

THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT VARIATIONS ON PURCHASING DECISIONS MODERATED BY PACKAGING ON LIFEBOUY SOAP MODERATED BY PACKAGING ON LIFEBOUY SOAP



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Abstract

The development of technology today makes consumers utilize technology to fulfill their daily lives. Some consumers use information technology facilities to fulfill the information they need, one of which is the use of the Internet. Technological advances from the internet have led to changes in consumer lifestyles. A total of 99 respondents were included in the quantitative research model employed for this study. SmartPLS data processing software was used to process the research, and a Google Form was used to collect the data. Purposive sampling is used with non-probability sampling in the sampling procedure. SmartPLS analysis is carried out in three stages, namely Outer Model Analysis (Validity Test, Discriminant Validity, and Reliability Test), Inner Model Analysis (R-Square), and Hypothesis Testing. The hypothesis test results show that the t-statistic value of 0.478 is greater than the T table 0.195 and the P-value value is 0.633 so the first hypothesis states that digital marketing on Lifebuoy soap is rejected. The hypothesis test results show that the t-statistic value of 0.877 is greater than the Ttable 0.195 and the P-values are 0.381 so the second hypothesis which states that digital marketing on Lifebuoy soap is rejected. The hypothesis test results show that the t-statistic value of 0.393 is greater than the Ttable 0.195 and the P-values are 0.694 so the third hypothesis which states that digital marketing moderated by packaging on Lifebuoy soap is rejected. The hypothesis test results show that the t-statistic value of 0.083 is greater than the Ttable 0.195 and the P-value is 0.934 so the third hypothesis which states that product variations moderated by the packaging on Lifebuoy soap are rejected.

Keywords: Digital Marketing, Product Variation, Packaging, Purchasing Decision

INTRODUCTION

The development of technology today makes consumers utilize technology to fulfill their daily lives. Some consumers use information technology facilities to fulfill the information they need, one of which is the use of the Internet (Wardani et al., 2023; Isbahi et al., 2022). Technological advances from the internet have led to changes in consumer lifestyles. The change in question is that consumers are starting to shift the way they shop for a product, consumers are now more interested in online shopping activities (Putri & Marlien, 2022). In the era of free markets, for a business to be successful in facing an increasingly competitive world market, the business world is required to be professional and able to read existing opportunities, be more innovative in creating ideas, and be able to respond to the needs of the community (Rahman et al., 2023; Anggraeni & A'yuni, 2023). Nowadays, health soap with various brands has been marketed throughout Indonesia and has received a positive response from consumers.

In general, people need to maintain health to always maintain personal hygiene such as diligently washing hands with soap and bathing after doing activities outside the home (Kurniaputri, 2020). Currently, the level of competition for consumer goods in Indonesia is getting tighter. with many kinds of needs, such as groceries, shampoo, and soap. Many companies are competing with each other to win the competition, retain old customers, and bring in new customers. One of the needs that currently continues to grow in Indonesia is bath soap products. Bath soap is a very important need for every individual, so the production of bath soap is very high at all times with the amount of demand from consumers. One of the health bath soaps that has received sympathy from the Indonesian people is Lifebouy bath soap, currently Lifebouy bath soap controls the market share with the highest sales among competing products.

According to the Top Brand Index in 2019 shows that the Lifebouy brand liquid soap has a fairly high percentage and can compete with other products. From 2020 by 38.60%, it decreased in 2021 by 32.50% and increased in 2022 by 40.00%, currently experiencing a decline in 2023 by 38.70%, but Lifebouy Soap became Indonesia's Top Brand because it has a wider market share than other soap brands, Lifebouy Body Wash contains an Activ Silver

formula that can work with the body's immune system to fight disease-causing bacteria. Lifebouy always positions its products as family health soaps with the slogan "the healthy way to bathe". In addition, Lifebouy soap is also very easy to find in the nearest supermarket because it is spread throughout Indonesia and can also be found in e-commerce because this attracts potential consumers in determining purchasing decisions for Lifebouy soap products.

The ease with which a product can be found makes consumers make purchases. The purchase decision is the final step that potential consumers take toward a desired product. Purchasing decisions are a consumer process in making purchases if consumers get benefits that are following a product, then consumers will recommend the product to others and consumers want other consumers to also feel that the product is very good and better than other products (Aryandhana et al., 2021). Purchasing decisions are a series of choices made by consumers after wanting to buy and before making a purchase (Putri & Marlien, 2022). Every human being has almost the same decision. Therefore, several factors differentiate in making purchasing decisions between humans, namely price and brand image.

The price of the product is an important consideration for consumers to decide on a purchase. Price is a factor that has an important impact on pricing. As well as the amount required to obtain the right to use the product is included in the price (Nurfauzi et al., 2023). Given that Lifebouy soap products are widely used by all circles. Consumers feel satisfied when buying a brand product that already has a brand image that has long been trusted. One of the promotional activities carried out by Lifebouy soap is utilizing digital marketing, where we can promote products through the media.

Digital marketing which is currently being discussed is one of the marketing media that is currently in great demand by the public to support various activities carried out. Little by little starting to leave the conventional/traditional marketing model to switch to modern marketing, namely digital marketing. Digital marketing communication and transactions can be done at any time in digital marketing (Saputra & Ardani, 2020). Selling products through digital marketing is the company's goal to effectively attract the attention of potential customers faster, easier, more accurately, and more widely. Digital Marketing has an effect on purchasing decisions which is confirmed by previous research written by (Saputra &

Ardani, 2020). However, this is different from the results of research conducted by (Pebrianti et al., 2020) which states that digital marketing has no significant effect on purchasing decisions. Further research on product variations affects purchasing decisions, this is evidenced by previous research written by (Firdiansyah & Prawoto, 2021). However, this is different from the results of research conducted by (Tumbel, 2022) which states that product variations do not have a significant effect on purchasing decisions.

Apart from digital marketing factors, product variation factors can also influence deciding buying interest. The product variety is an attraction for consumers, especially being able to provide more varied choices. Choices that are more varied for consumers can encourage consumer satisfaction (Botti & Iyengar 2006) in the journal (Finthariasari et al., 2020). Lifebuoy products as packaged soap try to maintain their quality by creating product variations that are different from other brands of packaged soap. This causes competition between packaged soaps to be higher. In addition, if the product variation is attractive enough consumers will be interested so that they will try several other product variations. Given that the variations issued by Lifebuoy are quite numerous and attractive, consumers decide to buy them.

Some researchers show that variations in a product have little effect if we prioritize the function of an item, this is in accordance with the results of research conducted by Firdiyansyah & Prawoto, (2021) which shows that product variations affect purchasing decisions. Understanding consumer behavior in buying a product will be very useful for companies in determining and developing products to be made. Companies must study the consumer behavior of the intended target market so that the products produced get an effective response from consumers. Research on who is in the consumer market, what consumers buy, when they buy, who is involved in purchases, why consumers buy, and how they buy is a market analysis that is closely related to consumers. Consumers will demand a variety of products, so there are many choices for consumers to determine which products to buy (Rosyid et al., 2023). For consumers, product variations will determine their decision to buy products (Sirmas & Daeng, 2022). Many other factors influence outside the research model, in this study a moderating variable is used to strengthen or weaken the independent

variable on the dependent variable. The moderating variable used is the packaging. It is intended that this research can be accepted and and get conclusions that are in accordance with the previous theory.

Packaging is an innovative activity of designing as well as producing the wrapping or packaging of a product. Currently, there are several factors that make packaging an important marketing suggestion. If the packaging is poorly designed, it can cause consumers to not be interested in the product (Sinaga, S. 2022). Conversely, good packaging is packaging that attracts consumers, innovation can give the company its appeal over competitors so that it can increase sales. So, the packaging is used to wrap the product, protect the product, storing the product to send, issue, identify, and distinguish a product (Klimchuck and Krasovec 2017) in the journal (Junaidi & Sulistiawati, 2023). Lifebuoy's packaging always positions its products as family health soap with the slogan "the healthy way to bathe". Lifebuoy is one of the brands that was born with a mission to prevent the spread of germs and to improve public health through germicidal soaps that are affordable for the entire community.

RESEARCH METHOD

This research examines the Lifebuoy Soap brand produced by PT Unilever Indonesia, this soap is famous for its red and yellow packaging and has various forms of packaging variants that are produced variously, making this brand attractive for use among children to adults. Lifebuoy soap has been ranked first in the Top Brand Index of the Soap Packaging Category for the last 5 years starting from 2019 to 2023. This research uses quantitative methods. The quantitative method is a research method that uses data in the form of numbers and analyzes the data collected using statistical formulas (Ghozali, 2021). This is based on the theme that wants to be studied, namely "The Effect of Digital Marketing, and Product Variety on Purchasing Decisions Moderated by Packaging on Lifebouy Soap" This study wants to find out whether Digital Marketing and product variations carried out by Lifebouy Soap have a significant positive impact on purchasing decisions.

This research design will take the shape of a chart that serves as a manual for comprehending the line of reasoning used to address research difficulties. The research plan can be arranged as follows by making use of the literature, earlier research publications, and hypotheses:

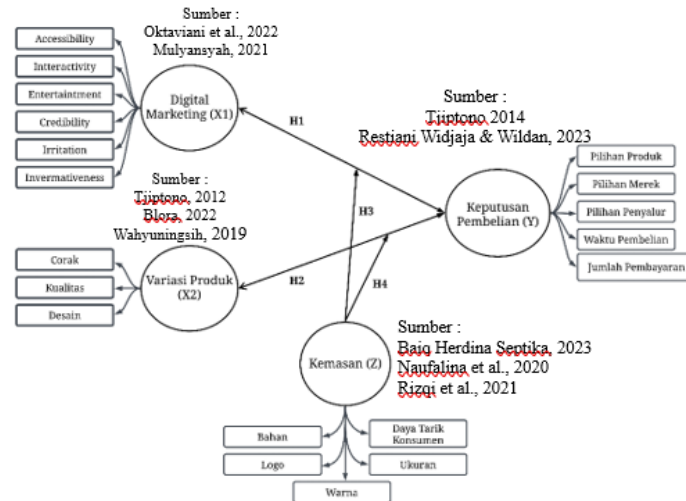


Figure 1.

Research Design

Source: Authors Processed Data, 2023.

This research variable consists of independent variables, namely Digital Marketing (X1), Product Variety (X2), and the dependent variable, namely purchasing decisions (Y), and has a moderating variable, namely packaging (Z). The measurement can be done by filling out a questionnaire that will be distributed. The questionnaire uses a Likert scale, which is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Ghozali, 2021). The population in this study were all people who had bought or consumed Lifebuoy soap, so the nature of the population was non-probability sampling. The population is non-probability sampling, so the technique of taking respondents is incidental. The incidental sampling technique is a sampling technique by chance or anyone who happens (incidental) (Ghozali, 2021). The data sources obtained in this study are primary data obtained by researchers in the form of a questionnaire survey via Google Forms. Secondary data obtained by researchers comes from websites, and previous research.

The modeling used in this study is a structural equation model (SEM) to test the relationship between independent and dependent variables. This study uses SEM modeling because it can be used to conduct confirmatory factor analysis and path analysis. SEM modeling can be used to simultaneously test a series of relatively complex relationships. SEM modeling in this study uses Partial Least Squares (PLS) analysis using the SmartPLS version 3.0 application. PLS analysis is used to analyze the relationship between several variables simultaneously and to evaluate the structural model. This sequence is necessary to ensure that researchers have reliable and valid measurements of each variable before making conclusions about the nature of the relationship between variables. SmartPLS analysis is carried out in three stages, namely Outer Model Analysis (Validity Test, Discriminant Validity, and Reliability Test), Inner Model Analysis (R-Square), and Hypothesis Testing.

RESULTS AND DISCUSSION

Outer Models

Validity Test Results – Convergent Validity

Table 3.
Outer Loading

	Digital Marketing (X1)	Packaging (Z)	Purchase Decision (Y)	Product Variations (X2)	X1*Z	X2*Z
DM1	0.909					
DM2	0.904					
DM3	0.882					
DM4	0.906					
DM5	0.907					
DM6	0.898					
DM7	0.909					
DM8	0.907					
DM9	0.914					
DM10	0.908					
DM11	0.912					
DM12	0.903					

	Digital Marketing (X1)	Packaging (Z)	Purchase Decision (Y)	Product Variations (X2)	X1*Z	X2*Z
X1 * Z					2.664	
K1		0.905				
K2		0.835				
K3		0.892				
K4		0.870				
K5		0.864				
K6		0.902				
K7		0.867				
K8		0.885				
K9		0.833				
K10		0.852				
K11		0.880				
K12		0.866				

	Digital Marketing (X1)	Packaging (Z)	Purchase Decision (Y)	Product Variations (X2)	X1*Z	X2*Z
KP1			0.919			
KP2			0.878			
KP3			0.855			
KP4			0.877			
KP5			0.859			
KP6			0.896			
KP7			0.888			
KP8			0.906			
KP9			0.895			
KP10			0.898			
KP11			0.916			
KP12			0.883			

	Digital Marketing (X1)	Packaging (Z)	Purchase Decision (Y)	Product Variations (X2)	X1*Z	X2*Z
VP1				0.903		
VP2				0.903		
VP3				0.862		
VP4				0.916		
VP5				0.895		
VP6				0.922		
VP7				0.876		
VP8				0.905		
VP9				0.891		
VP10				0.920		
VP11				0.898		
VP12				0.918		
X2 * Z						2.635

Source: Authors Processed Data, 2024

It can be concluded that there are 48 correlation values of indicators with constructs of more than 0.70, which means that the value of each in each variable of digital marketing,

packaging, purchasing decisions, and product variations is declared valid. The following is a model of the results of SEM analysis with the partial least squares method in this study:

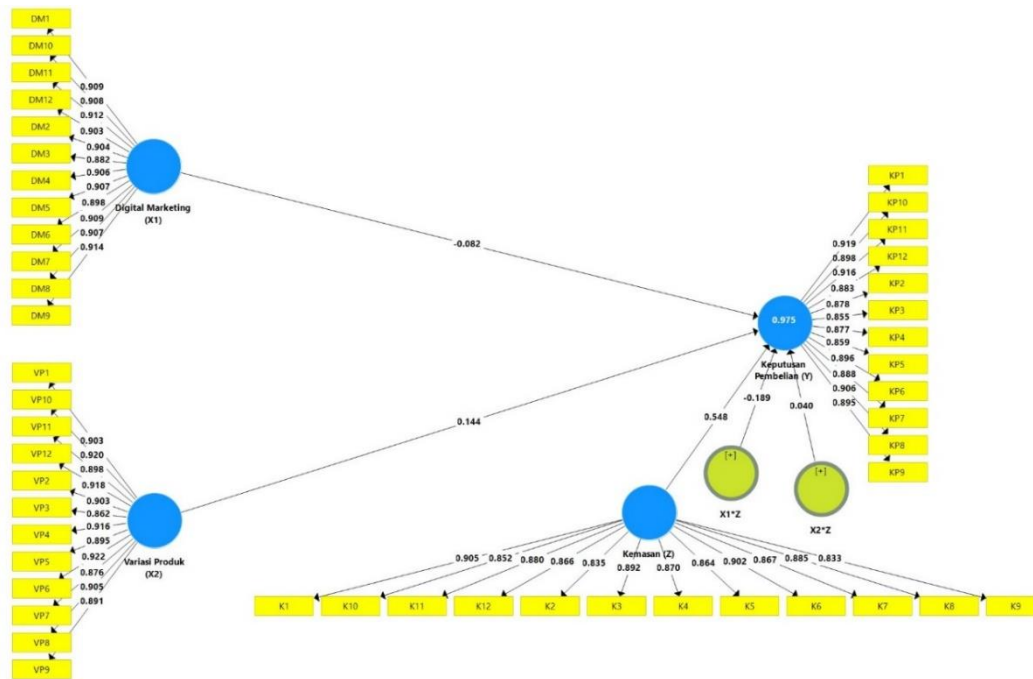


Figure 2.
SEM PLS Test

Discriminant Validity

Based on table 3. above on cross-loading, all indicators are highly correlated. Discriminant validity of reflection indicators can be seen from the correlation between constructs or seen from cross-loading on the PLS Algorithm.

Average Variance Extracted

In addition to looking at the cross-loading value, discriminant validity can also be determined by another method, namely by considering the average variant extracted (AVE) value for each indicator, the required value is certainly > 0.5 for a good model.

Table 4.
Average Variant Extracted (AVE)

	Average Variance Extracted (AVE)
Digital Marketing (X1)	0.819
Product Variations (X2)	0.812
Purchase Decision (Y)	0.791
Packaging (Z)	0.759
X1*Z	1.000
X2*Z	1.000

Source: Authors Processed Data, 2024

It can be seen in the AVE table, the AVE output results show that it has an AVE value greater than 0.50, meaning that all constructs in the study have good discriminant validity.

Reliability Test

A reliability test is conducted to test the accuracy, consistency, and suitability of the instrument to measure a construct. In PLS Sem, Smart PLS can be used to measure the reliability of a construct. In two cases, using Cronbach's alpha and composite reliability, using Cronbach's alpha to test a construct provides an underestimate, so it is recommended to use more than composite reliability.

Table 4.
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability
Digital Marketing (X1)	0.980	0.980	0.982
Product Variations (X2)	0.979	0.979	0.981
Purchase Decision (Y)	0.976	0.976	0.978
Packaging (Z)	0.971	0.971	0.974
X1*Z	1.000	1.000	1.000
X2*Z	1.000	1.000	1.000

Source: Author Processed Data, 2024

It can be seen that all variable values in the reliability test use Cronbach's alpha or composite reliability. The value is > 0.7, so it can be concluded that the variables tested are valid, so they can continue testing the structural model.

Inner Model Analysis

Table 5.
R-Square

	R-Square
Digital Marketing (X1)	0.008
Product Variations (X2)	0.027
Purchase Decision (Y)	0.501
Packaging (Z)	0.258
X1*Z	0.021

Source: Author Processed Data, 2024

Based on the table above, it can be translated as follows (1) The R-square value of the digital marketing variable on purchasing decisions is 0.008. (2) The R-square value of the product variety variable on purchasing decisions is 0.027. (3) The R-square value of the digital marketing variable moderated by the packaging on purchasing decisions is 0.258. (4) The R-square value of the product variety variable moderated by packaging on purchasing decisions is 0.021.

Hypothesis Test

Table 6.
Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing (X1) -> Purchase Decision (Y)	-0.082	-0.070	0.171	0.478	0.633
Product Variation (X2) -> Purchase Decision (Y)	0.144	0.143	0.164	0.877	0.381
Kemasan (Z) -> Purchase Decision (Y)Y)	0.548	0.532	0.106	5.193	0.000
X1*Z -> Purchase Decision (Y)	-0.189	-0.238	0.480	0.393	0.694
X2*Z -> Purchase Decision (Y)	0.040	0.090	0.488	0.083	0.934

Source: Authors Processed Data, 2024

Based on the findings of the data processing, it can be translated as follows (1) The t-statistic value of determining digital marketing on purchasing decisions is 0.478 while the T table is 0.195 (0.478>0.195). While the value of P-values is 0.633, this shows that the hypothesis which says that the determination of digital marketing has little effect on consumer purchasing decisions, is rejected. (2) The t-statistic value of determining product

variations on consumer purchasing decisions is 0.877 while the T table is 0.195 ($0.877 > 0.195$). While the P-values value is 0.381, this shows that the hypothesis which says that the determination of digital marketing has little effect on consumer purchasing decisions, is rejected. (3) The t-statistic value of determining packaging on purchasing decisions is 5.193 while the T table is 0.195 ($5.193 < 0.195$). While the P-values are 0.000, this shows that the hypothesis which says that the determination of digital marketing has a small effect on consumer purchasing decisions, is accepted. (4) The t-statistic value of determining digital marketing moderated by packaging on consumer purchasing decisions is 0.393 while the T table is 0.195 ($0.393 > 0.195$). While the P-values are 0.694, this shows that the hypothesis which says that the determination of digital marketing has little effect on consumer purchasing decisions, is rejected. (5) The t-statistic value of the determination moderated by packaging on consumer purchasing decisions is 0.083 while the T table is 0.195 ($0.083 < 0.195$). While the P-values are 0.934, this shows that the hypothesis which says that the determination of product variations moderated by purchasing decisions has a major effect on consumer purchasing decisions, is accepted.

Discussion

Based on the feasibility test analysis of the data obtained on the digital marketing variable (X1) as measured through the credibility instrument/indicator with the statement "The trustworthiness of lifebuoy soap products ordered on social networking sites is in accordance with expectations" (DM9) which occupies the highest role in influencing the purchasing decision variable (Y) of 0.914 and the results of the reliability test on the digital marketing variable (X1) have the ninth role with a composite reliability value of 0.982. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable. The R-square value of the digital marketing variable on purchasing decisions is 0.008, this shows that digital marketing on Lifebuoy soap has a negative role in purchasing decisions because Lifebuoy soap advertisements are rarely found on social media or in television advertisements. The results of the hypothesis test show that the t-statistic value of 0.478 is greater than the T table of 0.195 and the P-value is 0.633 so the first hypothesis which states that digital marketing on Lifebuoy soap is rejected. This test is by the theoretical study

according to (Oktaviani et al., 2022), Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, or other social networks. The processing results in this study are not in line with the results of this study. The processing results in this study are not in line with previous research and were conducted by Oktaviani et al., (2022) in the article *The Effect of Digital Marketing on Purchasing Decisions with Customer Trust as a Mediating Variable (Study on Graha Singhajaya Housing Consumers)*, Digital Marketing has a significant effect on purchasing decisions.

Based on the feasibility test analysis of the data obtained on the product variation variable (X2) as measured through the quality instrument/indicator with the statement "The quality of Lifebuoy soap never disappoints" (VP10) which has the highest role in influencing the purchasing decision variable (Y) of 0.920 and the results of the reliability test on the product variation variable (X2) have the tenth role with a composite reliability value of 0.981. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable. The R-square value of the product variation variable on purchasing decisions is 0.027, this shows that product variations in Lifebuoy soap have a negative role in purchasing decisions because product quality is not considered by customers before deciding to buy a product. The results of the hypothesis test showed that the t-statistic value of 0.877 is greater than the T table of 0.195 and the P-value is 0.381 so the second hypothesis which states that digital marketing on Lifebuoy soap is rejected. The processing results in this study are not in line with previous research conducted by Blora (2022), in the article "The Effect Of Product Variation, Product Quality And Service Quality On Purchase Intention Of Ko-Kopian Products" resulted in the conclusion that: product variation has a positive effect on purchasing decisions for Ko-Kopian products.

Based on the feasibility test analysis of the data obtained on the digital marketing variable (X1) which is moderated by packaging (Z) as measured through the packaging instrument/indicator with the statement "Lifebouy soap labels that symbolize a cheerful family are in line with the products being sold" (K1) which has the highest role in influencing the purchasing decision variable (Y) of 0.905 and the results of the reliability test on packaging (Z) have the first role with a composite reliability value of 0.974. This value is

greater than 0.7, so it can be concluded that the variables tested are valid and reliable. The R-square value of the packaging variable on purchasing decisions is 0.258, this shows that product variations in lifebouy soap have a negative role in purchasing decisions because the lifebouy soap label symbolizes the meaning of the label as well as other products. The hypothesis test results show that the t-statistic value of 0.393 is greater than the T table of 0.195 and the P-value is 0.694 so the third hypothesis which states that digital marketing is moderated by the packaging on Lifebuoy soap is rejected. This test is in accordance with the theoretical study according to (Baiq Herdina Septika, 2023), packaging is one of the designs or designs of a product container or wrapper, attractive packaging will provide a plus to consumers that distinguishes several products of almost the same shape and quality as well as all activities to design and produce containers or wrappers for a product.

Based on the feasibility test analysis of the data obtained on the product variation variable (X2) which is moderated by packaging (Z) as measured by the packaging instrument/indicator with the statement "Lifebouy soap labels that symbolize a cheerful family are in line with the products being sold" (K1) which has the highest role in influencing the purchasing decision variable (Y) of 0.905 and the results of the reliability test on packaging (Z) have the first role with a composite reliability value of 0.974. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable. The R-square value of the packaging variable on purchasing decisions is 0.021, this shows that the product variation that is mediated by the packaging on Lifebouy soap has a negative role in purchasing decisions because the Lifebouy soap label symbolizes the meaning of being in harmony with other products. The hypothesis test results show that the t-statistic value of 0.083 is greater than the T table of 0.195 and the P-value is 0.934 so the third hypothesis which states that product variation is moderated by packaging on lifebouy soap is rejected. This test is in accordance with the theoretical study according to (Baiq Herdina Septika, 2023), packaging is one of the designs or designs of a product container or wrapper, attractive packaging will provide a plus to consumers who distinguish several products of almost the same shape and quality as well as all activities to design and produce containers or wrappers for a product.

CONCLUSION

This study was conducted to determine the effect of digital marketing, and product variations on purchasing decisions moderated by packaging. The results of this study are based on distributing questionnaires and processing data using SmarPLS software which has been described in the previous chapter, so researchers can draw the following conclusions (1) Digital marketing carried out by Lifebouy soap products in Bekasi Regency cannot encourage consumer purchasing decisions. (2) Product variations carried out by Lifebouy soap products in Bekasi Regency cannot encourage consumer purchasing decisions. (3) Digital marketing moderated by the packaging of Lifebuoy soap products in Bekasi Regency cannot encourage consumer purchasing decisions. (4) Product variations moderated by lifebuoy soap packaging in Bekasi Regency cannot encourage consumer purchasing decisions.

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