcher to be observed and concluded are populations. The population used is all customers in 2024 at PT. Sutra Texindo Utama, which is 10,143.

2.1.2 Sample

According to Sugiyono (2015), a sample is a part of a population taken to focus research. The research technique used is the Non-Probability Sampling technique where the sample used cannot be the same for members of the population selected as samples.

2.2 Data Types and Sources

2.2.1 Types of research

Associative causal research with quantitative techniques is the type used. Because according to Sugiyono (2016), a study that aims to find out the relationship between variables should use associative research, where the causal relationship is a cause-and-effect relationship.

2.2.2 Data source

Data sources are sources of information about the data needed. Data is divided into two, namely primary data (directly from respondents) and secondary data (indirectly from respondents).

2.3 TechniqueData analysis

TechniqueData analysis is a technique for determining the influence of a variable on other variables, which is carried out through analysis so that the data can be used as a consideration and conclusions can be drawn.

2.4 TestData Quality

2.4.1 Validity Test

According to Ghozali (2017), a questionnaire is tested for validity using a validity test with the criterion r as the basis for validity, where if the calculated r is greater then it is considered valid, whereas if the opposite is true then it is considered invalid.

2.4.2 TestReliability

Reliability is a tool to measure a questionnaire which is an indicator of a variable (Ghozali, 2017). The criteria for this reliability test are:

Ifrhitung > 0.60 indicates that the question is reliable

Ifrhitung < 0.60 indicates that the question is not reliable

2.5 TestClassical Assumptions

According to Ghozali (2013), assumption tests are used to produce accurate data analysis using normality, multicollinearity, heteroscedasticity and autocorrelation which can be identified using classical assumptions.

2.5.1 Normality Test

According to Ghozali (2013), the normality test is used to determine whether the distribution results of each variable are normal or not. A normality test needs to be carried out for testing other variables with the assumption that the residual value follows a normal distribution.

2.5.2 Test Multicollinearity

According toGhozali (2013), in the regression model, testing is needed to determine whether there is a correlation between independent variables. A good regression model shows no correlation between independent variables. If the independent variables are correlated, it means that they are not orthogonal variables. Orthogonal variables are independent variables where the correlation value between the variables is zero. The value used is usually tolerance > 0.1 or VIF (Variance Inflation Factor) < 10, then there is no multicollinearity.

2.5.3 TestHeteroscedasticity

According to Ghozali (2013) to test a good regression model in the inequality of residual variance, a heteroscedasticity test is required. If the variance of other residuals remains constant and does not spread, then heteroscedasticity is stated and vice versa.

2.5.4 TestAutocorrelation

The relationship or correlation between members of data observations at a time (time series) requires an autocorrelation test. It is necessary to carry out statistical identification to see the prob-chi2 significantly. If the value is less than 5% then autocorrelation occurs, and vice versa.

2.6 Multiple Linear Regression Analysis

In this study, researchers used multiple analysis methods to determine whether or not Digital Marketing, Electronic Word of Mouth and Electronic Trust had an influence on purchasing decisions.

2.7 Hypothesis Testing

2.7.1 Partial Test (t-Test)

Basically, a (partial) test is needed to see how far the independent variable individually influences. According to Ghozali (2013), if the calculated t statistic value is greater than the t table value, then the alternative hypothesis (Ha) shows that the independent variable individually influences the dependent variable. The t test is performed by calculating the probability/sig. If the P value is greater than 0.05, then H0 is accepted and Ha is rejected, and vice versa.

2.7.2 Simultaneous Test (F Test)

According to Ghozali (2013), to identify a regression line that can be used as an estimator, a simultaneous statistical test (F test) is required.

2.7.3 Coefficient of Determination Test (R2)

According to Ghozali (2013), the coefficient of determination (R2) is used to measure the

proportion of the dependent variable explained by the explanatory variable (independent variable).

RESULTS

3.1 General description

In this study, the population is online buyers domiciled inSumatraNorth, where the sample age criteria is 25 years and above.

3.2 Respondent Description Overview

In this study, the classification of respondent data was based on gender, age, and city of origin with a total of 150 respondents.

Respondent Gender

In this study, the gender of the respondents was identified as follows:

Table 3.1 Respondent Gender

No	Gender	Number of people)	Percentage%
1	Man	42	28%
2	Woman	108	72%
Total		150	100%

Source: Created by Researchers, 2024

Based on the table above, it is known that there were 108 female respondents (72%) and 42 male respondents (28%).

Respondent Age

In this study, the ages of the respondents were as follows:

Table 3.2 Respondents' Age

No	Respondent Age (Years)	Number of people)	Percentage%
1	25 – 29	17	11.3%
2	30 – 34	31	20.7%
3	35 – 39	45	30%
4	Above 39	57	38%
Amount		150	100%

Source: Created by Researchers, 2024

Based on the table above, it is known that the age group of 25-29 years is 17 people (11.3%), 30-34 years is 31 people (20.7%), 35-39 years is 45 people (30%), and over 39 years is 57 people (38%).

Respondent's City of Origin

In this study, the respondents' cities of origin were as follows:

Table 3.3 Respondents' City of Origin

No	City of Origin	Amount	Percentage%
1	Medan	74	49.3%
2	Siantar River	14	9.4%
3	Sibolga	3	2%
4	Tanjung Balai	9	6%
5	Padang Sidempuan	5	3.3%
6	High Cliff	12	8%
7	Binjai	32	21.3%

8	Mount Sitoli	1	0.7%
Total		150	100%

Source: Created by Researchers, 2024

Based on the table above, it is known that the cities of origin are Medan (49.3%), Pematang Siantar (9.4%), Sibolga (2%), Tanjung Balai (6%), Padang Sidempuan 3.3%), Tebing Tinggi (8%), Binjai (21.3%), and Gunung Sitoli (0.7%).

3.3 Statistical Analysis Results

Digital Marketing Variables

The following is a descriptive statistical analysis table of Digital Marketing:

Table 3.4 Digital Marketing Questionnaire Results

Score	Data					
	A1.1	A1.2	A1.3	A1.4	A1.5	A1.6
1	0	0	0	0	5	8
2	1	10	2	5	15	29
3	32	40	28	29	45	43
4	84	72	85	82	51	45
5	33	28	35	34	34	25
Total	150	150	150	150	150	150

Source: Created by Researchers, 2024

Table 3.5 Digital Marketing Questionnaire Data Collection

Information	A1.1	A1.2	A1.3	A1.4	A1.5	A1.6
Average value	3,993	3,787	4,020	3,967	3,627	3,333
Most Value	4	4	4	4	4	4
Smallest Value	2	2	2	2	1	1
Greatest Value	5	5	5	5	5	5

S. Deviation	0.678	0.821	0.688	0.743	1,043	1,123

Source: Created by Researchers, 2024

Based on tables 3.4 and 3.5, the results of respondents A1.1, A1.2, A1.3, A1.4, A1.5, and A1.6 have average values of 3.993; 3.787; 4.020; 3.967; 3.627; and 3.333 with standard deviations of 0.678; 0.821; 0.688; 0.743; 1.043; and 1.123.

Electronic Word of Mouth Variables

The following is a descriptive statistical analysis table of Electronic Word of Mouth:

Table 3.6 Results of the Electronic Word of Mouth Questionnaire

Score	Data					
	A2.1	A2.2	A2.3	A2.4	A2.5	A2.6
1	3	8	0	0	0	0
2	25	28	1	9	4	3
3	62	61	32	28	35	51
4	45	43	75	90	84	73
5	15	10	42	23	27	23
Total	150	150	150	150	150	150

Source: Created by researcher, 2024

Table 3.7 Electronic Word of Mouth Questionnaire Data Collection

Information	A2.1	A2.2	A2.3	A2.4	A2.5	A2.6
Average value	3,293	3,127	4,053	3,847	3,893	3,773
Most Value	3	3	4	4	4	4
Smallest Value	1	1	2	2	2	2
Greatest Value	5	5	5	5	5	5
S. Deviation	0.928	0.968	0.719	0.746	0.713	0.722

Source: Created by researcher, 2024

Based on tables 3.6 and 3.7, the results of respondents A2.1, A2.2, A2.3, A2.4, A2.5, and A2.6 have average values of 3.293; 3.127; 4.053; 3.847; 3.893; and 3.773 with standard deviations of 0.928; 0.968; 0.718; 0.746; 0.713; and 0.722.

Electronic Trust Variable

The following is a descriptive statistical analysis table of Electronic Trust:

Table 3.8 Electronic Trust Questionnaire Results

Score	Data				
	A3.1	A3.2	A3.3	A3.4	A3.5
1	0	0	0	0	0
2	0	0	6	1	1
3	28	28	29	30	39
4	82	82	92	85	84
5	40	40	23	34	26
Total	150	150	150	150	150

Source: Created by researcher, 2024

Table 3.9 Electronic Trust Questionnaire Data Collection

Information	A3.1	A3.2	A3.3	A3.4	A3.5
Average value	4,080	4,080	3,880	4,013	3,900
Most Value	4	4	4	4	4
Smallest Value	2	2	2	2	2
Greatest Value	5	5	5	5	5
S. Deviation	0.669	0.633	0.702	0.673	0.671

Source: Created by researcher, 2024

Based on tables 3.8 and 3.9, the results of respondents A3.1, A3.2, A3.3, A3.4, and A3.5 have average values of 4.080; 4.080; 3.880; 4.013; and 3.900 with standard deviations of 0.669;

0.633; 0.702; 0.673; and 0.671.

Purchase Decision Variables

The following is a descriptive statistical analysis table of Purchasing Decisions:

Table 3.10 Results of the Purchasing Decision Questionnaire

Score	Data			
	Y.1	Y.2	Y.3	Y.4
1	0	0	1	0
2	2	6	6	2
3	22	60	50	39
4	68	47	59	76
5	58	37	34	33
Total	150	150	150	150

Source: Created by researcher, 2024

Table 3.11 Data Collection of Purchase Decision Questionnaire

Information	Y.1	Y.2	Y.3	Y.4
Average value	4,213	3,767	3,793	3,933
Most Value	4	3	4	4
Smallest Value	2	2	1	2
Greatest Value	5	5	5	5
S. Deviation	0.736	0.867	0.859	0.727

Source: Created by researcher, 2024

Based on tables 3.10 and 3.11, the results of respondents B1.1, B1.2, B1.3, and B1.4 have average values of 4.213; 3.767; 3.793; and 3.933 with standard deviations of 0.736; 0.867; 0.859; and 0.727.

3.4 Testing and Data Analysis Results

Data Instrument Test

1. Validity Test

The following table shows the results of the data instrument test:

Table 3.12 Validity Test Data Processing

Variables	Data	r count	r table	Information
A1	A1.1	0.448	0.16	Valid
	A1.2	0.576	0.16	Valid
	A1.3	0.412	0.16	Valid
	A1.4	0.619	0.16	Valid
	A1.5	0.553	0.16	Valid
	A1.6	0.745	0.16	Valid
A2	A2.1	0.555	0.16	Valid
	A2.2	0.523	0.16	Valid
	A2.3	0.487	0.16	Valid
	A2.4	0.528	0.16	Valid
	A2.5	0.691	0.16	Valid
	A2.6	0.596	0.16	Valid
A3	A3.1	0.676	0.16	Valid
	A3.2	0.575	0.16	Valid
	A3.3	0.561	0.16	Valid
	A3.4	0.712	0.16	Valid
	A3.5	0.726	0.16	Valid
Y	Y.1	0.570	0.16	Valid
	Y.2	0.745	0.16	Valid

	Y.3	0.746	0.16	Valid
	Y.4	0.703	0.16	Valid

Source: Created by researcher, 2024

Based on the table above, all questions are declared valid.

2. Reliability Test

The following table shows the results of the reliability test:

Table 3.13 Reliability Test Data Processing

Variables	***Cronbach's Alpha***	**Information**
Digital Marketing(A1)	0.480	Reliable
Electronic Word Of Mouth(A2)	0.463	Reliable
Electronic Trust(A3)	0.530	Reliable
Purchase Decision (Y)	0.482	Reliable

Source: Created by researcher, 2024

Based on the table above, it is known that all variables are declared reliable.

Classical Assumption Test

1. Normality Test

The following table shows the results of the normality test:

Table 3. Data Processing for Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		150
Normal Parametersa,b	Mean	0
	Std. Deviation	0.55899026
Most Extreme Differences	Absolute	0.0365
	Positive	0.0312
	Negative	-0.0365
Test Statistics		0.0365

Asymp. Sig. (2-tailed)	.200c,d

Source: Created by researcher, 2024

Based on the table above, it is known that the significance value is normally distributed.

2. Multicollinearity Test

The following table shows the results of the multicollinearity test:

Table 3.15 Multicollinearity Test Data Processing

Variables	Tolerance Value	VIF Value	Information
Digital Marketing(A1)	0.688	1,454	No Multicollinearity
Electronic Word Of Mouth(A2)	0.683	1,465	No Multicollinearity
Electronic Trust(A3)	0.578	1,731	No Multicollinearity

Source: Created by researcher, 2024

Based on the table above, all variables are not multicollinear.

3. Heteroscedasticity Test

The following table shows the results of the multicollinearity test:

Table 3.16 Heteroscedasticity Test Data Processing

Independent Variables	Sig.	Information
Digital Marketing(A1)	0.529	Non-Heteroscedasticity
Electronic Word of Mouth(A2)	0.918	Non-Heteroscedasticity
Electronic Trust(A3)	0.143	Non-Heteroscedasticity

Source: Created by researcher, 2024

Based on the table above, it is known that there are no symptoms of heteroscedasticity where this study has a significance probability of > 5%.

Model Feasibility Test

1. Coefficient of Determination Test

The following table shows the results of the coefficient of determination test:

Table 3.17 Data Processing of Determination Coefficient Test

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.823a	0.754	0.665	1,451	0.644	88,891	3	178	0

Source: Created by researcher, 2024

Based on the table above, it is known that the dependent variable is 66.5% where the adjusted r square value is 0.665.

2. F Test

The following table shows the F test results:

Table 3.18 F-Test Data Processing

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	525,304	3	186.21	87,901	.000b
	Residual	290,836	146	1,862		
	Total	816.14	149			

Source: Created by researcher, 2024

Based on the table above, it can be concluded that the variables have a joint influence on purchasing decisions.

Multiple Linear Regression Analysis

The following table shows the results of the multiple linear regression analysis:

Table 3.19 Multiple Linear Regression Analysis Data Processing

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.057	0.961		0.057	0.965
	A1	0.156	0.048	0.153	2,452	0.016
	A2	0.432	0.042	0.473	6,722	0
	A3	0.314	0.044	0.229	4,312	0

Source: Created by researcher, 2024

Based on the table, a multiple linear regression equation is obtained.

Hypothesis Test (t-Test)

The following table shows the results of the hypothesis test:

Table 3.20 Hypothesis Test Data Processing (t)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.057	0.961		0.057	0.965
	A1	0.156	0.048	0.153	2,452	0.016
	A2	0.432	0.042	0.473	6,722	0
	A3	0.314	0.044	0.229	4,312	0

Source: Created by Researchers, 2024

Based on the table above, the results of the t-test show that each variable (A1, A2, and A3) has a

significant influence on purchasing decisions.

DISCUSSION

The following are the research results:

The Influence of Digital Marketing on Purchasing Decisions

From the results of the research conducted, it is known that purchasing decisions are significantly influenced by Digital Marketing, this is supported by the statement from Saputra and Ardani (2020). *Digital Marketing*can also be interpreted as online/online-based marketing (Sanjaya & Tarigan, 2009). According to Pebrianti, Arweni, & Awal (2020), digital marketing is the introduction of products to consumers online in an interesting and clear way so that consumers make purchasing decisions.

The Influence of Electronic Word of Mouth on Purchasing Decisions

From the results of the research conducted, it is known that purchasing decisions are significantly influenced by Electronic Word of Mouth, this is supported by the statement from Audina et. Al (2020). Information about products also influences consumer transactions (Ihsan, Abidin, & Kuleh, 2022). The influence of traditional Word of Mouth is limited by social networks that are still local while eWOM can cover more distant social networks because consumers can communicate worldwide online Ismagilova et.al. (2017).

The Influence of Electronic Trust on Purchasing Decisions

From the results of the research conducted, it is known that purchasing decisions are significantly influenced by Electronic Trust, this is supported by the statement from Anwar and Aprilia (2018). Quoted from Nasution et al., (2020), consumers will make transactions with a

sense of trust and not be afraid (safe) if given clear and honest information.

CONCLUSION

In this study, we can answer the problem formulation of the influence of Digital Marketing, Electronic Word of Mouth, and Electronic Trust on purchasing decisions, namely as follows:

1. From the research results, purchasing decisions are significantly influenced by Digital Marketing.
2. From the research results, purchasing decisions are significantly influenced by Electronic Word of Mouth.
3. From the research results, purchasing decisions are significantly influenced by Electronic Trust.

LIMITATION

The researcher has suggestions for further researchers, namely:

1. For future research, please review and add other variables that influence E-commerce marketplace users in North Sumatra on purchasing decisions.
2. For further addition, respondents from other cities.
3. For the Company, it is expected

a. Can pay attention to factors that increase Digital Marketing by collaborating with other companies so that consumer purchasing decisions increase.

b. Can use social media (Electronic Word of Mouth) to increase purchasing decisions.

c. Can maintain and even pay more attention to buyer trust, thereby increasing purchasing decisions.

REFERENCES

Alwendi. (2020). Penerapan E-commerce Dalam meningkatkan Daya Saing Usaha. Jurnal Manajemen Bisnis, 17(3), 317-325.

Anwar, R. N., & Aprillia, R. (2018). Pengaruh Kepercayaan dan Media Sosial terhadap Keputusan Pembelian Konsumen E-commerce Fashion Muslim Hijup di Jakarta. Jurnal Manajemen Bisnis Krisnawipayana, 6(1), 75-85.

Audina, L. N., Kurniati, R. R., & Zunaida, D. (2020). Pengaruh *Electronic Word of Mouth* dan Kepercayaan Konsumen terhadap Keputusan Pembelian pada *Marketplace* Shopee (Studi pada Mahasiswa Universitas Swasta di Kota Malang). JIAGABI, 9(2), 244-252.

Basu Swastha dan T. Hani Handoko. 2013. *Manajemen Pemasaran Analisis Perilaku Konsumen*. Edisi Pertama. Yogyakarta : BPPFE

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 26.

Semarang: Badan Penerbit Universitas Diponegoro.

Ihsan, B. W., Abidin, Z., & Kuleh, J. (2022). The Effect of *Electronic Word of Mouth* Communication and Website Quality on Purchase Decisions through *Trust* as a Mediation Variable at Ruparupa.com in Samarinda. Budapest International Research and Critics Institute-Journal (BIRCI- Journal), 5(2), 12776-12785.

Ismagilova, E., Dwivedi, Y., Slade, E., & Williams, M. (2017). *Electronic Word of Mouth* (eWOM) in the *Marketing* Context.

Khoziyah, S. (2021). Pengaruh *Digital Marketing* terhadap Keputusan Pembelian Followers Online Shop Instagram @KpopConnection. Jurnal Ilmu Komunikasi, 10(1), 39-50.

Kotler, P., & Keller, K. (2009). Manajemen Pemasaran, edisi 12 jilid 1. PT Indeks.

Kotler, P., & Keller, K. (2016). *Marketing* Management, 15 th edition. London: Pearson.

Nasution, M. I., & Iskandar, D. (2019). Analisis Pengaruh Kepercayaan, Keamanan dan Kualitas Pelayanan Terhadap Keputusan Pembelian pada Online Shop Lazada (Studi Kasus Pada Mahasiswa/i FEB UMSU). PUSKIBII (Pusat Kewirausahaan , Inovasi dan Inkubator Bisnis), 1(1), 128-137.

Nasution, S. L., Limbong, C. H., & Nasution, D. A. (2020). Pengaruh Kualitas Produk, Citra Merek, Kepercayaan, Kemudahan, dan Harga terhadap Keputusan Pembelian pada E-commerce Shopee. Jurnal Ecobisma, 7(1), 43-53.

Padmawati, N. M., & Suasana, I. G. (2020). Peran Kepercayaan Merek Dalam Memediasi Pengaruh E-wom Terhadap Keputusan Pembelian Produk Chatime Di Bali. *E-Jurnal Manajemen*, 9(7), 2621-2641.

Pebrianti, W., Arweni, & Awal, M. (2020). *Digital Marketing*, *Electronic Word of Mouth*, Brand Awareness Dan Keputusan Pembelian Kopi Milenial. Jurnal Ilmu Ekonomi dan Sosial, 11(1), 48-56.

Sanjaya, R., & Tarigan, J. (2009). Creative *Digital Marketing* Teknologi Berbiaya Murah, Inovatif, dan Berdaya Hasil Gemilang. Jakarta: PT Elex Media Komputindo.

Saputra, G. W., & Ardani, I. G. (2020). Pengaruh *Digital Marketing*, Word of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. E-Jurnal Manajemen, 9(7).

Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.