

The Effect of Digital Marketing, Word of Mouth, Brand Trust and Image on the Purchase Decision

Digital Marketing,
Word of Mouth, Brand
Trust

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ABSTRACT

Social media has become a very important tool in the business world, especially in marketing activities. One strategy that is often used is Social Media Marketing, which aims to introduce products or services, provide and share information, and increase sales at a relatively low cost. With these benefits, this study aims to measure the role of digital marketing, word of mouth, product trust, and brand image on purchasing decisions, especially on the Es Teh Indonesia brand. This study was conducted using a purposive sampling approach, where data was collected boldly from people around the Surakarta area. The data obtained were then analyzed using multiple linear regression methods, with the help of SPSS software. The results of the analysis showed that each variable tested, namely digital marketing, word of mouth, product trust, and brand image, had a positive influence on the final customer purchasing decision. This finding emphasizes the importance of digital marketing strategies and word of mouth in shaping product trust and brand image, which ultimately encourages consumers to make purchases. This conclusion provides insight for companies to focus on developing effective marketing strategies to improve purchasing decisions

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

ABSTRAK

Media sosial telah menjadi alat yang sangat penting dalam dunia bisnis, terutama dalam kegiatan pemasaran. Salah satu strategi yang sering digunakan adalah Pemasaran Media Sosial, yang bertujuan untuk memperkenalkan produk atau layanan, menyediakan dan berbagi informasi, serta meningkatkan penjualan dengan biaya yang relatif rendah. Dengan manfaat tersebut, penelitian ini bertujuan untuk mengukur peran digital marketing, word of mouth, kepercayaan produk, dan citra merek terhadap keputusan pembelian, khususnya pada brand Es Teh Indonesia. Penelitian ini dilakukan dengan pendekatan purposive sampling, di mana data dikumpulkan secara daring dari masyarakat yang berada di sekitar wilayah Surakarta. Data yang diperoleh kemudian dianalisis menggunakan metode regresi linier berganda, dengan bantuan software SPSS. Hasil analisis menunjukkan bahwa setiap variabel yang diuji, yaitu digital marketing, word of mouth, kepercayaan produk, dan citra merek, memiliki pengaruh positif terhadap keputusan akhir pembelian pelanggan. Temuan ini menegaskan pentingnya strategi pemasaran digital dan word of mouth dalam membentuk kepercayaan produk dan citra merek, yang pada akhirnya mendorong konsumen untuk melakukan pembelian. Kesimpulan ini memberikan wawasan bagi perusahaan untuk fokus pada pengembangan strategi pemasaran yang efektif guna meningkatkan keputusan pembelian.

Kata kunci: Digital Marketing, Word of Mouth, Kepercayaan Produk, Citra Merek dan Keputusan Pembelian

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INTRODUCTION

In Indonesia, economic development focuses on micro, small, and medium enterprises (MSMEs), which are the backbone of the economic system (Suwarni & Handayani, 2021). MSMEs play a crucial role in bridging the gap between income groups and business entities, and in addressing poverty and unemployment. These micro-businesses' development has broadened the economic development perspective, playing a new role in improving and accelerating the regional and national economic structure (Kurniawan, 2011). In their study, Anggraeni et al. (2021) noted that the growth of micro-enterprises influences national development. It is crucial to give adequate attention to ensure equal distribution and accessibility of opportunities, especially in rural areas. The main challenge arises when not everyone has access to information technology, as this can hinder digitalization, particularly for business owners. It is important to provide support and education for the transition to digitalization, as this can enhance the preparedness of business owners to adapt to the digital age. Empowerment, etymologically speaking, refers to the effort to motivate and strengthen individuals in terms of their social behavior and skills (Tarigan, 2022). In this effort to empower businesses, partners must collaborate with digital actors and business partners, such as online food ordering services. This collaboration is essential as it enables reaching the main market, engaging existing customers, and attracting new ones (Rahadi, 2017).

Maintaining customer relationships can be achieved by creating a community, which can have a positive social impact on those involved. The variety of media applications available presents a significant opportunity for micro, small, and medium enterprises (MSMEs) to increase the visibility of their products (Rachmawati et al., 2018). Social media, in particular, enables user interaction and provides consumers with more information about the products or services offered, unlike traditional advertising media. The use of social media serves as a medium of communication for MSMEs via the internet, allowing them to easily promote and market their products and reach a wider audience. Marketing on social media is cost-effective and does not require special skills, making it an accessible tool for businesses to promote their goods, share information, and boost sales. According to Lestari et al. (2020) and Rahmawati (2021), customer purchasing decisions are often influenced by digital marketing. Additionally, Syahbani & Widodo (2017) noted that more than half of buyers consider purchases via mobile phones and media. The use of social media marketing and digital marketing has become increasingly prevalent since the pandemic, as companies strive to adapt and survive the challenges it presents. Digital marketing is viewed as an effective solution for garnering public attention, with relatively lower expenses compared to other forms of marketing (Obeid, 2023). Companies can achieve this by focusing on building a strong social media presence and utilizing interactive audio-visual content for digital marketing efforts.

In addition to the influence of digital marketing, Lupiyoadi (2014) states that Word of Mouth is a form of attitude that is obtained after getting to know the product being offered, this justification is usually in those who have used the product. The impact caused by the role of word of mouth is also greater because they can immediately assess after using it; the spread through this social behaviour tends to get objective assessments and is in accordance with market facts. Winalda & Sudarwanto (2022); Putri et al. (2022) state that word of mouth plays a vital role in a purchasing decision because a good assessment will help get new consumers conversely a bad assessment will also leave a mark and become a social sanction. Brand trust, also known as product trust, is a type of trust established through positive experiences with a business (Akoglu & Ozbek, 2022). It is formed by creating memorable and sustainable consumer experiences, resulting in integrity and honesty (Ratnawati & Lestari, 2018). According to Hague et al (2004), trust is the foundation of a strategic partnership, enabling relationships to form based on shared characteristics and a commitment to common goals. Trust is also seen as a form of hope in guiding actions.

Suryani & Rosalina (2019) and Putri et al. (2022) found in their study that trust in a brand can significantly influence customer purchasing decisions. Brand image refers to the outward perception of a product or service, including how the brand aims to fulfill the psychological or social needs of customers. A positive brand image can cultivate customer preference for the product in the future, while a negative brand image can lead to decreased sales. Suryani & Rosalina (2019) This highlights the impact of a favorable brand image on consumer purchasing decisions. The city of Surakarta offers a diverse array of culinary delights that attract tourists, with the popular Esteh Solo being particularly notable. In Surakarta, Esteh is renowned for its delightful and refreshing tea blends. The culinary scene in Surakarta showcases a combination of diverse and high-quality flavors, making food and drinks a significant draw for tourists (Isa et al., 2018). The Indonesian Es Teh industry is also witnessing significant growth, with new businesses such as Indonesian Ice Tea achieving remarkable success in the Indonesian market, generating billions of rupiah in revenue (Syifa et al., 2021). This success can be attributed to the company's marketing efforts on the TikTok platform, where they upload short videos showcasing their products.

LITERATURE REVIEW

One of the trends that must be considered is digital marketing, and understanding the terms in digital marketing is one of the options for survival (Noblecilla & García, 2022).. The sustainability of a business is determined by its seriousness in carrying out a trade promotion, one of the efforts is by doing digital marketing (Putri & Isa, 2024). Digital marketing is the latest form of marketing due to the shift from conventional marketing. The form of digital marketing can be described with audio, video and visuals. One of the most influential sources of information for consumers is receiving information through face-to-face interactions with others (Bartschat., 2022). In the digital age, consumers can also learn from product reviews on Internet opinion sites such as Amazon, Agoda, Tiktokshop, or social media platforms like Facebook and Twitter. From a microeconomic perspective, small and medium-sized enterprises (SMEs) have the advantage of being able to respond quickly to environmental changes through flexible structures and achieve appropriate levels of productivity (Ciekanowski & Wyrębek, 2020).

Product Trust is Trust in business experiences usually comes from a feeling of pleasure that is impressed in the hearts of customers such as feelings of trust and responsibility for the interests and welfare of consumers (Kuswati et al., 2021). Measurement of Product Trust according to Juliana et al. (2021) is carried out by assessing the aspects of viability and intentionality. The form of this statement is usually described through the form of social attitudes such as interactions that occur with friends or family. Even so, this assessment sometimes has the potential for bad assessments so that companies should care and consider these bad assessments as a form of criticism and suggestions. So that the company can immediately improve the quality so that it can be trusted by its consumers. Some researchers believe that decision making on a purchase is very important because of the tightening of competition in winning the hearts of consumers in their products, so that something is needed that can fulfill their needs and desires (Mangifera & Farid Wajdi, 2018).

According to Putra et al. (2021) the process that customers or buyers go through when they choose to buy goods or services is called a purchasing decision. This process includes how they are known, how they behave, and even the achievements they have attained. It is a very conceptual process because the assessment given to each individual is subjective and depends on their experiences and the information they have gathered. A brand is a symbol, such as an image or name, that is designed to differentiate a product from its competitors (Nguyen, 2019). Brand image, on the other hand, reflects how customers connect with a brand and how easily they remember it (Ferrinadewi, 2008). Loyalty and the transition from new customers to loyal customers are crucial in assessing brand equity. This is based on the image that customers aspire to have and the values they believe in.

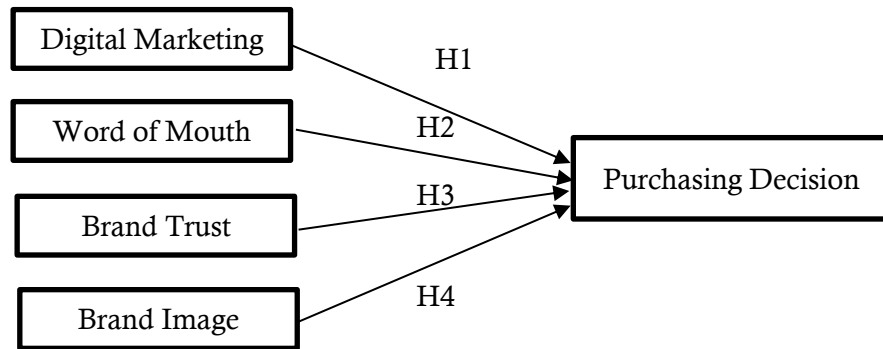


Figure 1. Conceptual Framework

METHOD

This study uses a quantitative approach with a purposive sampling method. In this method, researchers determine research subjects based on certain criteria that are in accordance with the objectives of the study. The subjects selected are individuals who live around the Surakarta area and have experience purchasing products from Es Teh Indonesia. Determining the subjects is important to ensure that the data collected is relevant and representative of the population being studied. After determining the subjects, the questionnaire distribution process was carried out to collect data. From this process, a sample of 216 respondents was obtained. This number of samples is considered adequate for further analysis. The data collected were then processed using statistical analysis techniques, especially multiple linear regression. The analysis tool used for data processing is SPSS, a statistical software commonly used in quantitative research. Multiple linear regression is used to test the relationship between several independent variables and the dependent variable. In this study, independent variables may include factors such as consumer perception, product quality, and price, while the dependent variable could be consumer satisfaction or loyalty to Es Teh Indonesia products. Hypothesis testing is carried out to determine whether there is a significant relationship between these variables. The results of this analysis will help researchers draw conclusions about the factors that influence consumer satisfaction and provide relevant recommendations for companies.

RESULT

This study focuses on the influence of digital marketing strategies on purchasing decisions of Indonesian iced tea brands in the city of Surakarta from various aspects of respondents based on gender, age, city of residence, income and work. Based on the findings, the majority of respondents are women with a percentage of 60%, a value that is not much different from the consumption carried out by men as much as 40%. Some of the respondents are also known to be those aged 23 to 34 years with a percentage value of 58% with the rest being those aged 13-22 years as much as 38% and those over 35 years as much as 4%. This finding also found that there were as many as 44% who lived in Surakarta, while the others were those who lived in Kartasura and Boyolali with the majority of them working as private workers as much as 35% and students, as much as 33% with the highest income range being at a value of more than Rp. 2,600,000 as much as 53% (Table 1).

Table 1. Respondent Characteristics

Characteristic	Percentage	Nilai
Gender		
Male	40%	86
Female	60%	130
Age		
13-22	38%	81
23-34	58%	126
>35	4%	9
City of Residence		
Surakarta	44%	96
Kartasura	34%	73
Boyolali	22%	47
Income		
IDR 500K – 1.500K	24%	52
IDR 1.600K – 2.500K	23%	50
> IDR 2.600K	53%	114
Work		
Student	33%	71
Private Sector	35%	75
Public Sector	17%	37
Businessman	13%	27
Other	3%	6

This section summarizes the information collected in a statistical-descriptive form. In addition, the authors must also present the results of relevant inferential statistics analysis, for example, hypothesis testing, which is applied to data processing. Report the results in detail so that the reader can see what statistical analysis you are using and why you are using it, and to justify your conclusions. State all relevant findings including those that contradict the hypothesis you proposed. Present your findings briefly but each provides sufficient detail to justify the tone conclusions. This allows the reader to understand precisely what you are doing in analyzing the data and why. The results of validity and reliability measurements for several indicators related to digital marketing, word of mouth, brand trust, brand image, and purchasing decisions. Each main variable has several items measured with Cronbach's Alpha to evaluate its internal consistency. A high Cronbach's Alpha value above 0.7 indicates that the items have good reliability. For example, the "Digital Marketing" variable has a Cronbach's Alpha value of 0.868 with items ranging from 0.702 to 0.919, indicating that this instrument is reliable enough to measure the concept. In addition, the "Word of Mouth" variable has a Cronbach's Alpha value of 0.794, which also indicates strong internal consistency. Likewise, "Brand Trust" and "Brand Image" each have Cronbach's Alpha values of 0.790 and 0.756, reflecting the reliability of the instrument in measuring brand trust and image. Finally, for the variable "Purchasing Decision," the Cronbach's Alpha value of 0.737 indicates that this instrument is also reliable, with items having individual validity scores between 0.732 and 0.893. Overall, these results indicate that the measurement instrument used in this study is quite valid and reliable to evaluate the variables studied.

The measurement of validity and reliability values. The findings of the validity test stated that all variables produced values higher than the predetermined significance level of 0.03, indicating successful validity. Likewise, the reliability value obtained was greater than 0.6. In addition, the classical assumption test showed a normality value of 0.363, indicating that the data was normally distributed if it exceeded 0.05. Furthermore, the multicollinearity value of each variable was found to be a value that did not exceed the specified threshold, so it was stated that each variable had no symptoms of multicollinearity because the VIF value found was no more than 10. The heteroscedasticity value was also greater than the standard significance level, which exceeded 0.05, indicating the absence of heteroscedasticity (Table 2).

Table 2. Validity and Reliability Measurement

Indicator	Variable	Value	Cronbach's Alpha
1	Digital Marketing	0.868	0.919
2		0.702	
3		0.718	
4		0.783	
5		0.768	
6		0.791	
1	Word of Mouth	0.794	0.918
2		0.716	
3		0.816	
4		0.820	
5		0.807	
1	Brand Trust	0.790	0.925
2		0.818	
3		0.741	
4		0.857	
5		0.846	
1	Brand Image	0.756	0.929
2		0.848	
3		0.826	
4		0.842	
5		0.797	
1	Purchasing Decision	0.737	0.892
2		0.793	
3		0.732	
4		0.789	

The results of these findings are presented in the equation as $Y = 4,731 + 0,111 X1 + 0,192 X2 + 0,128 X3 + 0,136 X4 + e$. It is known that the regression coefficient value of the Digital Marketing variable (X1) is 0.111, which is positive. This means that Digital Marketing (X1) has a positive effect on Purchasing Decisions (Y). It is known that the t statistic or t count of Digital Marketing (X1) is $4.437 > t$ table 1.97 and the Sig. value is 0.000, which is < 0.05 significance level, then Digital Marketing (X1) has a significant effect on Purchasing Decisions (Y). So, hypothesis 1 is approved, and it is concluded that Digital Marketing (X1) has a positive and significant effect on Purchasing Decisions (Y). In line with the research conducted, (Rahmawati, 2021) also explains that digital marketing can play a significant role in purchasing decisions. Digital marketing allows brands to reach a wider audience globally or locally through various platforms such as social media, search engines, and websites. An effective digital campaign can increase brand awareness, influence consumer preferences, and trigger purchasing decisions. For example, relevant and interesting advertisements can build consumer interest that encourages them to buy a product or service.

Table 3. Multiple Linear Regression Analysis Value Findings

Information	B	Std. Error	t	sig	Tolerance	VIF
Constant	4.731	1.155	4.096	0.000		
Digital Marketing (X1)	0.111	0.025	4.437	0.000	0.725	1.380
Word of Mouth (X2)	0.192	0.043	4.435	0.000	0.779	1.284
Brand Trust (X3)	0.128	0.058	2.224	0.027	0.644	1.553
Purchasing Decision (X4)	0.136	0.056	2.411	0.017	0.566	1.768

Table 3 showed that the regression coefficient value of the Word of Mouth (X2) variable is 0.192, which is positive. This means that Word of Mouth (X2) has a positive effect on Purchasing Decisions (Y). It is known that the t statistic or t count of Word of Mouth (X2) is $4.435 > t$ table 1.97 and the Sig. value is 0.000, which is < 0.05 significance

level, then Word of Mouth (X2) has a significant effect on Purchasing Decisions (Y). So, hypothesis 2 is approved, it is concluded that Word of Mouth (X2) has a positive and significant effect on Purchasing Decisions (Y) the same results were also conveyed by Winalda & Sudarwanto, (2022). MSMEs in Surakarta need to actively disseminate information on social and digital media through English. In this study, consumers found information on Instagram that was not presented by MSME managers. MSMEs also need to develop two-way connectivity such as Word of Mouth to provide complete information. Word of Mouth is the perfect way to combine traditional marketing strategies with digital marketing strategies. Moreover, the use of digital media will increase while many consumers still trust information from Word of Mouth.

SMEs should prioritize maintaining consumer trust to encourage repeat purchases and the sharing of information about their products and services. This helps SMEs uphold quality standards and ensures customer satisfaction. Additionally, this approach can help in gaining the trust of individuals who may be hesitant to engage with digital media, as they often rely on word of mouth. The regression coefficient value of the Product Trust variable (X3) is 0.128, indicating a positive impact on Purchasing Decisions (Y). The t statistic for Product Trust (X3) is 2.224, which is greater than the critical value of 1.97, and the Sig. value is 0.027, indicating a significance level of <0.05 . Thus, hypothesis 3 is approved. Therefore, it can be concluded that Product Trust (X3) has a significant and positive effect on Purchasing Decisions (Y). Suryani & Rosalina (2019) also conveyed the same findings. Overall, consumer trust in a brand influences their willingness to make purchases, especially when they have confidence in a brand's longevity and reliability. This trust and loyalty lead to repeat purchases, as consumers are more likely to trust established brands when trying new products.

Based on the data, the regression coefficient value of the Brand Image variable (X4) is 0.136, indicating a positive effect on Purchasing Decisions (Y). The t statistic for Brand Image (X4) is 2.411, which is greater than the t table value of 1.97, and the Sig. value is 0.017, indicating a significance level of <0.05 . This means that Brand Image (X4) significantly influences Purchasing Decisions (Y) with this meaning it was found that the results of hypothesis 4 were accepted. Therefore, we can conclude that Brand Image (X4) has a positive and significant impact on Purchasing Decisions (Y) with supported by research conducted by Suryani & Rosalina (2019). A positive brand image can enhance product desirability, allow for premium pricing, and affect consumer purchasing behavior, including perceptions of the brand's value, quality, lifestyle, and characteristics.

CONCLUSION

The analysis results reveal that Digital Marketing, Word of Mouth, Product Trust, and Brand Image have a positive and significant influence on purchasing decisions for Es Teh Indonesia in Surakarta. In light of these findings, we recommend fostering open innovation at both the micro and macro levels within the SME sector, ensuring the involvement of all participants in the value chain. Each stakeholder has a unique role to contribute. SMEs and regulators should focus on driving innovation at the micro level, emphasizing practical applications and immediate improvements. Companies, on the other hand, should lead innovation efforts at the macro level, setting broad strategies and long-term goals. Consumers, individuals, and experts play a crucial role in providing feedback and suggestions to enhance the innovation value chain, making it more consumer-driven. Academics are essential in leading educational initiatives to cultivate a culture of innovation, preparing future generations to contribute effectively. Finally, the government should take on the role of regulator and incentivizer, creating policies and rewards that encourage the continuous development of innovation across the industry. This comprehensive approach ensures that innovation is integrated at every level, promoting sustainable growth and competitiveness for SMEs.

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