

The Impact of Digital Marketing and Word of Mouth on Purchasing Decisions in Dee'statlilari, Lahat Regency

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ABSTRACT

This study's title looks at how In Dee'statlilari, Lahat Regency, word-of-mouth and digital marketing influence consumers' purchasing decisions. Method of Gathering A questionnaire was distributed to 98 respondents in order to gather data. According to hypothesis testing using the t count test $> t$ table, specifically $12.495 > 0.198$, digital Purchase decisions are significantly influenced by marketing. One may argue that H_0 is rejected and the first hypothesis (H_1) is accepted since the variable hypothesis value is $(0.000 < 0.05)$. A t -test for hypothesis testing indicates that word-of-mouth influences purchases significantly. $> t$ table of $7.843 > 0.198$. The hypothesis test's F test was obtained. F table $3.09 > F$ count 100.151 . The Purchasing Decision variable is simultaneously impacted by the outcomes. time for the third hypothesis (H_3).

A. INTRODUCTION

Many aspects of life, including the business world, have changed due to the current digital era. Those involved in the business world have benefited greatly from technological advances, especially Micro, Small, and Medium Enterprises (MSMEs). According to estimates, by 2023, there will be around 66 million MSMEs, according to data from the Ministry of Cooperatives and SMEs. MSMEs will contribute 61% of GDP, or around IDR 9,580 trillion. Therefore, Micro, Small, and Medium Enterprises (MSMEs) make a significant contribution to the Indonesian economy (Kompasiana.com, February 11, 2025). In addition to these increasingly sophisticated technological advances, MSME business owners are expected to adapt to the ever-evolving digital landscape and choose the right promotional methods to increase their product visibility in the community. Furthermore, these tactics can increase positive customer ratings and recommendations based on their feelings about the product, including whether they feel it is worth purchasing. Kotler and Armstrong (2016:177) define consumer behavior as the study of how individuals, groups, and organizations select, purchase, and utilize goods, services, concepts, or experiences to satisfy their needs and goals, including purchasing decisions.

Digital marketing, according to Chadwick & Chaffey (2019:11), is the process of reaching a wider consumer audience by utilizing digital channels connected to the internet and media, including the web, social media, email, and others. Furthermore, word-of-mouth advertising and customer trust influence every purchasing decision. This is because digital marketing is based on information and advice given verbally or in person to others about experiences, services, or goods, whether positive or negative.

Kotler, Kertajaya, and Setiawan (2024:64) define word-of-mouth promotion as the customer experience after a purchase. Word-of-mouth advertising, which has the ability to influence other consumers, is used to achieve this.

Consumers are increasingly seeking information about products, especially food, online before purchasing. This demonstrates the importance of internet marketing for MSMEs in



advertising their products, attracting customers, and competing with other companies. One MSME in Lahat Regency is Dee's Tatilari, which specializes in food, specifically pastries such as cakes and donuts. Dee's Tatilari, a small and medium-sized enterprise, aims to satisfy customers who enjoy a variety of snacks and sweets. Furthermore, they strive to innovate their menu by offering unique and appealing dessert options that complement local market tastes and contemporary culinary trends.

Dee's tatilari is Digital marketing tools like Instagram and WhatsApp are already used by MSMEs. However, the underutilization of these platforms may be due to the lack of comprehensive product descriptions, including pricing details, which can decrease customer satisfaction. Customers increasingly desire convenience in purchasing products as demand increases.

This affects product evaluation, in addition to the fact that each marketed product is not well-described. This is important because many customers are more interested in and trust recommendations and reviews from those closest to them, such as friends, family, or even experienced Instagram stars (influencers). Initial observations indicate that some customers have had bad experiences, such as not liking the variety of desserts at Dee's tatlikari, which can have a negative impact on other customers. When customers have a positive experience, they are more likely to buy, and when they have a negative experience, they are less likely to buy. Dee's tatlikari also has to compete in a highly competitive culinary industry, especially in the rapidly growing dessert sector.

Several relevant studies support the following summary of the variables suggested in this study: The combined impact of online marketing and word-of-mouth promotion. At Putri Agata Boutique, consumer purchasing decisions are heavily influenced by word-of-mouth promotion. In 2023, Anggi Permata Sari conducted a study entitled "The Influence of Digital Marketing and Word-of-Mouth Promotion on Purchasing Decisions at Kassa Cake & Dessert Palembang." There are several conclusions. Based on the research findings, digital marketing has a positive but not statistically significant influence on purchasing decisions, while word-of-mouth advertising has a positive influence. The author is interested in researching "The Impact of Digital Marketing and Word-of-Mouth Promotion on Purchasing Decisions" in Dee's tatilari, Lahat Regency. ". Purchasing Decisions" begin with this description."

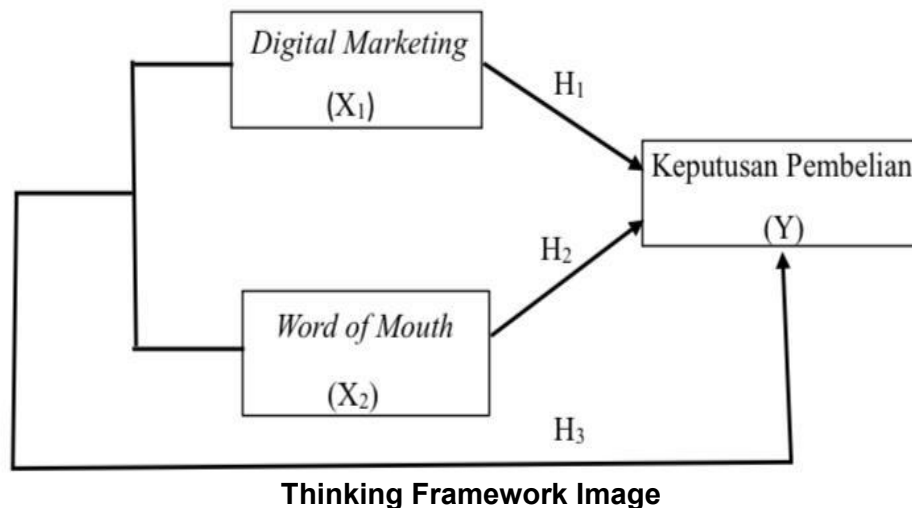
B. THEORETICAL STUDY

According to Firmansyah (2016:2), marketing is a series of actions carried out by businesses or other organizations to convey information about goods, services and concepts to their clients.

Digital marketing is currently the most widely used medium in everyday life and has the power to capture public interest, claims Saputra et al. (2020:1). Many people are quickly abandoning traditional marketing methods in favor of digital marketing.

Word of mouth marketing, According to Firmansyah (2016:38), it is the dissemination of knowledge about products and services. This letter is similar to a biased testimonial. For example, conducting direct discussions via telephone, email, or alternative channels.

Purchasing decisions are part of consumer behavior that examines how individuals, groups, and organizations select, obtain, and utilize products, services, concepts, or experiences to satisfy their needs and desires (Kotler 2016:177). The process by which buyers consider their alternatives and choose products from among the choices is known as purchasing decisions, according to Andrian (2022:112).



Sugiono (2024:60) defines a conceptual framework as a conceptual model that describes the relationship between independent variables such as word of mouth (X₂) and digital marketing (X₁) with the dependent variable, namely purchasing decisions (Y).

Based on the above structure, both in parallel and in parallel, digital marketing (X₁) and word of mouth promotion Purchase decisions (Y), the dependent variable, are influenced by word of mouth promotion (X₂), the independent variable.

According to Sugiono (2024:63), a hypothesis is a positive statement regarding a research question. The following theories were developed in this study:

H1: Explain how consumer purchasing decisions are influenced by digital marketing.

H2: Studies show that consumer purchasing decisions are influenced by word of mouth promotion.

H3: Digital marketing and word of mouth are thought to influence consumer choices.

C. RESEARCH METHODS

The "Dee'statililari" shop on Jl. Bhayangkara, Kota Baru, Lahat Regency, was the location of this research. The quantitative method used was simple random sampling. According to Sugiyono (2024:2), a research method is a scientific approach to collecting and obtaining data for a specific purpose. This research employed a quantitative approach. Quantitative procedures are known as conventional methods because they are often used in research involving numerical data and statistical analysis.

Sugiyono (2024:82) defines simple random sampling as the act of randomly selecting a sample from a population without considering any particular strata. Questionnaires, interviews, and literature reviews are the primary and secondary data sources used in the data collection procedure.

According to Sugiyono (2024:80), a population is the total number of objects or people with certain characteristics that have been selected and identified by researchers to draw conclusions. Dee'statililari's 3,641 Instagram followers constitute the study population. The sample size was calculated by the researcher using the Slovin formula.

According to Sugiyono (2024:81), a sample is a subset of the characteristics of an item or subject that is part of a study. According to the Slovin algorithm, the sample size is 97.32 respondents, rounded up to 98 respondents.

D. RESULTS AND DISCUSSION

Description of Research Results

Respondent Profile Overview

Respondent Characteristics Based on Gender

No	Gender	Amount	Percentage (%)
1	Man	11	11.2
2	Woman	87	88.8
Total		98	100%

Eleven years or 11.2% of the 98 respondents selected in Toto Dee'statlilari, Lahat Regency, were male, while women numbered 87 years or 88.8%, according to the results of the table above.

Respondent Characteristics Based on Age

No	Age	Amount	Percentage (%)
1	18-24 Years	70	71.4%
2	25-34 Years	14	14.3%
3	34-44 Years	9	9.2%
4	45-54 Years	5	5.1%
Total		98	100%

Based on the results of the table above, of the 98 respondents selected at the Dee'statlilari Shop in Lahat Regency, 70 people or 71.4% were aged 18-24 years, 14 people or 14.3% were aged 25-34 years, and 9 people or 9.2% were aged 34-44 years, while only 5 people or 5.1% were in the 45-54 age range.

Respondent Characteristics Based on Last Education

No	Last education	Amount	Percentage (%)
1	SENIOR HIGH SCHOOL	83	84.7%
2	D3	6	6.1%
3	S1	9	9.2%
Total		98	100%

Based on the above data, 83 people were selected from 98 respondents in Toto Dee'statlilari District, Lahat Regency. (84.7%), 6 people (6.1%), and 9 people (9.2%) had high school diplomas.

Validity and Reliability Test Results

Sugiyono (2024:121) states that research results are considered valid if they show a level of similarity with the actual data obtained on the research subjects. The ability of an instrument to measure what it is intended to measure is known as validity.

Sugiyono (2024:121) states that if an instrument consistently produces the same results when measuring the same thing several times, the instrument is considered reliable.

Validity Test of Digital Marketing Variables

No	Statement Items	r table	r count	Criteria	Information
1	Item 1	0.198	0.896	r count > r table	Valid
2	Item 2	0.198	0.885	r count > r table	Valid
3	Item 3	0.198	0.875	r count > r table	Valid
4	Item 4	0.198	0.856	r count > r table	Valid
5	Item 5	0.198	0.878	r count > r table	Valid
6	Item 6	0.198	0.889	r count > r table	Valid
7	Item 7	0.198	0.847	r count > r table	Valid
8	Item 8	0.198	0.907	r count > r table	Valid

As shown in the table above, the validity test results for each of the eight statement items in the Digital Marketing variable (X1) are valid because the given r value is > 0.198 (r value table). Therefore, each statement item in this instrument can be used as a measuring tool for further analysis.

Validity Test of Word of Mouth Variable

No	Statement Items	r table	r count	Criteria	Information
1	Item 1	0.198	0.919	$r \text{ count} > r \text{ table}$	Valid
2	Item 2	0.198	0.881	$r \text{ count} > r \text{ table}$	Valid
3	Item 3	0.198	0.888	$r \text{ count} > r \text{ table}$	Valid
4	Item 4	0.198	0.903	$r \text{ count} > r \text{ table}$	Valid
5	Item 5	0.198	0.884	$r \text{ count} > r \text{ table}$	Valid
6	Item 6	0.198	0.886	$r \text{ count} > r \text{ table}$	Valid

Because the projected r value is greater than 0.198 (table r value), then from the table above it can be concluded that the statement in the Word of Mouth variable (X2) explains why the item is valid.

Validity Test of Purchase Decision Variables

No	Statement Items	r table	r count	Criteria	Information
1	Item 1	0.198	0.901	$r \text{ count} > r \text{ table}$	Valid
2	Item 2	0.198	0.906	$r \text{ count} > r \text{ table}$	Valid
3	Item 3	0.198	0.881	$r \text{ count} > r \text{ table}$	Valid
4	Item 4	0.198	0.887	$r \text{ count} > r \text{ table}$	Valid
5	Item 5	0.198	0.924	$r \text{ count} > r \text{ table}$	Valid
6	Item 6	0.198	0.924	$r \text{ count} > r \text{ table}$	Valid
7	Item 7	0.198	0.919	$r \text{ count} > r \text{ table}$	Valid
8	Item 8	0.198	0.908	$r \text{ count} > r \text{ table}$	Valid

With a calculated r value > 0.198 (table r value), all eight statement items in the Purchase Decision variable (Y) passed the validity test, as shown in the table above. Therefore, each statement item in this instrument can be used as a measuring tool in further research...

Reliability Test Results Reliability Statistics

Variables	Cronbac'h Alpha	Reliability Acceptance Limit	Information
Digital Marketing	0.956	0.60	Reabel
Word of Mouth	0.949	0.60	Reabel
Buying decision	0.969	0.60	Reabel

The measuring instrument used in this study was considered reliable based on the results of the reliability test above, because each variable had a Cronbach's Alpha value of 0.956, 0.949, and 0.969, all of which were greater than 0.60.

Normality Test

The normality test is used to determine whether the data being studied is regularly distributed, according to Ghazali (2021:29). The one-sample Kolmogorov-Smirnov test is the basis for this test.



One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		98	98	98
Normal Parameters ^{a,b}	Mean	24,4388	17,6633	24,5714
	Standard Deviation	6.67827	5,49216	7,63200
Most Extreme Differences	Absolute	0.082	0.063	0.069
	Positive	0.081	0.054	0.069
	Negative	-0.082	-0.063	-0.045
Test Statistics		0.082	0.063	0.069
Asymp. Sig. (2-tailed)		.102c	.200c,d	.200c,d

The following table shows the significance value (Asymp. Sig -2-tailed) for each variable is 0.102 for Digital Marketing (X1), 0.200 for Word of Mouth (X2), and 0.200 for Purchasing Decision (Y). The residuals are normally distributed because the significance value is greater than 0.05.

Multicollinearity Test

According to Ghozali (2021:157), the multicollinearity test is a technique that assesses the presence or absence of multicollinearity in a regression model by using the Variance Inflation Factor (VIF) and tolerance level.

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	-0.182	1,811			-0.101	0.920		
	X1	0.724	0.079	0.634		9,218	0,000	0.716	1,396
	X2	0.399	0.096	0.287		4,177	0,000	0.716	1,396

Based on Table 4.11 above, the VIF is $1.396 < 10$ and the tolerance value for digital marketing is $0.716 > 0.10$. VIF < 10 and the Word of Mouth tolerance value of $0.716 > 0.10$ do not show signs of multicollinearity.

Heteroscedasticity Test

According to Ghozali (2021:178), the heteroscedasticity test is used to determine whether the variance and residuals of the regression model change from one observation to the next.

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	3,903	1,087			3,591	0.001
	X1	-0.028	0.047	-0.072		-0.596	0.553
	X2	0.013	0.057	0.027		0.223	0.824

Because the significance value (Sig) for the Marketing variable (X1) is 0.553 and the Digital Word of Mouth variable (X2) is 0.824, both of which are greater than 0.05, it is concluded that there are no symptoms based on the criteria used in decision making.

Multiple Linear Regression

The analysis formula, called multiple linear regression analysis, establishes the relationship between the dependent variable, purchasing decisions, and several independent factors, such as digital marketing and word of mouth.

Coefficient					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-0.182	1,811		0.920
	X1	0.724	0.079	0.634	0,000
	X2	0.399	0.096	0.287	0,000

The regression coefficients for digital marketing (X1) and word-of-mouth (X2) are 0.724 and 0.399, respectively, based on historical data. Additionally, there is a constant of -0.812. These values yield the following multiple linear equation:

$$Y'Y' = A + b_1X_1 + b_2X_2 + e = -0.182 + 0.724X_1 + 0.399X_2 + e$$

Analysis of the Coefficient of Determination (R²)

Ghozali (2021:247) states that the main objective of the coefficient of determination test is to determine how much variation in the dependent variable can be explained.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.824a	0.678	0.672	4,37412

As shown in Table 4.14, the coefficient of determination R Square (R²) was determined to be 0.678, or 67.8%, based on the calculation results using SPSS software.

Hypothesis

t-Test Results

To find out whether the independent variable has an influence on the dependent variable, a partial test (t-test) is used according to Ghozali (2021:219).

Coeffisentsa					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-0.182	1,811		0.920
	X1	0.724	0.079	0.634	0,000
	X2	0.399	0.096	0.287	0,000

The t-test in the table above is used to examine the influence of several independent variables digital marketing and word of mouth on the dependent variable, purchasing

decisions. If, after comparison, the calculated t-value is less than the table t-value, then these variables do not have a significant influence.

The value in the t table is $df =$.

n: number of samples

k is the number of independent factors.

With 0.05 equal to 1.985, $df = 98 - 2 - 1 = 95$ samples. The result, the t-test based on the table is: $X1 = t \text{ count} > t \text{ table}$, or $9.218 > 1.985$, indicating that digital marketing has a significant impact on purchasing decisions. Since the hypothesis value of the Digital Marketing variable is $0.000 < 0.05$, it can be concluded that the first hypothesis (H1) is accepted and H_0 is rejected. In addition, $X2 = t \text{ count} > t \text{ table}$, or $4.177 > 1.985$, indicating that word of mouth partially influences purchases, and since the hypothesis value of the word of mouth variable is $0.000 < 0.05$, it can be concluded that the first hypothesis (H2) is supported and H_0 is rejected.

F test

According to Using the simultaneous F test, Ghozali (2021:218) ensures whether or not there is an influence of independent factors on the dependent variable.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3832,369	2	1916,185	100,151	.000b
	Residual	1817,631	95	19,133		
Total		5650,000	97			

Although the F table The test results in the table above have a calculated F value of 100.151 $F_{\text{calculated}} > F_{\text{table}}$ 3.09, and the calculated F is 3.09. The third hypothesis (H3), which states that the Purchase Decision variable (Y) is accepted, is supported when the results of the simultaneous (together) F test hypothesis between the Digital Marketing (X1) and Word of Mouth (X2) variables show a significance value ($0.000 < 0.05$). confirmed.).

Discussion

Using a two-tailed test and a 5% significance level, the partial hypothesis test (t-test) yielded a calculated t value of 9.218 and a t-table value of 1.985 for digital marketing. This indicates that the calculated t value $> t\text{-table} = 9.218 > 1.985$. The significance value is $0.000 < 0.05$. Thus, H_a is accepted and H_0 is rejected. Therefore, in Dee'sतालिलारी Village, Lahat Regency, purchasing decision variables are influenced by digital marketing variables. Thus, the findings of this study are consistent with the research of Pratiwi (2022) and Mardian (2022) which found a strong correlation between purchasing decision variables and digital marketing. Based on the results of the partial test, the significance value of 0.000 is less than 0.05 ($0.000 < 0.05$), the calculated t value is 4.241, and the t-table value is 1.984 ($4.241 > 1.984$). The SPSS calculation results for the Word of Mouth variable show a t-count value of 4.177 and a t-count of 1.985, which indicates that $t\text{-count} > t\text{-table} = 4.177 > 1.985$. The significance value is $0.000 < 0.05$. Thus, H_a is accepted and H_0 is rejected. Thus, the Purchasing Decision variable in Dee'sतालिलारी, Lahat Regency, is influenced by the Word of Mouth variable.

The results of this study are consistent with previous research by Pratiwi (2022) and Mardian (2022), which produced a t-test value of 1.984 ($4.369 > 1.984$) and a partial test value of 4.369, with a significance value of 0.000, less than 0.05. This further demonstrates that the Purchasing Decision variable is significantly influenced by Word of Mouth.

Digital marketing and word of mouth factors can contribute 67.8% of the variation in purchasing decisions, based on the coefficient of determination (R^2) value of 0.678. Other characteristics not examined by the researcher affect the remaining proportion ($100\% - 67.8\%$

= 32.2%). English: According to SPSS software, the partial hypothesis test (t-test) for digital marketing produces a calculated t of 12.495 and a table t of 0.198 using a two-tailed test with a significance threshold of 5%. $T_{\text{calculated}} > t_{\text{table}} = 12.495 > 0.198$ as a consequence. The significance value is $0.000 < 0.05$. Consequently, H_a is accepted and H_o is rejected. In Dee'sttalilari, district. According to the calculation findings using SPSS software, the calculated t value of Word of Mouth is $7.843 > 0.198$. The significance threshold is $0.000 < 0.05$. Consequently, H_a is accepted and H_o is rejected. So, in Dee'sttalilari Village, Laha Regency, people's purchases are influenced by word of mouth.

The results of the simultaneous hypothesis test (F-test) using SPSS software show that $F_{\text{count}} > F_{\text{table}}$, or $100.151 > 3.09$, with a significance value ($0.000 < 0.05$). Thus, the H_a hypothesis is supported while the H_o hypothesis is rejected. Consequently, in Dee'sttalilari Village, Lahat Regency, both internet marketing and word-of-mouth advertising influence consumer choices. The results of this study are in line with previous studies by Pratiwi (2022) and Mardian (2022), which found that the Word-of-Mouth Promotion variable (X_2) and the Digital Marketing variable (X_1) jointly influence the Purchase Decision variable (Y) with a sig value ($0.000 < 0.05$) and $F_{\text{count}} > F_{\text{table}}$ ($33.669 > 2.70$).

E. CONCLUSION AND SUGGESTIONS

Conclusion

Previous research findings reinforce the following conclusions:

1. The t-test hypothesis test shows that the digital marketing variable has a significant effect on the purchasing decision variable, with the calculated t value $>$ the t -table value, namely $9.218 > 1.985$. Because the hypothesis value of the Digital Marketing variable is $0.000 < 0.05$, the first hypothesis (H_1) is accepted and H_o is rejected.
2. The determined t value $>$ t table value, which is $4.177 > 1.985$, indicates that the Word of Mouth variable has a significant influence on the Purchasing Decision variable. For the second hypothesis (H_2), H_o is rejected and H_a is accepted because the expected value for the Word of Mouth variable is ($0.000 < 0.05$). The significance value of $0.000 < 0.05$ is indicated by the calculated F value $>$ F table value, which is $100.151 > 3.09$, which is obtained from the F test hypothesis test. The digital marketing variable (X_1) and the word of mouth promotion variable (X_2) both have a significant simultaneous influence on the purchasing decision variable (Y), in accordance with the third hypothesis (H_3), which states that H_a is accepted and H_0 is rejected.

Suggestions

Based on the findings mentioned previously, the author of the article "The Impact of Digital Marketing and Word of Mouth Promotion on Purchasing Decisions in Dee'sttalilari, Lahat Regency," will provide suggestions and analysis for Dee'sttalilari Store in Lahat Regency.

MSMEs need to put more effort into maximizing their digital marketing initiatives, such as sharing accurate product details on social media.

Using customer support (experience), such as positive reviews on social media, can increase the trust of other customers and encourage them to tell friends and family about the product, thus expanding its reach.

To improve customer purchasing decisions, Dee'sttalilari was encouraged to integrate its digital marketing plan with targeted word-of-mouth promotion and a more engaging marketing approach. For example, by showcasing satisfied customer support that emphasizes reliability, quality, and advice.



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