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THE EFFECT OF DIGITAL MARKETING ON PURCHASE INTENTION ON ONLINE SALES IN LIVE STREAMING

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Abstract:

This research aims to determine digital marketing on purchase intention on online sales in live streaming. The research approach that researchers will use is a quantitative approach. Quantitative methods are an approach that primarily uses positivist (concrete data) in efforts to develop science by examining certain populations or samples. Researchers collected research data using a survey method by distributing questionnaires to impulsive buying intentions influencing purchase decisions on live streaming on Marsha Ozawa and Jonathan Liandi's Youtube Channel located around Jabodetabek. Based on the results of the research described previously, there are several conclusions that can be drawn in this research. First, TokoMarsha.com shows a good level of accessibility with a responsive and user-friendly design. This allows customers with varying accessibility needs to navigate the site easily, increasing market outreach potential. Then TokoMarsha.com utilizes interactive features such as customer reviews, online chat, and other interactive tools to increase user engagement. This interactivity can strengthen the connection between customers and brands, and increase the chances of conversion. Then, through creative strategies and interesting content, TokoMarsha.com provides a pleasant online shopping experience. Users not only search for products but also feel entertained throughout their journey on the site, which can increase brand appeal. TokoMarsha.com ensures its credibility by presenting clear and accurate information about their products and services. Safety certifications, customer testimonials, and transparent return policies can increase consumer trust.

Keywords: Digital Marketing, Purchase Intention, Online Sales, Live Streaming

Background

The technological products created are diverse and aim to fulfill human needs, from primary needs such as clothing, food, shelter to secondary needs such as mere entertainment. One of the technology products created for entertainment is video games and online games. In this day and age, the word online games is no longer foreign, especially to young people. Online games are joint games that can be played remotely with the help of the internet. Online games have mushroomed everywhere. Exploration of Gamer age is important for parties involved in this industry. Since its



emergence, online games have received a lot of attention from politicians, academics and the public on a large scale. Extreme reactions resulting from technological innovation and innovation are nothing new; critics in the mid-twentieth century worried about television addiction, never leaving behind the effects of television.

YouTube is part of New Media which is accessed using the Internet and is a platform for publishing videos. This platform can be used by anyone and anywhere as long as they have an internet network. YouTube also provides a forum for people to connect with each other and provide information and inspiration to each other throughout the world. YouTube is the leader for video search sites on the internet, with more than 100,000,000 videos watched by visitors every day. More than 65,000 videos are now uploaded every day to YouTube (Johnson et al., 2022). The development of YouTube in Indonesia is increasingly rapid with the increasing number of YouTubers who regularly broadcast on personal channels. The important role of YouTubers in influencing the thoughts and behavior of audiences is starting to be identified and used as a promotional tool.

On the other hand, the development of e-commerce in Indonesia is increasing, people are slowly starting to abandon conventional shopping habits and switch to shopping online. Ecommerce is used as a solution as a buying and selling media that can save time and costs. The ease with which e-commerce reaches local and foreign markets has made people increasingly interested in buying and selling in e-commerce (Syifa & Maulan, 2021). One of the factors that supports the development of this shop is the ease of access provided by Marsha Ozawa as the Owner of Tokomarsha.com by including the official Tokomarsha.com website on the Marsha Ozawa Channel during live streaming. Just by clicking on the website you will immediately move to the shop page.

Services in the business world are now being developed with technology and the internet. With the development of technology, interest in buying online has become a trend in society. Technological changes also have an impact on transportation orders which can increase competition so that consumers are more selective in making choices, therefore companies must improve services Syifa & Maulani, (2021) The services in question include ease of access, friendliness, entertainment that can attract attention, credibility and information which is easy to catch. Ease of access to information is each person's ability to find, interpret and use the information needed in certain contexts. Ease of access to information is a process that allows a person or group to search for, find, obtain and implement the information needed without unnecessary obstacles (Fernandes et al., 2019).

Marsha Ozawa as the owner and content creator who is able to advertise her own products is quite successful. The main role of advertising is to generate product awareness and make consumers aware of how different products can compete. One of the purposes of advertising is to inform consumers about new products or new features of existing products, as well as making consumers aware of changes in product prices (Kim, 2022). There are problems that occur at Tokomarsha.com, especially those related to purchase intention and digital marketing, giving rise to researchers intending to understand more deeply the influence of digital marketing, accessibility, interactivity, entertainment, credibility, informativeness, and purchase intention provided by tokomarsha.com.

THEORETICAL FRAMEWORK

Purchase intention



Purchase intention is the stage after which consumers already know information about a product. According to Kotler and Armstrong, Purchase intention is something that arises in consumers after receiving stimulation from the product they see. Making purchasing decisions is a complex process, purchasing interest is generally influenced by many factors such as consumer behavior, consumer perceptions of the brand or product itself, or the consumer's own lifestyle, purchasing interest is the main key for consumers to find out and judge about a product. Consumers can be influenced by internal and external factors in the purchasing process. Products that are not well known will rarely be purchased by consumers because they are at risk of poor quality. The dimensions of purchase intention according to (Setiawan & Briliana, 2021) include: Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest. 1) Transactional Interest, namely a person's tendency to buy a product. This means that consumers have an interest in purchasing a particular product that they want. 2) Referential Interest, namely a person's tendency to refer products to other people. This means that a consumer who has an interest in buying will advise people close to him to also buy the same product. 3) Preferential Interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be changed if something happens to the preferred product. 4) Explorative Interest This interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product.

Digital marketing

Digital technology has changed the way people communicate, act and make decisions. Marketing activities cannot be separated from the influence of digital technology. The term digital-based marketing (digital marketing) is a broader understanding of the initial activities of marketing goods and services through digital channels: customer acquisition, building consumer preferences, brand promotion, customer marketing. sale. The concept of digital marketing originates from the internet and website search engines. When internet usage exploded in 2001, the market was dominated by Google and Yahoo for search engine optimization (SEO). The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technology that create, communicate, and provide value to consumers and other stakeholders. Digital marketing strategies have an influence of up to 78% on the competitive advantage of MSMEs in marketing their products. The strategy consists of: Availability of product information and product guides; Availability of images such as photos or product illustrations; Availability of videos capable of visualizing products or showing supporting presentations; Availability of attached documents containing information in various formats; Availability of online communication with entrepreneurs; Availability of transaction tools and variations in payment media; Availability of customer assistance and services; Availability of online opinion support; Availability of displaying testimonials; Availability of visitor records; Availability of special offers; Availability of the latest information via SMS-blog; Ease of product search; Ability to create brand visibility and awareness. A very important thing that can help you to improve your plans during the campaign and become valuable experience for your future plans Faris & Himawan, (2019). The best digital marketing strategy is to have consistent and consistent online customer relationships. Now is the right time to use e-marketing Rodrigues & Martinez, (2020). Ancient marketing methods grow along with the number of users, and therefore online customers, and the services and products associated with them, grow every day.

Accessibility

Technological developments make every aspect of life adapt in order to compete and increase productivity values. The efforts made are to follow and apply these technological developments in



facilitating work. Technology gives humans more time to do several things at the same time. In line with these developments, technology is now widely used in learning. Much research on technology in learning is carried out to obtain effective methods and learning tools, as well as places for buyers and sellers to interact with each other. However, to be able to use facility technology, both buyers and sellers are currently required to have adequate digital accessibility. As explained in the previous section, the aim of this research is to analyze digital accessibility. Services in the business world are now being developed with technology and the internet. With the development of technology, interest in buying online ticket orders has become a trend in society. Technological changes also have an impact on transportation orders which can increase competition so that consumers are more selective in making choices, therefore companies must improve services Syifa & Maulan, (2021). Buyers' knowledge or access to technology is a basic thing that must be met before shopping online. They not only have and know how to use technology, but this ability is accompanied by their knowledge to find portals or websites that can help them in finding the desired product. The information obtained is then evaluated and will ultimately satisfy the customer's need for that information. Accessibility requirements consist of access to information where facilities are easy to find and easy to reach, must have access to road conditions that can be passed and get to tourist attractions and there must be an end to the place of travel. In other words, digital access or information must be easy for customers to find, because nowadays, sellers are required to innovate in facilitating consumers to sell their products. Hapsara, (2022).

Interactivity

The definition of interactivity in social media is that social media provides a platform for interaction and conversation between sellers and consumers. Social media is a place where people with similar interests can gather to share, have conversations and interact. Social media can be used to meet people and make friends, and can even be used to communicate with someone they know in the "real world" to discuss existing events, to continue maintaining existing relationships, and to organize events. According to (Zimand Sheiner et al., 2021), social media allows individuals to create personal web pages to disseminate information, and communicate with their friends in cyberspace just like in real life. The direction of an interaction develops from the delivery of knowledge through interactive dialogue. This two-way dialogue can help companies learn about and learn from an individual or a group of customers (Sawhney et al., 2015). The richness of an interaction increases because the virtual community of customers helps companies to open up to social knowledge in addition to individual customer knowledge. (Jabbar et al., 2020) stated that User Generated Content (USG) is developing. USG makes marketers not only carry out promotions in one direction, but also carry out two-way interactions between brands and customers.

Entertainment

Entertainment positively influences consumers' attitudes in receiving messages because it creates a sense of inner interaction. Meanwhile Scharl proves that Entertainment and Informativeness can positively influence purchasing interest in advertised products. Research conducted by (Setiawan & Briliana, 2021) shows that generally advertising on social media and the internet can be very annoying and less effective. Entertainment is an activity designed to provide pleasure and relaxation to other people, where the audience is passive (one way communication) (Setiawan & Briliana, 2021).

Informativeness and Entertainment are a strong part of advertising on the internet according to respondents. Consumer attitudes towards internet advertising show that informativeness, entertainment, irritating and the value of an advertisement can influence consumer attitudes.



Entertainment is defined as all forms of activities designed to provide pleasure, relaxation and entertainment to consumers (Setiawan & Briliana, 2021).

Credibility

Credibility refers to whether people trust the advertising content or not. This also shows the trustworthiness or usefulness of the advertisement. Credibility of advertising media can be defined in terms of consumers' perceptions of the average trustworthiness of the overall advertising content. Credibility influences attitudes, Credibility is defined as the extent to which consumers can trust the content of the advertisement (Setiawan & Briliana, 2021).

Informativeness

The main role of advertising is to generate product awareness and make consumers aware of how different products can compete. One of the purposes of advertising is to inform consumers about new products or new features of existing products, as well as making consumers aware of changes in product prices. (Cummins & Katsos, 2019) further said, Informativeness means "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made". From this it can be seen that informativeness is the ability of an advertisement to inform consumers about alternative products it produces so that when making a purchase consumers get satisfaction from the product. Informative advertising is defined as the ability of advertising to provide information about a product to consumers. Setiawan & Briliana, (2021). The value of information is determined by two things, namely the benefits and costs of obtaining that information. Information can be said to be valuable if the benefits are more effective than the costs of obtaining it. Most of the information cannot be estimated with certainty in terms of profit value (in terms of money), but we can estimate the effectiveness value of the information.

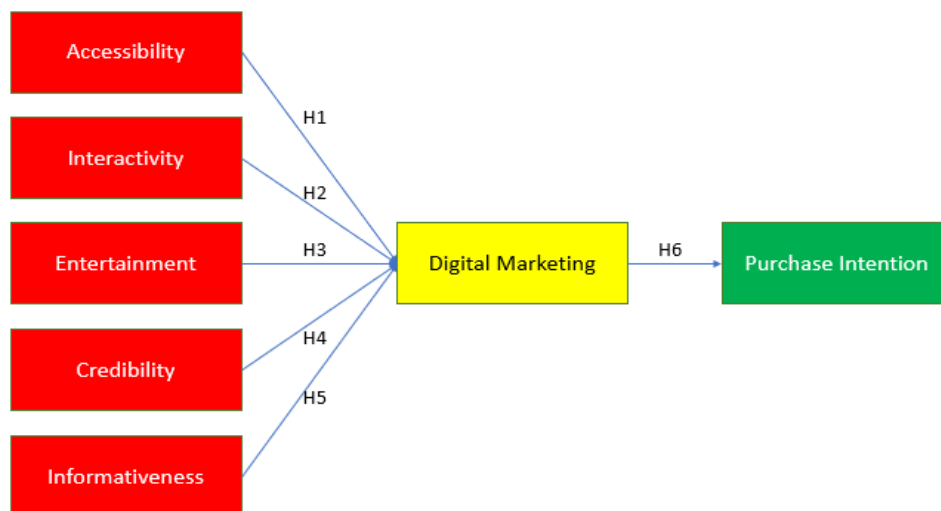


Figure 1 Research Model
Source: Written by researcher (2023)

METHOD

The place chosen for data collection by researchers is Marsha Ozawa and Jonathan Liandi's YouTube channel. The selected research object is impulsive buying intention at the diamond store <https://www.tokomarsha.com/> on live streaming purchase decisions at online stores on social media



who watch live streaming when the MPL (Mobile Legend Professional League) takes place. This research design uses a descriptive and casual type. According to Malhotra in Shrestha, (2022), descriptive study is a type of research that is conclusive and aims to explain the characteristics or characteristics of a phenomenon. Meanwhile, causal studies have the aim of finding facts related to the cause-and-effect relationship between the independent variable and the dependent variable. In collecting data, the method used was a survey by distributing structured questionnaires to respondents. The questionnaire was designed to obtain specific data (Malhotra, Shrestha, 2022). The research approach that researchers will use is a quantitative approach. Quantitative methods are an approach that primarily uses positivist (concrete data) in efforts to develop science by examining certain populations or samples. Researchers collected research data using a survey method by distributing questionnaires to impulsive buying intentions influencing purchase decisions on live streaming on Marsha Ozawa and Jonathan Liandi's Youtube Channel located around Jabodetabek. This survey method was used with the aim of finding out how big the influence between variables is. In this research, quantitative statistical data analysis was collected, with the aim of testing the hypotheses that have been established. This research examines several variables, namely the independent variable (Accessibility, Interactivity, Entertainment, Credibility, Informativeness), the control variable (digital marketing), and the dependent variable (Purchase intention).

RESULT

In this research, the method used is a quantitative method using primary data in the form of respondents from the community who match the research criteria. These respondents were obtained by distributing questionnaires. From distributing the questionnaire, the researcher received 150 respondents, but only 130 respondents could be accepted as samples with predetermined characteristics. This research uses two independent variables, namely Digital marketing, Control variables are Accessibility, Interactivity, Entertainment, Credibility, and Informativeness, and the dependent variable is Purchase intention. Hypothesis testing is a statistical procedure used to make decisions about a statement proposed about a population based on collected sample data. The purpose of hypothesis testing is to test the truth or validity of an assumption or claim made based on empirical data. Determine the null hypothesis (the hypothesis to be tested) and the alternative hypothesis (the hypothesis to be proven). The null hypothesis often contains a statement that there is no specific effect or difference, while the alternative hypothesis states that there is an effect or difference. The significance level is used to determine how much evidence is needed so that we can reject the null hypothesis. Usually, the commonly used significance level is 0.05 or 0.01.

Structural Equation Model Table

Hipotesis	Variabel	Standardized total effect	t-value	Keterangan
H1	<i>Accessibility</i> terhadap <i>digital marketing</i> berpengaruh positif dan signifikan	0,21	8,85	Diterima
H2	<i>Interactivity</i> terhadap <i>digital marketing</i> berpengaruh positif dan signifikan	0,81	4.72	Diterima
H3	<i>Entertainment</i> terhadap <i>digital marketing</i> berpengaruh positif dan signifikan	0,47	3.70	Diterima
H4	<i>Credibility</i> terhadap <i>digital marketing</i> berpengaruh positif dan signifikan	0,53	3.05	Diterima



H5	<i>Informativeness</i> terhadap <i>digital marketing</i> berpengaruh positif dan signifikan	0,45	2.62	Diterima
H6	<i>Digital marketing</i> terhadap <i>purchase intention</i> berpengaruh positif dan signifikan	0,61	5.74	Diterima

Source: data processed by researchers (2023)

Based on Table 4.12, it can be seen that H1 can be accepted because it has a path coefficient of 0.21 with a t-value of 8.85. Where in these results H1 has a path coefficient value above 0 and a t-value above 1.97 which makes emotional experience have a positive and significant influence on customer satisfaction. Next, H2 can be accepted because it has a path coefficient of 0.81 with a t-value of 4.72. Where in these results H2 has a path coefficient value above 0 and a t-value above 1.97 which makes brand image have a positive and significant influence on customer satisfaction. Next, H3 can be accepted because it has a path coefficient of 0.47 with a t-value of 3.70. Where in these results H3 has a path coefficient value above 0 and a t-value above 1.97 which makes emotional experience have a significant positive influence on behavioral intelligence. Next, H4 can be accepted because it has a path coefficient of 0.53 with a t-value of 3.05. Where in these results H4 has a path coefficient value above 0 and a t-value above 1.97 which makes place image have a positive and significant influence on behavioral intention. Next, H5 can be accepted because it has a path coefficient of 0.45 with a t-value of 2.62. Where in these results H5 has a path coefficient value above 0 and a t-value above 1.97 which makes customer satisfaction have a positive and significant influence on behavioral intention. Then H6 was accepted because it had a path coefficient of 0.61 with a t-value of 5.74. Where in these results H6 has a path coefficient value above 0 and a t-value above 1.97. So it can be concluded that digital marketing has a positive and significant effect on purchase intention.

DISCUSSION

Interpretation results of accessibility towards digital marketing

Based on the data obtained from this research, it shows that accessibility has a positive and significant influence on digital marketing. This is indicated by the path coefficient result of 0.21 which is a positive number and has a t-value of 8.85 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results for tokomarsha.com, a focus on affordability will help attract a wider audience and create a positive user experience for everyone, regardless of their abilities or limitations. Affordability is not just the responsibility of the web development team, it is also an integral part of the overall digital marketing strategy. The responsive design of the tokomarsha.com website is a key factor in affordability. Make sure that the site can be easily accessed and functions well on a variety of devices, including smartphones, tablets, and desktops. Conducting reachability tests regularly can help identify areas of the site that may not be accessed well by users

Results of Interactivity Interpretation of digital marketing

Based on the data obtained from this research, it shows that Interactivity has a positive and significant influence on digital marketing. This is indicated by the path coefficient result of 0.81 which is a positive number and has a t-value of 4.72 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results for tokomarsha.com, it is important to understand that interactivity is not just about creating a delightful experience, but also about building a closer connection between the brand and the customer. Tokomarsha.com can utilize interactivity to provide added value, better understand customer preferences, and build an actively interacting community. These steps can increase user engagement, stimulate purchase intent, and strengthen brand image



Installing a live chat feature on a website can increase direct interaction between customers and the support team. This helps customers get help quickly and creates a closer relationship.

Entertainment Interpretation Results on digital marketing

Based on the data obtained from this research, it shows that entertainment has a positive and significant influence on digital marketing. This is indicated by the path coefficient of 0.47 which is a positive number and has a t-value of 3.70 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results, companies need to recognize the potential of entertainment as a powerful marketing tool and integrate it into their strategy by considering the preferences and characteristics of the target audience. A deep understanding of audiences and current entertainment trends will be the key to successful experience- and creativity-oriented digital marketing. Through entertainment elements, websites can collect more data about user responses. Analysis of this data can provide valuable insights for measuring campaign effectiveness and adjusting marketing strategies based on the feedback received.

Credibility Interpretation Results on digital marketing

Based on the data obtained from this research, it shows that Credibility has a positive and significant influence on digital marketing. This is indicated by the path coefficient result of 0.53 which is a positive number and has a t-value of 3.05 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results for tokomarsha.com, the company needs to consistently prioritize credibility in every aspect of its operations. This involves ongoing efforts to increase transparency, provide superior customer service, and build solid relationships with customers. By maintaining and increasing credibility, tokomarsha.com can gain greater customer trust, expand its customer base, and improve its digital marketing results. The tokomarsha.com website must be designed with a professional appearance. A neat and structured visual appearance can increase credibility and give the impression that this online store is run by professionals who care

Results of Informativeness Interpretation of digital marketing

Based on the data obtained from this research, it shows that informativeness has a positive and significant influence on digital marketing. This is indicated by the path coefficient result of 0.45 which is a positive number and has a t-value of 2.62 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results for tokomarsha.com, focus must be placed on presenting useful and relevant information to customers. This can strengthen tokomarsha.com's position as a reliable source of information and increase customer trust. Information-oriented digital marketing strategies can help increase customer value and expand the user base. Providing informative content on the tokomarsha.com website is a key step. It includes complete product descriptions, usage guides, and information that helps customers make better purchasing decisions.

Results of digital marketing interpretation of purchase intention

Based on the data obtained from this research, it shows that digital marketing has a positive and significant influence on purchase intention. This is indicated by the path coefficient of 0.61 which is a positive number and has a t-value of 5.74 or more than 1.96. So the hypothesis proposed can be accepted. In understanding these results for tokomarsha.com, companies need to continue to monitor and evaluate the performance of their digital marketing campaigns. Optimizing digital marketing strategies by considering customer preferences, responding to market trends, and measuring their impact on purchase intent can help increase conversions and overall marketing success.

Digital marketing allows tokomarsha.com to convey persuasive messages through various channels such as online advertising, social media and website content. A compelling message can increase purchase intent by creating a desire or need for the product or service being offered.



CONCLUSION

Based on the results of the research described previously, there are several conclusions that can be drawn in this research. First, TokoMarsha.com shows a good level of accessibility with a responsive and user-friendly design. This allows customers with varying accessibility needs to navigate the site easily, increasing market outreach potential. Then TokoMarsha.com utilizes interactive features such as customer reviews, online chat, and other interactive tools to increase user engagement. This interactivity can strengthen the connection between customers and brands, and increase the chances of conversion.

Then, through creative strategies and interesting content, TokoMarsha.com provides a pleasant online shopping experience. Users not only search for products but also feel entertained throughout their journey on the site, which can increase brand appeal. TokoMarsha.com ensures its credibility by presenting clear and accurate information about their products and services. Safety certifications, customer testimonials, and transparent return policies can increase consumer trust.

Lastly, the Site provides ample information about the product, providing specifications, usage guides, and customer reviews. This helps consumers make informed decisions about purchases and increases their confidence in those decisions. By providing an online experience that is affordable, interactive, entertaining, credible and informative, TokoMarsha.com has succeeded in increasing customer purchase intentions. These factors work together to form a positive perception and motivate site visitors to make a purchase.

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