

## THE INFLUENCE OF WHATSAPP BUSINESS AS A PROMOTIONAL MEDIA ON INTEREST IN BUYING ZAPOENG STORE PRODUCTS (GENERATION Z IN CIREBON CITY)



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### Abstract

The use of smartphones at all times in Generation Z allows business processes to be more effective in creating promotions on social media, plus in daily life, both Generation Z and the older generation more often use the WhatsApp application in their daily lives for communication media, both formal and non-formal. This research discusses the influence of promotional variables carried out by WhatsApp businesses on interest in buying Zapoeng Store products for Generation Z in Cirebon City. This research aims to analyze how much influence WhatsApp business as a promotional medium has on interest in buying Zapoeng Store products for Generation Z in Cirebon City. This research is quantitative research that uses primary data processing, taking a sample of 117 Generation Z respondents in Cirebon City and using data collection techniques in the form of structured interviews. The results of this research state that there is a positive influence between the Whatsapp Business promotion variable and interest in buying Zapoeng Store products for Generation Z in Cirebon City. The significance test states that there is an influence seen from the t table value, and for the determination test which is calculated from calculating the r square formula, that WhatsApp Business as a promotional variable influences the purchase interest variable of Generation Z in Cirebon City by 88%. It can be concluded that the strength of the promotion is a benchmark that must be considered so that the opportunity for interest in purchasing Zapoeng Store products becomes large.

**Keywords:** WhatsApp Business, Promotional Media, Purchase Interest, Generation Z in Cirebon City

## INTRODUCTION

The development of digitalization as a promotional medium in the business sector, both for MSMEs such as Zapoeng Store and for medium and large businesses (Widjaja, 2022). The use of WhatsApp Business is very effective today, especially for communication media and information related to products or services promoted via WhatsApp Business. Zapoeng Store is a home industry that was founded on March 12<sup>th</sup>, 2020, this business was founded initially with the initiative of an opportunity because the market or competitors for this room lamp design were very minimal or the blue ocean market, this business is owned by the owner named Abdul Jafar and produces it. Room decoration lamps are designed according to consumer wishes. This business location is located in the area of Jl. Nyi Arum Sari, Kecomberan Village, Talun District, Kab. Cirebon.

Rapid advances in technology, business management, and economic development will have an impact on the current rapid pace of business (Husnah et al., 2023). The increasing number of economic actors and companies developing products to meet consumer needs is proof of this (Kolagar et al., 2022). This diversity shows that human welfare is increasing. Increased modernization and business innovation will have an impact on potential consumers' buying interest. This modern era is dominated by Generation Z children who are more interested in unique and easy things to communicate between people and groups so in their daily lives they use their smartphones almost all the time to access anything (Isbahi et al., 2022).

Gen Z or Generation Z is the generation born between 1997 and 2012. This generation is the first generation to be exposed to technology from an early age. This type of technology is available in the form of computers or other electronic devices such as telephones, internet connections, and even social media applications. Generation Z grew up and was raised in an environment full of social networks, digital platforms, and technology (Utamanyu & Darmastuti, 2022). The use of smartphones at all times in Generation Z allows business processes to be more effective in creating promotions on social media, plus in daily life, both Generation Z and the older generation more often use the WhatsApp application as a medium of communication, both formal and non-formal. Marketing that is currently relevant to the needs of selling a product so that it can attract interest in buying a product or service is

promotion using online media with WhatsApp Business (Azizah, 2023). This adapts to the use of online media which is often used by Generation Z. So in this case, the promotional activities provided by WhatsApp Business should provide the benefit of providing complete information about the products they want and are interested in buying for the generation of internet users, namely generation Z.

Social media marketing via WhatsApp media has a positive but not significant influence on increasing the "Public Buying Interest" variable. This is because the coefficient of determination of the contribution of the social media marketing variable via WhatsApp to changes in people's purchasing intentions is very low, only 2.1%, even though other variables are outside the model. The analysis results are very large, namely 97.9%. Social media marketing via WhatsApp is not yet optimal and may not have a significant impact on people's purchasing intentions (Takdir et al., 2022). So, this indicates that previous research used marketing activities via WhatsApp which targeted the wider community, then continued with the research object of Generation Z's buying interest.

## **REVIEW OF LITERATURE**

Social media platforms have become a means of communicating with each other. They interact online and people can relate to each other without being limited by space and time. Social Commerce influences usage behavior on online consumer usage intentions (Hendriyani et al., 2020). The use of social media influences purchase risk, as well as Trust in retailers on social media also influences online purchase intention.

WhatsApp is a social media platform that is widely used by Generation Z for communication media. WhatsApp Business profiles contain business information for business people. Starting with your name, business address, description, email address, and website. Currently, consumers' traditional way of shopping has shifted to using applications such as online shopping (Herrada-Lores et al., 2022). WhatsApp Business is a medium for easy negotiation with sellers, easy sending of messages, and easy interaction with sellers. Business people often use this application because it makes it easier to interact with large numbers of consumers. Ease of communication cannot be separated from the ease of using

the application, ease of trading options, and ease of designing product and service order forms (Wisnalmawati et al., 2021).

WhatsApp Business is a strong component when it comes to business promotion. WhatsApp Business allows businesses to easily integrate their advertising efforts on social media. Businesses can use WhatsApp Business to reach their customers directly through messaging, group chats, and message broadcasting. This integration enables seamless advertising and communication with customers as businesses can create a business profile on WhatsApp Business and enjoy features like quick replies and automatic replies (Taqiyya & Riyanto, 2020)

WhatsApp has become one of the most popular messaging platforms with more than 2 billion users worldwide. In recent years, WhatsApp has also expanded into the business communications space with the introduction of WhatsApp Business (Kumar Kottani & Kumar, 2021). This version of WhatsApp is specifically designed to enable small and medium businesses to connect with their customers and provide a seamless communication experience. The adoption of WhatsApp Business by business people has prompted a lot of research to explore its benefits and impacts. A study conducted by researchers analyzed more than 4 million messages from nearly 100 users to understand how people use WhatsApp Business. This research aims to examine the properties of WhatsApp messages, focusing on demographic differences between different ages and generations. Previous research results reveal interesting insights about the use of WhatsApp Business. Preliminary analysis of data from this pilot study shows that generations already use WhatsApp to communicate with each other in academic contexts and they are willing to have WhatsApp accounts to improve communication within their communities (Najafi & Tridane, 2016). In addition, this study found that WhatsApp Business is effective in facilitating communication between businesses and customers (Kumar Kottani & Kumar, 2021). The research study also continues previous research and will highlight the importance of fast response and personalized promotional services provided by businesses via WhatsApp Business linked to the Facebook platform on the purchasing interest of potential consumers.

Indicators of promotional variables and purchase interest which are used as benchmarks are sourced from several experts as the theoretical basis for research, including:

### **Promotion (X)**

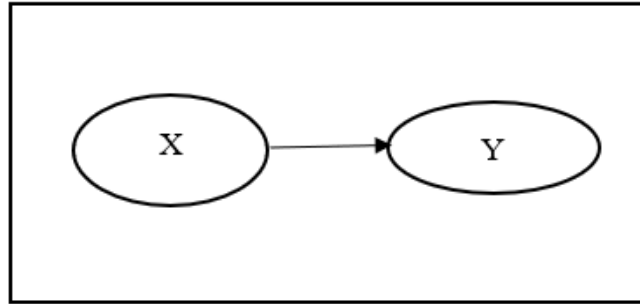
Promotion is one element of the marketing mix which consists of 4Ps Product, Price, Place, and Promotion. According to experts, "Promotion is a form of marketing communication intended to disseminate information, influence/persuade and/or remind the company's target market and its products to be willing to accept and buy and be loyal to the products provided by the Company"(Tjiptono & Chandra, 2017). Some indicators form promotional variables. Promotion indicators (Kotler & Keller, 2014) are:

- 1) Promotion Frequency, is the number of promotions that will be run according to the period determined by the sales promotion media.
- 2) Promotion Quality, is a standard of good or bad promotions that are distributed.
- 3) Promotion Quantity, is the number of sales promotions carried out.
- 4) Promotion Time, is the duration or duration of the promotion being carried out
- 5) Suitability of Promotion Targets, is a form of efficiency to achieve the intended target.

### **Purchase Interest (Y)**

Understanding buying interest according to experts, buying interest is behavior that appears as a form of action towards an object, so that it represents a feeling of desire for consumers to buy (Kotler & Keller, 2014). According to Ferdinand, purchasing preferences can be determined through 4 (four) indicators (Ferdinand, 2014) that is:

- 1) Transactional interest, is a person's tendency to always repurchase products that they have consumed.
- 2) Referential interest, specifically, a person's tendency to refer to products they have purchased so that other people also buy them based on their consumption experience.
- 3) Preferential interest, specifically, this preference describes the behavior of someone who always has a primary interest in prioritizing products that have been consumed. These preferences can only be changed if something happens to the preferred product.
- 4) Exploratory interest, this preference describes the behavior of someone who always looks for information about the product they are interested in and looks for information to support the positive aspects of the product.



**Figure 1.**  
**Conceptual Framework**

Information :

X : Promotion Variable (Independent Variable)

Y: Purchase Interest Variable (Dependent Variable)

### **Hypothesis**

Based on the review above, the hypothesis that will be tested in this research is:

- H1 : It is suspected that WhatsApp Business as a promotional media has a positive and significant influence regarding interest in buying Zapoeng Store products for Generation Z in Cirebon City.
- H2 : Allegedly interested in buying Zapoeng Store products for generation Z in Cirebon City is influenced by WhatsApp Business as a Promotion variable.

### **RESEARCH METHOD**

This research is a quantitative research that uses primary data processing, the population of this research is Generation Z who have used WhatsApp Business and have purchased Zapoeng Store products, the population in this research was taken from a population of 166 respondents with a sample of 117 respondents using data collection techniques in the form of a structured interview regarding interest in buying Zapoeng Store products for generation Z in Cirebon City. The definition of respondents is Generation Z who were born between 1997 and 2012 and have used Whatsapp Business and have purchased Zapoeng Store products via Whatsapp Business. The sample is produced by calculating the Slovin formula, the formula  $n = \frac{N}{1 + Nd^2}$  has a standard error of 5% (Machali, 2021). So

if the population that has used WhatsApp Business is 166 respondents, if you calculate using this formula the sample results:

$$n = 166 / 1 + 166 \cdot (0.05)^2$$

$$n = 166 / 1 + 166 \cdot (0.0025)$$

$$n = 166 / 1,415 = 117,314$$

n = 117 samples (Respondents)

Then, to test the influence of WhatsApp business as a promotional media on interest in buying Zapoeng Store products for generation z in Cirebon City, namely using a data processing tool in the form of IBM Spss Statistics 25 with the following test:

- a. Instrument test, this test uses validity and reliability tests.
- b. Analysis requirements test or what is often called the classical assumption test, this test uses normality, linearity, and heteroscedasticity tests.
- c. Test the hypothesis using:
  - Simple Linear Regression Test, formula  $Y = a + bx$
  - Significance test using the t-test.
  - Determination test, formula  $KD = r \text{ square} \times 100\%$

## RESULTS AND DISCUSSION

### Validity Test

**Table 1.**

**Tabulation of 2024 SPSS Primary Data Validity Test Results**

Validity Testing Results (Correlation)			
Instrument	Total X		
	Pearson Correlation	Sig. (2-tailed)	N
X1.1	0.905	0,000	117
X1.2	0.896	0,000	117
X1.3	0.903	0,000	117

X1.4	0.913	0,000	117
X1.5	0.860	0,000	117
X1.6	0.894	0,000	117
Promotion_Total	1	0,000	117

From the data table it can be concluded that the validity test of each statement instrument tested produces a significance value of 0.000 starting from instrument The Pearson correlation states that the value from instrument X1.1 to total promotion is greater than the r table value ( $> 0.1816$ ) with a standard error of 5%. So this concludes that the data tested is valid or that there is an influence of promotional variables (independent) on the variable interest in buying Zapoeng Store products (dependent).

**Reliability Test**

**Table 2.**  
**SPSS Reliability Test Output**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,950	,951	6

Based on the output above, we found a Cronbach's Alpha value of 0.950, citing Sugiyono's opinion, it is said that an item is reliable if the Cronbach's Alpha value is greater than 0.6 ( $> 0.6$ )(Sugiyono, 2013), seen from the output results that the Cronbach alpha value is 0.950, this value is greater than 0.06, it can be concluded that the promotion variable (X) is reliable in terms of buying interest in generation Z (Y) Zapoeng store products in Cirebon City.

**Analysis Prerequisite Test Results**

The analysis prerequisite test often called the classic assumption test, this test uses normality, linearity, and heteroscedasticity tests. Based on the results of data processing with SPSS, the following output is produced:

**Normality Test**

**Table 3.**  
**SPSS Normality Test Output**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residuals	
N		117	
Normal Parameters, b	Mean	1.1687	
	Std. Deviation	,91717	
Most Extreme Differences	Absolute	,111	
	Positive	,111	
	Negative	-,102	
Statistical Tests		,111	
Asymp. Sig. (2-tailed)		.001c	
Monte Carlo Sig. (2-tailed)	Sig.	,106d	
	99% Confidence Interval	Lower Bound	,098
		Upper Bound	,114
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 726961337.			

Based on the output results above, it states that the normality test at first glance is not normally distributed because of the Asymp value. Sig. (2-tailed) shows a significance value of  $0.001 < 0.05$  (smaller than 0.05), but this result cannot be said to be correct because according to the Central Limit Theorem if the N value or sample taken is more than 30 it is still considered normal(Johnson, 2004)When processing the data using Monte Carlo, it shows a significance value of  $0.106 > sig. 0.05$  exceeds the minimum significance limit of 0.05. So the data can be declared normal. This is because the normality test is intended for data that has a small sample so that data with a large number of samples is still considered normal. It can be concluded that the data (the Promotion variable on interest in buying Zapoeng Store products for Generation Z in Cirebon City) remains normally distributed.

**Linearity Test**

**Table 4.**  
**SPSS Linearity Test Output**

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
MB_Y * PROMOTION_X	Between Groups	(Combined)	121,645	16	7,603	3,071	,000
		Linearity	66,134	1	66,134	26,715	,000
		Deviation from Linearity	55,511	15	3,701	1,495	,121
	Within Groups		247,552	100	2,476		
	Total		369,197	116			

Based on the output results above, it states that the significance value of Deviation From Linearity is 0.121 so the results are considered linear because of the sig value.  $0.121 > \text{sig. } 0.05$ . It was concluded that the promotion variable (X) was stated to be linear with the variable interest in buying Zapoeng Store products for Generation Z in Cirebon City (Y).

**Heteroscedasticity Test**

**Table 5.**  
**Heteroscedasticity Test Output**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,135	,031		4,395	,000
	PROMOTION_X	-,002	,001	-,167	-1,820	,071

a. Dependent Variable: RES2

Referring to the output results of the heteroscedasticity test above, it states that the promotion significance value of 0.071 is greater than the significance value of 0.05 ( $\text{sig. } 0.071 > \text{sig. } 0.05$ ). It can be concluded that the promotion variable regarding the purchase interest variable does not experience symptoms of heteroscedasticity.

**Hypothesis Testing**

Hypothesis testing is a test that aims to test how much truth there is in a statement statistically and make a conclusion that the test is accepted or rejected (Arifin, 2017). In this research, after data processing, the following output was produced:

**Simple Linear Regression Test**

**Table 6.**  
**Simple Linear Regression Test Output**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,068	,608		,113	,911
	PROMOTION_X	,661	,023	,938	28,978	,000

a. Dependent Variable: MB\_Y

Based on the Coefficients output results, it is known that the Constant value (a) is 0.068, while the Promotion value (b / regression coefficient) is 0.661, so the regression equation can be formulated as follows:

$$Y = a + bX$$

$$Y = 0.068 + 0.661X$$

So, the equation above can be concluded that:

- 1) A constant of 0.068 means that the consistent value of the MB variable (buying interest) is 0.068.
- 2) The X regression coefficient of 0.661 states that for every 1% additional Promotion value, the MB value (purchase interest) increases by 0.661. The regression coefficient is positive. So it can be said that the direction of influence of variable X (Whatsapp Business Promotion) on Y (interest in buying Zapoeng Store products for Generation Z in Cirebon City) is positive.

**Significance Test (T-Test)**

**Table 7.**  
**SPSS T Test Output**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,068	,608		,113	,911
	PROMOTION_X	,661	,023	,938	28,978	,000

a. Dependent Variable: MB\_Y

The calculated results of the coefficient output above can be interpreted as follows:

- 1) Based on the significance value: from the Coefficients table, a significance value of  $0.000 < 0.05$  is obtained (smaller than the sig. value of 0.05), so it can be concluded that the WhatsApp Business Promotion variable (X) influences the variable interest in buying Zapoeng Store products for generation Z in Cirebon City (Y).
- 2) And based on the t value: it is known that the tcount value is  $28.978 > t_{table} 1.980$  (tcount exceeds the ttable distribution value), so it is stated that the WhatsApp Business Promotion variable has a significant effect on the dependent variable (Interest in buying Zapoeng Store products for generation Z in Cirebon City).

The ttable results above are obtained from the ttable calculation formula as follows:

$$\begin{aligned}
 T_{table} &= ( \alpha/2 : nk-1 ) \\
 &= ( 0.05/2 : 117 - 1 - 1 ) \\
 &= ( 0.025 : 115 ) \{ \text{Judging from the distribution of ttable values} \} \\
 &= 1.980
 \end{aligned}$$

## Determination Test

**Table 8.**  
**SPSS Determination Test Output**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938a	,880	,878	1,234
a. Predictors: (Constant), PROMOTION_X				

Based on The model Summary output above, it explains that the correlation or relationship value (R) is 0.938. From this output, a coefficient of determination (R Square) of 0.880 was obtained. Calculations to calculate the coefficient of determination (KD) using the following formula:

$$\begin{aligned} \text{KD} &= \text{R Square} \times 100\% \\ \text{KD} &= 0.880 \times 100\% \\ &= 88\% \end{aligned}$$

This means that the influence of the variable (WhatsApp business promotion) on the dependent variable (interest in buying Zapoeng Store generation Z products in Cirebon City) is 88%.

## Discussion

This research examines how big the influence of WhatsApp Business as a promotional media is on interest in buying Zapoeng Store products for Generation Z in Cirebon City. The results of this study state that the Promotion variable can significantly increase interest in buying Zapoeng Store products for Generation Z in Cirebon City.

Based on the test results obtained, it states that the validity test of each instrument tested produces a significance value of 0.000 starting from the instrument Judging from the Pearson correlation value, it states that the value from instrument buy. Based on the output above, we found a Cronbach's Alpha value of 0.950, citing Sugiyono's opinion, it is said that an item is reliable if the Cronbach's alpha value is greater than 0.6 ( $> 0.6$ ) (Sugiyono, 2013), seen from the output results that the Cronbach value alpha is 0.950, that is, this value is

greater than 0.06, it can be concluded that the promotion variable (X) is reliable in terms of buying interest in Zapoeng Store products for generation Z in Cirebon City (Y).

Based on the results of the prerequisite test processing, it is stated that the normality test at first glance is not normally distributed because of the Asymp value. Sig. (2-tailed) shows a significance value of  $0.001 < 0.05$  (smaller than 0.05), but this result cannot be said to be correct because according to the Central Limit Theorem if the value of N or the samples taken exceeds 30 samples it is still considered normal (Johnson, 2004). When processing the data using Monte Carlo, it shows a significance value of  $0.106 > \text{sig. } 0.05$  exceeds the minimum significance limit of 0.05. So the data can be declared normal. This is because the normality test is intended for data that has a small sample, so that data with a large number of samples is still considered normal. It can be concluded that the data (the influence variable of Promotion on interest in buying Zapoeng Store products for Generation Z in Cirebon City) remains normally distributed. Then for linearity, it states that the significance value of Deviation From Linearity is 0.121 so the results are considered linear because of the sig value.  $0.121 > \text{sig. } 0.05$ , this figure indicates that the significance value exceeds the minimum significance limit of 0.05. It was concluded that the promotion variable (x) was stated to be linear with the variable interest in buying Zapoeng Store products for Generation Z in Cirebon City (Y). Referring to the output results of the heteroscedasticity test above, it states that the promotion significance value of 0.071 is greater than the significance value of 0.05 (sig.  $0.071 > \text{sig. } 0.05$ ). It can be concluded that the promotion variable towards the purchase interest variable does not experience symptoms of heteroscedasticity.

Based on the results of hypothesis testing using simple linear regression testing, it is known that the Constant value (a) is 0.068, while the Promotion value (b / regression coefficient) is 0.661, so the regression equation can be formulated that the resulting equation  $Y = 0.068 + 0.661X$  can be stated as Constant of 0.068 means that the consistent value of the MB variable (purchase interest) is 0.068, and the X regression coefficient of 0.661 states that for every 1% increase in the Promotion value, the MB (purchase interest) value increases by 0.661. The regression coefficient is positive. So it can be concluded that the direction of influence of variable X (Whatsapp Business Promotion) on Y (interest in buying Zapoeng Store products for generation Z in Cirebon City) is positive. Furthermore, for the t-test, the

significance value of the Coefficients test obtained a significance value of  $0.000 < 0.05$ , so it can be concluded that the WhatsApp Business Promotion variable (X) has a significant effect on the variable interest in buying Zapoeng Store products for generation Z in Cirebon City (Y). Judging from the t value: it is known that the calculated t value is  $28.978 > \text{table } 1.980$  (the calculated t exceeds the t table distribution value), so it is stated that the WhatsApp Business Promotion variable has a positive effect on the variable Interest in buying Zapoeng Store products for generation Z in Cirebon City. For the determination test, it is explained that the correlation or relationship value (R) is 0.938. From the resulting output, a coefficient of determination (R Square) of 0.880 was obtained. This means that the percentage influence of the variable (WhatsApp business promotion) on the dependent variable (interest in buying Zapoeng Store products for Generation Z in Cirebon City) is 88%.

## CONCLUSION

In researching the influence of WhatsApp Business on the buying interest of Generation Z consumers in Cirebon City, it was concluded that the instrument test results for each variable item stated that they were valid and reliable so that the promotional variables carried out by WhatsApp Business influenced buying interest in Zapoeng Store products for generation Z in Cirebon City.

Based on the results referred to in the analysis prerequisite tests which were processed using IBM SPSS Statistics 25, the normality test according to the central limit theorem states that if the n or sample value is more than 30 then it is considered normal, indicating that the data is normally distributed, for the linearity test there is a direct relationship. linear between the purchase interest variable (dependent) on the promotion variable (independent) so that the relationship between the variables is very influential in fulfilling the linearity requirements so that this linear regression test can be carried out in the next test and the heteroscedasticity test states that there are no symptoms of heteroscedasticity because the significance value is more than 0.05, this This means that there are equal variances and residuals so that the heteroscedasticity test passes the test.

Then, to test the hypothesis, it was concluded that the results of the simple linear regression test stated that there was a positive influence between the promotional variable

and interest in purchasing Zapoeng Store products for Generation Z in Cirebon City. The significance test stated that there was an influence seen from the t table value, and for the determination test which was calculated from the calculation r square formula, that the promotional variable influences the variable interest in buying Zapoeng Store products for generation Z in Cirebon City by 88%. This concludes that the strength of promotion and the use of promotional media in the form of WhatsApp business are benchmarks that must be considered so that there is an opportunity for interest in buying Zapoeng Store products to become big.

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