

**THE INFLUENCE OF SOCIAL MEDIA MARKETING, COUNTRY OF ORIGIN,  
AND PRODUCT FEATURES ON PURCHASE INTENTION OF XIAOMI  
SMARTPHONES FOR GENERATION Z IN SURABAYA**



**Aldo Nugraha Adeyawardman<sup>1</sup>**

**Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia**  
[aldonugraha2304@gmail.com](mailto:aldonugraha2304@gmail.com)

**Hery Pudjoprastyono<sup>2</sup>**

**Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia**  
[herypmnj.upnjatim@gmail.com](mailto:herypmnj.upnjatim@gmail.com)

**Nurkholish Majid<sup>3</sup>**

**Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia**  
[nurkholish.majid.ma@upnjatim.ac.id](mailto:nurkholish.majid.ma@upnjatim.ac.id)

---

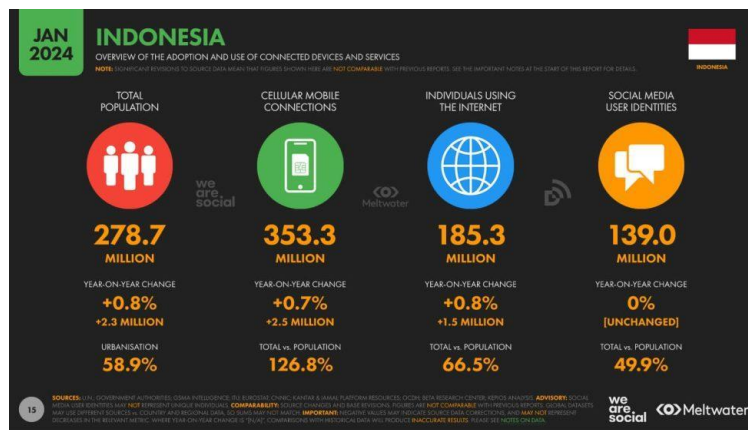
**Abstract**

There has been tremendous growth in information and communication technology infrastructure in Indonesia. Along with this, the demand for various media and communication devices has also increased, considering the needs of the community for diverse communication tools. This condition also encourages increasingly tight competition in the telecommunications industry. In connection with the tight competition in the telecommunications industry, it is important to examine what influences purchasing intention. This study aims to determine the influence and analyze the Influence of Social Media Marketing, Country of Origin, and Product Features on Purchase Intention of Xiaomi Smartphones for Generation Z in Surabaya. This research method is quantitative with a purposive sampling technique. The sample consists of 160 respondents, consisting of Generation Z in Surabaya and those interested in Xiaomi smartphones. Data analysis was carried out using the Partial Least Squares (PLS) method with the help of SmartPLS 3. The results of this study are 1) Social media marketing has a positive and significant effect on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya. 2) Country of origin has a positive and significant effect on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya. 3) Product features have a positive and significant effect on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya.

**Keywords:** Social Media Marketing, Country of Origin, Product Features, Purchase Intention

## INTRODUCTION

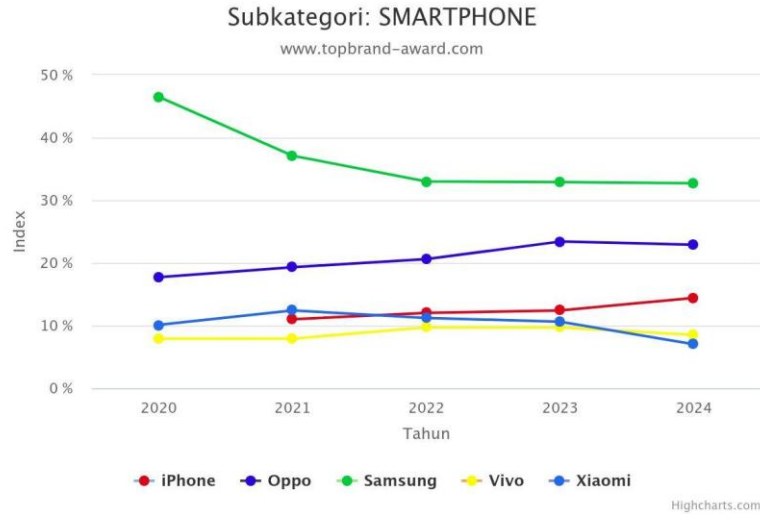
There has been tremendous growth in information and communication technology infrastructure in Indonesia. Along with this, the demand for various media and communication devices has also increased, considering the community's need for various communication devices. This condition has also driven increasingly tight competition in the telecommunications industry. The influx of the latest communication device products that continue to emerge has created a very high level of competition among companies engaged in the production of communication devices (Larika & Ekowati, 2020). The development of technology in the era of globalization has made it easier for people, especially Generation Z, to communicate instantly and without limitations of space or time (Nugraha, 2024). Smartphones are a type of mobile phone equipped with an operating system and designed to be used by anyone. Not only for sending SMS or making calls, users can also add various applications, customize features, and use them according to their needs. The number of smartphone users in Indonesia is predicted to continue to increase from 2017 to 2026 (Ruslim et al., 2023).



**Figure 1.**  
**Active Mobile Phone Users in Indonesia in 2024**

Source: datareportal.com

It shows that as many as 353.3 million active mobile connections were recorded in Indonesia in early 2024, which reflects 126.8 percent of the total population. Xiaomi is a technology company founded in Beijing, China, in 2010 by Lei Jun and a group of entrepreneurs. Initially, the company was known for its Android-based MIUI operating system, which was launched in August 2010. In 2011, Xiaomi launched its first smartphone, the Mi 1, which received positive reviews due to its competitive price and attractive specifications. By introducing a direct sales model on the Internet, Xiaomi has managed to reduce distribution costs and offer products at lower prices. In recent years, Xiaomi has become one of the world's largest smartphone manufacturers, competing with big brands such as Apple and Samsung.



**Figure 2.**  
**Top Brand Index Graph for Xiaomi smartphones 2020-2024**  
 Source: www.topbrand-award.com

Based on Figure 2, it can be seen that the Top Brand Index (TBI) value graph for Xiaomi smartphones has experienced a consistent decline. TBI itself is an award given to the best brands based on consumer survey results. Assessment of a brand's performance is carried out through three main aspects, namely mind share, market share, and commitment share. A high TBI value indicates that the brand is in high demand by consumers, while a low value indicates a lack of consumer interest in the brand.

Nama Brand	2020	2021	2022	2023	2024
Samsung	46.50	37.10	33.00	32.90	32.70
Oppo	17.70	19.30	20.60	23.40	22.90
iPhone	-	11.00	12.00	12.40	14.40
Vivo	7.90	7.90	9.70	9.70	8.50
Xiaomi	10.10	12.40	11.20	10.60	7.00

Showing 1 to 5 of 5 entries

**Figure 3.**  
**Percentage of Top Brand Index of Xiaomi smartphones 2020-2024**  
 Source: www.topbrand-award.com

Based on the data in Figure 1.3, it is the Top Brand Index of smartphones. Xiaomi has managed to achieve the position as the fifth best-selling smartphone in Indonesia. However, the Top Brand Index (TBI) value of Xiaomi smartphones continues to decline, in 2020 10.10%, in 2021 12.40%, in 2022 11.20%, in 2023 10.60% and in 2024 by 7.00%. This indicates a decline in consumer buying interest in Xiaomi smartphones.

According to Abdul Kohar Septyadi et al. (2022), purchase intention is a consumer purchasing sentiment that occurs after consumers carry out pre-purchase activities. Pre-purchase activities may involve consumers identifying their needs and determining which products can meet those needs.

One of the factors that generates consumer purchase intention in buying a smartphone is social media marketing. According to Putra & Vipraprastha (2022), social media marketing is a process that involves the promotion and communication of websites, products, or services through social media channels, by utilizing a wider community network, thus opening up greater marketing opportunities compared to conventional advertising methods. Social media marketing on Xiaomi received negative reviews from consumers, namely, consumers considered the marketing carried out by Xiaomi to be misleading and imitated the strategies of other brands, so that it was less transparent.

In addition to social media marketing, country of origin is one of the factors that determines consumer purchase intention. According to Philip Kotler (2021), country of origin is a relationship formed in a person's mind related to a country. If the products produced by that country are consistently considered to be of high quality, then the product will have a positive image in the eyes of consumers. Xiaomi is a smartphone product from China, there are still consumers who are hesitant to buy Xiaomi products because the country of origin is China, which is often considered to have goods that are easily damaged and inconsistent in quality.

Another thing that influences purchase intention is product features. According to Kotler & Armstrong (2012), Product features is a product feature is an element that can be used as a competitive strategy to differentiate a product from competitors. Being a pioneer in introducing new, valuable features is one effective strategy to maintain competitiveness. Products with similar characteristics are often evaluated by consumers through a comparison of the features they have, such as completeness, sophistication, or certain advantages offered by the product compared to other products that may have different perceptions. In the product features of the Xiaomi smartphone, there are obstacles experienced by consumers, namely, after updating, the HyperOs smartphone becomes slow and the battery becomes wasteful.

## **REVIEW OF LITERATURE**

### **Social Media Marketing**

According to Richter and Koch (Yuliana et al., 2023), social media is an online application, tool, and media intended to facilitate interaction, collaboration, and sharing of materials. Social media marketing is a type of online advertising that utilizes the cultural context of social communities such as social networks, virtual worlds, social news sites, and social opinion-sharing sites to achieve communication goals (Tuten, 2008). Social media marketing carried out by a company influences the mindset of one person, which in turn has a wider impact on the mindset of others in determining purchasing intention (Gunelius, 2010). The indicators of social media marketing that meet the criteria according to (Solis, 2010), namely: 1) context; 2) communication; 3) collaboration; 4) connection.

### **Country of Origin**

According to Keegan & Warren (in Junaidi Sagir et al., 2021), many people are so familiar with the word "made in" that when they hear the word "made in" on a product packaging, they immediately assume that the product comes from a certain country. For example, when a product is packaged with "made in USA", they assume that the product is made in the United States. According to Kotler & Keller (2016), country of origin is a person's mental association and belief in a product that is triggered by the product's country of origin. Consumers' assessments and beliefs about the image of the country of origin play

an important role in shaping consumer purchase intention. This perception or assessment can be an attribute in decision making or influence other attributes in the process (Kotler & Armstrong, 2012). According to Cateora and Graham (Aprianti & Dhea Desliani, 2021), indicators of country of origin that meet the criteria are: 1) level of technological progress; 2) type of product; 3) prestige; 4) product quality; 5) image of the country of origin.

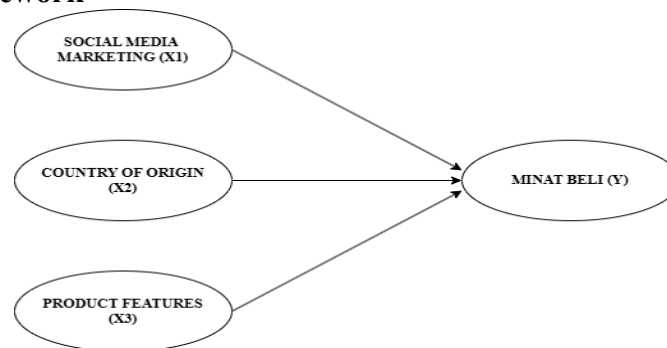
### Product Features

According to Kotler & Armstrong (2012), features are a competitive way to differentiate a business product from competitors' products. One of the most effective ways to compete is to be the first manufacturer to introduce new, valuable features. According to Ginting (in Ahmadi, 2020), the concept of features is a competitor's tool to differentiate their products from competitors' products. Product features are a competitive tool used to differentiate a company's products from its competitors' products (Kotler & Armstrong, 2012). Features are product elements that are considered important by consumers and are the basis for Tjiptono's purchasing decision-making (in Muharom et al., 2024). Product features can influence the consumer decision-making process to buy a product because these features are closely tied to the product and are often used by consumers as a reference and consideration to determine their purchase intention toward the goods or services offered. Indicators of product features according to Tjiptono (in Tasari et al., 2024), namely: 1) features diversity; 2) features according to expectations; 3) features have advantages.

### Purchase Intention

According to Durianto (in Nuraisyah & Nuzil, 2023), purchasing intention is a desire that arises in consumers towards a product, which is the result of the observation and learning process experienced by consumers or individuals regarding the product. According to Kotler & Keller (2016), purchasing intention is a customer's reaction to a product and carrying out their purchasing decisions. Purchasing intention indicators according to Ferdinand (in Firmansyah & Purwanto, 2022), namely: 1) transactional interest; 2) referential interest; 3) preferential interest; 4) exploratory interest.

### Conceptual Framework



**Figure 4.**  
**Conceptual Framework**

The hypothesis in this study is as follows:

- H1: Social media marketing has a positive influence on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya.
- H2: Country of origin has a positive influence on purchase intention of Xiaomi smartphones for Generation Z in Surabaya.

- H3: Product features have a positive influence on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya.

**RESEARCH METHOD**

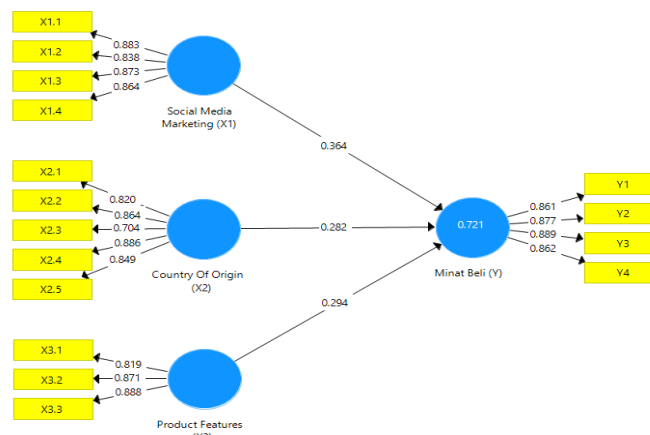
This study uses a quantitative approach, the sampling method is non-probability side with a purposive sampling technique, namely, samples with certain criteria. The sample criteria in this study are Generation Z, domiciled in Surabaya, and interested in Xiaomi smartphones. Determination of the number of samples using opinions (Hair et al., 2017), the minimum recommended number of samples is 10 times the total number of indicators. This study covers 16 indicators, resulting in 160 respondents (16 x 10 = 160), data collection was carried out by distributing questionnaires through Google Forms. The analysis method uses Partial Last Square (PLS), data obtained from distributing questionnaires through Google Forms are then processed using the SmartPLS 3 program.

**RESULTS AND DISCUSSION**

**Respondent Characteristics**

The respondents in this study were Generation Z who live in Surabaya and have an interest in Xiaomi smartphones. Data were obtained from distributing questionnaires to 160 respondents, all of whom met the criteria. Based on gender characteristics, the majority of respondents were female, 105 people or 65.6%, while the rest were male, 34.4%. This shows that interest in Xiaomi smartphones is more dominated by women, who tend to pay attention to aspects of design, camera, features, and affordable prices. All respondents are Generation Z, with a percentage of 100%, who are known to be familiar with digital technology from an early age and have a critical and careful view in choosing products. They not only consider the brand, but also the quality and benefits offered, and Xiaomi is considered to be able to meet their expectations as an innovative and quality product, even though it comes from China. In addition, all respondents live in Surabaya and show interest in Xiaomi smartphones, which further confirms that Generation Z in Surabaya is a relevant group to assess the influence of country of origin on purchase intention of Xiaomi smartphones.

**Outer Model**



**Figure 5.**  
**Outer Model**

Based on the PLS output image above, it displays the factor loading value of each indicator, which is located connecting the variable with its indicator. In addition, the path coefficient value also appears above the arrow line connecting the exogenous and endogenous variables. Not only that, the magnitude of the R-Square value, which is located in the circle of the endogenous variable (Purchase Intention (Y)).

**Outer Loading**

**Table 1.**  
**Outer Loading**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>
X1.1 <- Social Media Marketing (X1)	0.883	0.880	0.022	40,890
X1.2 <- Social Media Marketing (X1)	0.838	0.835	0.027	31,070
X1.3 <- Social Media Marketing (X1)	0.873	0.872	0.023	38,753
X1.4 <- Social Media Marketing (X1)	0.864	0.863	0.019	44,866
X2.1 <- Country of Origin (X2)	0.820	0.817	0.041	19,851
X2.2 <- Country of Origin (X2)	0.864	0.861	0.029	29,297
X2.3 <- Country of Origin (X2)	0.704	0.702	0.051	13,907
X2.4 <- Country of Origin (X2)	0.886	0.886	0.023	38,827
X2.5 <- Country of Origin (X2)	0.849	0.851	0.029	29,349
X3.1 <- Product Features (X3)	0.819	0.818	0.047	17,265
X3.2 <- Product Features (X3)	0.871	0.868	0.024	35,770
X3.3 <- Product Features (X3)	0.888	0.888	0.016	57,076
Y1 <- Purchase Intention (Y)	0.861	0.859	0.023	37,614
Y2 <- Purchase Intention (Y)	0.877	0.873	0.022	39,723
Y3 <- Purchase Intention (Y)	0.889	0.887	0.021	41,901
Y4 <- Purchase Intention (Y)	0.862	0.861	0.027	31,395

Source: Data processed by researchers, 2025

Convergent validity can be evaluated using factor loading must have > 0.5 to be considered valid. According to Table 1, the factor loading value on each variable indicator shows a number > 0.5. This indicates that this construct has good convergent validity.

**Cross Loading**

**Table 2.**  
**Cross Loading**

	<b>Country Of Origin (X2)</b>	<b>Purchase Intention (Y)</b>	<b>Product Features (X3)</b>	<b>Social Media Marketing (X1)</b>
<b>X1.1</b>	0.706	0.696	0.714	0.883
<b>X1.2</b>	0.575	0.628	0.550	0.838
<b>X1.3</b>	0.610	0.691	0.666	0.873
<b>X1.4</b>	0.642	0.707	0.615	0.864
<b>X2.1</b>	0.820	0.576	0.493	0.533
<b>X2.2</b>	0.864	0.658	0.550	0.606

<b>X2.3</b>	0.704	0.571	0.508	0.616
<b>X2.4</b>	0.886	0.670	0.635	0.653
<b>X2.5</b>	0.849	0.619	0.633	0.621
<b>X3.1</b>	0.567	0.555	0.819	0.576
<b>X3.2</b>	0.555	0.604	0.871	0.600
<b>X3.3</b>	0.635	0.761	0.888	0.708
<b>Y1</b>	0.663	0.861	0.663	0.629
<b>Y2</b>	0.603	0.877	0.663	0.716
<b>Y3</b>	0.686	0.889	0.702	0.738
<b>Y4</b>	0.667	0.862	0.606	0.664

Source: Data processed by researchers, 2025

According to the Table 2, it can be seen that each indicator that forms the social media marketing variable (X1), country of origin (X2), product features (X3) and purchase intention (Y) has a cross-loading value that exceeds the indicators in other variables. This shows that all indicators in these variables have met the criteria for discriminant validity.

**Average Variant Extracted (AVE)**

The next measurement model is the Average Variance Extracted (AVE) value; the AVE value that is considered good is greater than 0.5.

**Table 3.**

**Average Variant Extracted (AVE)**

	Average Variance Extracted
Social Media Marketing (X1)	0.748
Country Of Origin (X2)	0.684
Product Features (X3)	0.739
Purchase Intention (Y)	0.761

Source: Data processed by researchers, 2025

The results of the AVE Social Media Marketing (X1) test were 0.748, Country Of Origin (X2) was 0.684, Product Features (X3) was 0.739, and Purchase Intention (Y) was 0.761. The four variables have a value > 0.5, meaning that all variables in this study can be stated to have good validity.

**Composite Reliability**

Construct reliability is measured using composite reliability values, where a construct is considered reliable if the composite reliability value is > 0.70. Thus, the indicator is considered consistent in measuring its latent variables.

**Table 4.**

**Composite Reliability**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Country of Origin (X2)	0.882	0.887	0.915	0.684
Purchase Intention (Y)	0.895	0.897	0.927	0.761
Product Features (X3)	0.825	0.849	0.895	0.739

Social Media Marketing (X1)	0.887	0.889	0.922	0.748
-----------------------------	-------	-------	-------	-------

Source: Data processed by researchers, 2025

The results of the composite reliability test of Social Media Marketing (X1) were 0.922, Country of Origin (X2) was 0.915, Product Features (X3) was 0.895, and Purchase Intention (Y) was 0.927. The four variables have a composite reliability value > 0.70, meaning that all variables in this study can be declared reliable.

### Inner Model

#### R-Square

Structural model testing is used to identify and assess the relationship between independent variables and dependent variables in a study. The following are the results of the determination coefficient:

**Table 5.**  
**R-Square**

	R Square	R Square Adjusted
<b>Purchase Intention (Y)</b>	0.721	0.716

Source: Data processed by researchers, 2025

The coefficient of determination value based on Table 4.9 is 0.721 or 72.1%. This shows that purchase intention (Y) is influenced by social media marketing (X1), country of origin (X2), and product features (X3) by 72.1%, while the remaining 27.9% is influenced by other variables not explained in this study.

#### Hypothesis Testing

**Table 6.**  
**Path Coefficients (Mean, STDEV, T-Value, P-Value)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Country Of Origin (X2) - > Purchase Intention (Y)	0.282	0.288	0.094	2,995	<b>0.003</b>
Product Features (X3) -> Purchase Intention (Y)	0.294	0.294	0.094	3,129	<b>0.002</b>
Social Media Marketing (X1) -> Purchase Intention (Y)	0.364	0.359	0.101	3,599	<b>0,000</b>

Source: Data processed by researchers, 2025

- Hypothesis 1: Social Media Marketing (X1) has a positive effect on Purchase Intention (Y), which can be accepted, with a path coefficient of 0.364, where the P-value is  $0.000 < 0.05$ , so it is significant (positive), so hypothesis 1 is accepted.
- Hypothesis 2: Country of Origin (X2) has a positive effect on Purchase Intention (Y), which can be accepted, with a path coefficient of 0.282, where the P-value is  $0.003 < 0.05$ , so it is significant (positive), so hypothesis 2 is accepted.
- Hypothesis 3: Product Features (X3) have a positive effect on Purchase Intention (Y), which can be accepted, with a path coefficient of 0.294, where the P-value is  $0.002 < 0.05$ , so it is significant (positive), so hypothesis 3 is accepted.

### **The Influence of Social Media Marketing on Purchase Intention**

Based on data processing using SmartPLS 3, it can be seen that social media marketing has a positive and significant effect on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya, so the hypothesis can be accepted. The social media marketing indicator in this study that has the highest factor loading value is context. This explains that through interesting social media marketing, messages can be conveyed more effectively, making the information conveyed easier to understand and attracting the attention of consumers. The results of this study are supported by previous research conducted by (Chrisniyanti & Fah, 2022), showing that social media marketing significantly influences purchase intention. And in line with research conducted by (Aqshel et al., 2024), the results showed that social media marketing has a positive and significant effect on purchase intention. So, it can be concluded that the increasing social media marketing can increase purchase intention.

### **The Influence of Country of Origin on Purchase Intention**

Based on data processing using SmartPLS 3, it can be seen that the country of origin has a positive and significant effect on Xiaomi smartphone purchase intention for Generation Z in Surabaya, so the hypothesis can be accepted. The country of origin indicator in this study that has the highest factor loading value is product quality. This explains that the country of origin, which refers to the country of origin of the product, has a significant impact on consumer perceptions of product quality, which not only includes the physical aspects of the product, but also the technology applied, reliability, and ease of use. High-quality products that are often associated with certain countries can increase consumer purchase intention. The results of this study are supported by previous research conducted by (Sofa & Parmariza, 2023), country of origin has a positive and significant effect on purchase intention. And in line with research conducted by (Abou Ali et al., 2021), the results showed that country of origin has a significant effect on purchase intention. So, it can be concluded that the increasing country of origin can increase purchase intention.

### **The Influence of Product Features on Purchase Intention**

Based on data processing using SmartPLS 3, it can be seen that the product features has a positive and significant effect on Xiaomi smartphone purchase intention for Generation Z in Surabaya, so the hypothesis can be accepted. The product features indicator in this study that has the highest factor loading value is the features have advantages. This explains that it refers to the product's ability to offer more sophisticated, unique, or better features compared to competing products in the market. The results of this study are supported by previous research conducted by (Putri et al., 2024), product features have a positive and significant effect on purchase intention. And in line with research conducted by (Frintika & Rachmawati, 2023), the results showed that product features have a positive and significant effect on purchase intention. So, it can be concluded that the increasing product features can increase purchasing intention.

## **CONCLUSION**

Based on the results of the study conducted using PLS analysis on the influence of Social Media Marketing (X1), Country of Origin (X2), and Product Features (X3) on the purchase intention of Xiaomi smartphones for Generation Z in Surabaya, the following conclusions can be drawn: first, Social Media Marketing contributes significantly to the

purchase intention of Xiaomi smartphones, which means that increasing efforts in social media marketing will have an impact on increasing purchase intention, and vice versa. Second, Country of Origin also contributes to purchase intention, where the more positive the perception of the country of origin of the product, the higher the purchase intention in Xiaomi smartphones. Third, Product Features also contribute to purchase intention, which shows that the better the product features offered, the greater the purchase intention of Generation Z in Surabaya towards Xiaomi smartphones.

## REFERENCES

- Abdul Kohar Septyadi, M., Salamah, M., & Nujiyatillah, S. (2022). Literature Review Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga Dan Promosi. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 301–313. <https://doi.org/10.38035/jmpis.v3i1.876>
- Abou Ali, A. A., Ali, A. A., & Mostapha, N. (2021). the Role of Country of Origin, Perceived Value, Trust, and Influencer Marketing in Determining Purchase Intention in Social Commerce. *BAU Journal - Society, Culture and Human Behavior*, 2(2). <https://doi.org/10.54729/2789-8296.1051>
- Ahmadi, E. A. (2020). Analisis Pengaruh Kualitas, Fitur, Dan Desain Produk Terhadap Keputusan Pembelian Honda Genuine Parts Di Jun'S Motor Surabaya. *Maker: Jurnal Manajemen*, 6(2), 148–156. <https://doi.org/10.37403/mjm.v6i2.172>
- Aprianti, D. I., & Dhea Desliani. (2021). Pengaruh Negara Asal Ekuitas Merek Terhadap Loyalitas Melalui Kepuasan Konsumen Pada Kosmetik Maybelline Di Samarinda. 10(2), 339–347.
- Aqshel, M., Nizar, R., Akbar, A., Prasetyo, A. R., & Padjadjaran, U. (2024). Pengaruh Social Media Marketing Terhadap Minat Beli the Influence of Social Media Marketing on Interest in Buying Men's Care Products. *September*, 5187–5192.
- Chrisniyanti, A., & Fah, C. T. (2022). the Impact of Social Media Marketing on Purchase Intention of Skincare Products Among Indonesian Young Adults. *Eurasian Journal of Social Sciences*, 10(2), 68–90. <https://doi.org/10.15604/ejss.2022.10.02.001>
- Firmansyah, R. D., & Purwanto, S. (2022). Pengaruh Brand Image dan Electronic Word of Mouth (e-WOM) terhadap Minat Beli Jasa Wedding Organizer Mahar Agung Surabaya. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(2), 658. <https://doi.org/10.33087/jmas.v7i2.527>
- Frintika, M. T., & Rachmawati, I. (2023). The Influence of E-WOM, Brand Image, Product Features, and Product Price on Purchase Intention for the Samsung Galaxy S23 Smartphone in Indonesia. *Manajemen Dan Kewirausahaan*, 4(2), 117–130. <https://doi.org/10.53682/mk.v4i2.7651>
- Gunelius, S. (2010). *30-Minute Social Media Marketing: Step-by-step Techniques to Spread the Word About Your Business: Social Media Marketing in 30 Minutes a Day*. McGraw Hill Professional. <https://books.google.co.id/books?id=8jRTUB0nI9IC&lpg=PP1&hl=id&pg=PR4#v=onepage&q&f=false>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.

- Junaidi Sagir, Ninin Setianing Pandika, & Sri Darwini. (2021). Pengaruh Brand Ambassador Dan Country Of Origin Terhadap Minat Beli Konsumen Pada Skin Care Korea. *Journal of Economics and Business*, 7(1), 125–142. <https://doi.org/10.29303/ekonobis.v7i1.72>
- Kotler, P., & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran*. erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Larika, W., & Ekowati, S. (2020). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (Jmmib)*, 1(1), 128–136.
- Muharom, M., Yulia, I. A., & Mulia, A. P. (2024). Pengaruh Kualitas Produk, Fitur Produk dan Promosi Terhadap Keputusan Pembelian Daihatsu Gran Max dengan Brand Image Sebagai Variabel Moderasi. *Jurnal EMT KITA*, 8(2), 558–569. <https://doi.org/10.35870/emt.v8i2.2058>
- Nugraha, I. (2024). Analisis Pengaruh Produk HP Samsung Terhadap Minat Beli Konsumen Dengan Menggunakan Metode Uji Chi-square. *Jurnal TRINISTIK: Jurnal Teknik Industri, Bisnis Digital, Dan Teknik Logistik*, 3(1), 46–52. <https://doi.org/10.20895/trinistik.v3i1.1423>
- Nuraisyah, W., & Nuzil, N. R. (2023). Pengaruh Green Marketing Terhadap Minat Beli Konsumen dan Dampaknya Terhadap keputusan Pembelian (Studi Pada Konsumen Starbucks Di Sekitar Purwosari). *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(4), 131–141.
- Philip Kotler, K. L. K. (2021). *Marketing Management, Global Edition* (16th ed.). Pearson Higher Ed.
- Putra, B. N. K., & Vipraprastha, T. (2022). Personal Branding, Social Media Marketing, Dan Word of Mouth Dalam Meningkatkan Buying Decision Pada Konsumen E-Commerce Shopee. *Modus*, 34(1), 75–84. <https://doi.org/10.24002/modus.v34i1.5061>
- Putri, P. N., Rachmawati, I., & Sudarawerti, G. (2024). *Pengaruh Product Features, Brand Image, Product Price dan Social Influences Terhadap Purchase Intention iPhone Pada Gen Z Di Indonesia*. 11(5), 4945–4954.
- Ruslim, T. S., Widjaya, O. H., & Setiawan, J. R. (2023). *Niat Pembelian Kembali Konsumen Smartphone (Studi pada Konsumen Generasi Z)*. 3(2), 67–78.
- Sofa, A. Y., & Parmariza, Y. (2023). Pengaruh Kepercayaan Merek, Country of Origin, dan Desain Produk pada Minat Beli Mobil. *Kajian Branding Indonesia*, 5(1), 51. <https://doi.org/10.21632/kbi.5.1.51-66>
- Solis, B. (2010). *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web* (berilustra). John Wiley & Sons. <https://books.google.co.id/books?id=AUczMkQo5F4C&lpg=PP1&hl=id&pg=PA118#v=onepage&q&f=false>
- Tasari, E., S, A. J., & Wijayanto, W. (2024). *Pengaruh Citra Merek, Fitur Produk, Kualitas Produk, Dan Kelompok Referensi Terhadap Keputusan Pembelian Mesin Cuci Di Purbalingga*. 21, 270–278.
- Tuten, T. L. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World* (berilustra). Bloomsbury Academic.
- Yuliana, A., Sukoco, H., Farisi, H., Studi Manajemen, P., & Nahdlatul Ulama Purwokerto, U. (2023). Digital Marketing Training and Product Packaging Label Design for Umkm

Banana Chips “Banana Chips” in Dawuhan Village, Banyumas Regency. *Pengabdian Kepada Masyarakat*, 1(6), 1965–1971.