

## Digital Marketing Based Purchasing Decisions, Product Quality and Price

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### ABSTRACT

This puzzle media is used by children when developing cognitive aspects, especially the ability to recognize numbers. Types of puzzle media such as fruits are equipped with alphabet letters and fruit shapes around them so that puzzle media has a positive impact on children's growth and development. Many businesses are developing in the children's puzzle toy industry, one of which is CV. Fun Wood Indonesia. This study aims to analyze the influence of digital marketing, product quality and price on purchasing decisions at CV. Fun Wood Indonesia. The subjects of the study were consumers of CV. Fun Wood Indonesia. The design of this study uses descriptive and verification research methods with a quantitative approach. The data collection mechanism is with literature studies and field studies. The instrument testing method uses validity tests, reliability tests and classical assumption tests. The data analysis methods used are path analysis, determination coefficient analysis, and significance tests. The results of the study indicate that partially and simultaneously digital marketing, product quality and price have a direct and positive influence on consumer purchasing decisions at CV. Fun Wood Indonesia.

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## **INTRODUCTION**

Early childhood learning requires alternative learning media that are appropriate for children's development in order to attract attention so that a pleasant atmosphere is created in playing while learning activities. Through playing, children can discover new things, imitate and practice the knowledge when playing in everyday life. Many businesses are developing in the children's puzzle toy industry, one of which is CV. Indonesian Fun Wood was founded in 2016 and is domiciled in Pabuaran Asri 2 Housing, Block A5 No. 8, RT 03 / RW 03, Cibinong District, Bogor Regency, West Java 16916. CV. Indonesian Fun Wood is a producer and distributor of educational children's puzzle toys made of wood. To meet consumer needs and demands, of course, there will be an interaction process between consumers and sellers so that consumers can consider purchasing decisions on the products offered. The very rapid development of business in the era of globalization has caused competition between companies to become increasingly tight, so that various efforts must be made in order to attract the attention of consumers from competitors. Maintaining purchasing decisions can be done by looking at the digital marketing that is already running, product quality and price.

CV Indonesian Fun Wood experienced fluctuating sales. In 2023, the sales target was not achieved by 13.53 percent, this can be seen from the average achievement of the sales target of 86.47 percent. The highest target achievement occurred in the December 2023 period, which was 109.94 percent because December 2023 was a New Year and school holiday so many consumers were interested in buying puzzle products from CV. Indonesian Fun Wood. Consumers in making a decision to purchase a product must first consider various information. One of the information that consumers consider is digital marketing. The development of puzzle media can encourage children to be active, creative, and increase their curiosity in learning activities while playing and can develop problem-solving skills and abilities by arranging picture pieces. To get a puzzle that suits consumer desires, consumers can do it or search for it through digital marketing.

Digital marketing is the practice of promoting products and services through digital channels. The indicators of digital marketing are accessibility, interactivity, entertainment, trust, irritation and informative. Digital marketing is a factor that usually drives consumers in making purchasing decisions. To find out digital marketing at CV Indonesian Fun Wood, researchers conducted a pre-survey. The results of the pre-survey were: 1) 53 percent of consumers stated that they bought products not because the digital platform was easy to access; 2) 47 percent of consumers stated that they bought products not because of direct interaction with sellers through online customer service on digital platforms; 3) 60 percent of consumers stated that promotional content was not done creatively on digital platforms; 4) 57 percent of consumers stated that reviews and testimonials on digital platforms were incomplete; 5) 60 percent of consumers stated that digital platforms often experience technical problems; 6) 50 percent of consumers stated that product information was not detailed on digital platforms.

Apart from digital marketing, the cause of changes in purchasing decisions is predicted to be due to product quality. Product quality is one of the factors for consumers to consider in deciding to purchase. One indicator of product quality is reliability. The reliability of a product can be seen from the number of returns from a product. If there are many returned products, the product quality is not good, while if there are few returned products, the product quality is good. The average product return of CV. Indonesian Fun Wood in 2023 was 6 units. The products returned by consumers to CV. Indonesian Fun Wood were because the wood was moldy and the plastic packaging was damaged. The number of returned products is still within acceptable limits because the product tolerance standard of CV. Indonesian Fun Wood is 2 units per month during the 2023 period. The number of returned products has exceeded the tolerance standard, of course it is necessary to conduct research so that the number returned does not increase. If the returned products continue to increase, it is possible that CV Indonesian Fun Wood will experience losses. To reduce losses, CV Indonesian Fun Wood must improve the returned products.

Besides digital marketing and product quality, the cause of the predicted change in purchasing decisions is due to price. Pricing will be very important, especially in conditions of tight competition and limited demand development. Companies must be able to set prices appropriately in order to successfully market their products. To find out the exact price, an observation of the prices of similar products from competing products is carried out. The main competitors of CV. Indonesian Fun Wood are CV. Indonesian Wooden Puzzle and CV. Indonesian Wooden Toys.

Table 1. Comparative Data on Puzzle Product Prices with Competitors

No	Company name	Price (Rp)	Information
1.	CV. Indonesian Fun Wood	35,000	More expensive
2.	CV. Indonesian Wooden Puzzle	30,000	Cheaper
3.	CV. Indonesian Wooden Toys	32,000	Cheaper

Source: CV. Kayu Seru Indonesia, 2023

Based on Table 1. it can be explained that the products offered by CV. Kayu Seru Indonesia are also products produced by competing companies. Comparison of product prices at CV. Indonesian Wooden Toys with competitors has differences. The price of CV. Indonesian Wooden Toys Sea puzzles is still more expensive than the prices of CV. Puzzle Indonesian Wooden Toys and CV. Indonesian Wooden Toys. The difference in prices set by each company affects consumers in decision making, but there are other factors that also affect decision making.

When making selections about what to buy, consumers take pricing, product quality, and digital marketing into account. The data collected and the preliminary survey's findings, however, suggest that purchase choices are not

the best ones. According to research done in 2023 by Listania and Zulfahmi, digital marketing has no bearing on what people decide to buy. According to earlier research, Maulana et al. (2022) found no correlation between product quality and decisions to buy. A different study by Mulyana (2021) found that price has no bearing on what people decide to buy. Poor product quality, pricing, and digital marketing are thought to be the main causes of suboptimal purchasing decisions. Thus, more investigation is required to elucidate how digital marketing, product quality, and price affect buying decisions.

## **LITERATURE REVIEW**

### **Marketing Management and Purchasing Decisions**

Marketing management is the process of managing marketing activities to achieve organizational goals efficiently (Sudarsono, 2020:2). Purchasing decisions are how consumers choose, buy, and use products to meet their needs and wants (Kotler & Keller, 2018:188).

### **Digital Marketing, Product Quality and Price**

Digital marketing is the practice of promoting products and services through digital channels (Nasdini, 2012:32). According to Wijaya (2019:11), product quality is the total of a product's attributes that satisfy customers. According to Kotler and Armstrong (2016), price is the sum of value that customers exchange for the advantages of using and possessing a good or service.

### **Hypothesis Development**

Purchasing decisions are influenced by several factors including digital marketing, product quality and price. Digital marketing according to Saputra et al (2020:3) is a general term for marketing goods or services that are targeted or measurable and interactive using digital technology to reach prospects to become customers and maintain them. According to Lupiyoadi (2015:150), product quality is the advantage of the product. Meanwhile, according to Kotler and Keller (2016:67), price is part of the renewal of what will be marketed, the acquisition obtained or the acquisition of financing. These three factors are important to attract new consumers or retain existing consumers. Research that has been conducted shows that simultaneously digital marketing, product quality and price have a significant effect on purchasing decisions (Febiola, 2023). Product quality has a positive and significant impact on consumer purchasing decisions, according to research by Sudarijati et al. (2020), and price has a positive and significant impact on consumer purchasing decisions, according to research by Gemina et al. (2023). Digital marketing also has a positive and significant impact on consumer purchasing decisions (Wisnu et al., 2020). Drawing on the description, the following hypothesis is put forth: 1) digital marketing positively and significantly influences consumer decisions to buy; 2) digital marketing positively and significantly influences consumer decisions to buy; 3) product quality positively and significantly influences decisions to buy; and 4) price positively and significantly influences decisions to buy.

The framework of thought in this research is as follows:

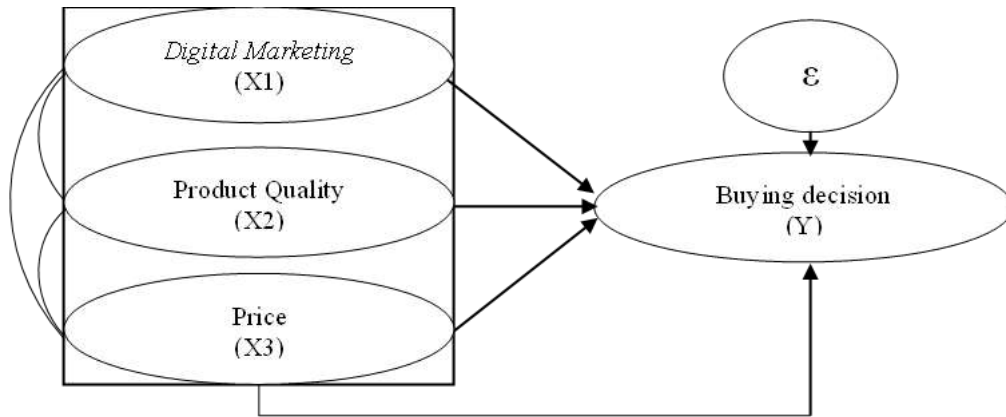


Figure 1. Framework of Thought

## METHODOLOGY

### Research Design

The form of this research is descriptive and verification with a quantitative approach. Descriptive research aims to determine the value of a variable independently. Verification research aims to test the relationship between variables through statistical analysis to prove the hypothesis.

### Approach Method

Path analysis calculations are made by: 1) utilizing the model to calculate the path coefficient; 2) computing the coefficient of determination; and 3) partially and simultaneously computing the influence; 4) figuring out the connection between product quality and digital marketing; 5) figuring out the price-quality relationship; 6) figuring out how price and digital marketing relate to each other.

### Validity Test, Reliability Test and Classical Assumption Test

Validity test states that the questionnaire items are valid if a result of  $> 0.3$  indicates that the item-total correlation is legitimate. If the alpha value is  $\geq 0.6$ , the measuring device is considered reliable, according to the reliability test. 1) Kolmogorov-Smirnov normality test (significant  $> 0.05$  indicates normal); 2) multicollinearity test (tolerance  $> 0.05$  or VIF  $< 5$ ); and 3) heteroscedasticity test (the model is good if the residual variance persists). These are examples of traditional assumption tests.

## RESULT AND DISCUSSION

### Consumer Characteristics and Employee Responses

The majority of consumers of CV. Indonesian Fun Wood are women and over 31 years old. The consumer's occupation is a housewife and the majority of monthly income is less than Rp. 2,000,000 per month. The consumer's last education is high school/equivalent, while the frequency of purchase is twice.

Table 1. Recapitulation of Consumer Responses to Purchasing Decisions, Digital Marketing, Product Quality and Price

No	Variables	Response Consumer (%)	Assessment criteria	Interpretation
1	Buying decision	82	Tall	The average consumer assessment of purchasing decisions is considered high
2	Digital Marketing	81	Good	The average consumer assessment of digital marketing is considered good
3	Product Quality	84	Good	The average consumer assessment of product quality is considered good.
4	Price	78	In accordance	The average consumer assessment of the price is considered appropriate.

Source: Processed primary data, 2024

Consumer response to purchasing decisions is 82% or high because the payment methods offered by CV. Indonesian Fun Wood are varied so that consumers can easily make payments, while to increase purchasing decisions, companies should pay more attention to brand choices. In digital marketing, it is 81% or good, because CV. Indonesian Fun Wood has provided information and services through digital media to consumers well. In product quality, it is 84% or good, because the products offered by CV. Indonesian Fun Wood have benefits for increasing children's intelligence. At a price of 78% or appropriate.

**Path Analysis Results**

The results of the path analysis can be seen in the following table:

Table 2. Results of Path Analysis of X against Y

Variables	R2	Path Coefficient	tcount	Sig
Digital Marketing (X1)	0.618	0.393	4,035	0,000
Product Quality (X2)		0.234	2,791	0.006
Price (X3)		0.271	2,385	0.019

Source: Results of statistical data processing with SPSS Version 23

It is evident from Table 2 that the three variables – digital marketing (X1) = 0.000, product quality (X2) = 0.006, and price (X3) = 0.019 – have significance values that are less than 0.05, with the path coefficient values of X1 to Y = 0.393, X2 to Y = 0.234, and X3 to Y = 0.271. These results provide the conclusion that the first equation model, namely the variables digital marketing (X1), product quality (X2) and price (X3) have a direct and positive effect on purchasing decisions (Y). The PY ε value is the result of the calculation using the formula  $PY \epsilon = (1 - 0.618) = 0.564$ .

The structural equation for the model of the influence of digital marketing, product quality and price on purchasing decisions is as follows:

$$Y = 0.393 X1 + 0.234 X2 + 0.271 X3 + 0.564$$

Based on the equation, it can be seen that the path coefficient value on the digital marketing variable is positive, which is 0.393, meaning that the digital marketing variable has a positive effect on the purchasing decision variable. This shows that every increase in digital marketing is thought to be followed by an increase in purchasing decisions. Additionally, there is a positive correlation between the product quality variable and purchase decisions, as indicated by the path coefficient value of 0.234. This indicates that a rise in purchasing decisions is believed to follow every improvement in quality. However, the price variable has a beneficial impact on purchase decisions, as indicated by the positive path coefficient value of 0.271. This demonstrates that it is believed that more people will make purchases in response to price increases.

The equation model is described in the path diagram model as follows:

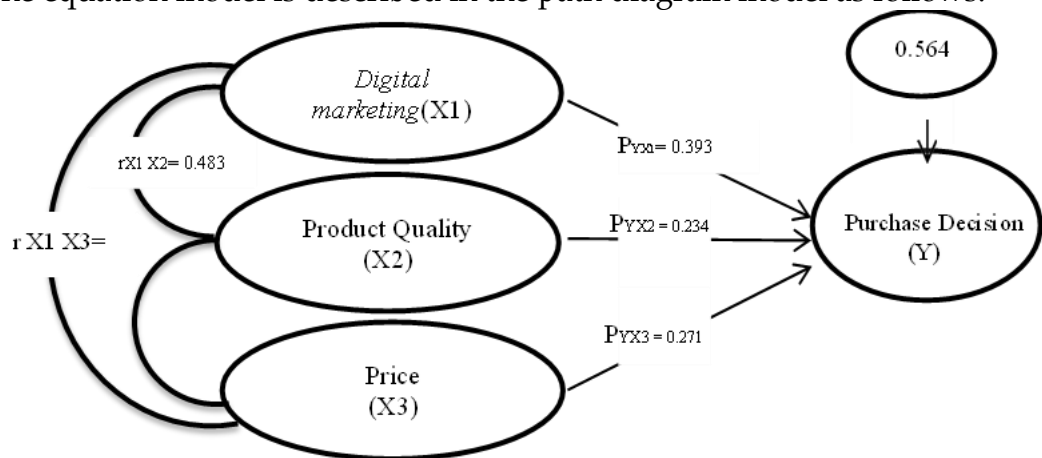


Figure 2. Path Diagram of Structural Model Digital marketing (X1), product quality (X2) and price (X3) on purchasing decisions (Y)

This research model shows that the variables of digital marketing, product quality and price on purchasing decisions have test feasibility because the simultaneous hypothesis test reaches more than 50% (Ghozali, 2016). The calculation of this research model is as follows:

Table 3. Recapitulation of the Influence of Variables Digital Marketing, Product Quality and Price on Purchasing Decisions

Variables	Path Coefficient	Direct Influence	Indirect Influence	Total Influence
Digital Marketing(X1)	0.393	15.44	12.55	27.99
Product Quality (X2)	0.234	5.47	8.62	14.09
Price (X3)	0.271	7.34	12.29	19.63
Total				61.71

Source: Processed Primary Data, 2024

From the calculation results, it can be concluded that the highest direct influence is seen in the digital marketing variable, which is 15.4 percent, meaning that the digital marketing variable is optimal by implementing very good interactions or services to consumers and providing a complete description of the product on the marketplace that can make it easier for consumers to find out product details. The direct influence of the price variable

is 7.3 percent, meaning that the influence of the price variable is quite optimal by implementing prices that are in accordance with the benefits received by consumers and the prices offered are in accordance with the capabilities of consumers so that they are easy to reach. Meanwhile, the product quality variable has the lowest direct influence, which is 5.47 percent, meaning that the product quality variable is not optimal so that it needs to be improved. Product features by making the product more innovative so that it has differences with other products. The total influence of digital marketing variables, product quality and price are 61.8 percent of the purchasing decision. The remaining 38.2 percent is influenced by other variables not included in this study such as brand image and location (Mulyono, 2021:17).

Table 4. Relationship between Digital Marketing Variables, Product Quality and Price  
Correlations

		Digital Marketing	Product Quality	Price
<i>DIGITAL MARKETING</i>	Pearson Correlation	1	.483**	.762**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
PRODUCT QUALITY	Pearson Correlation	.483**	1	.660**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
PRICE	Pearson Correlation	.762**	.660**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Source: Processed Primary Data, 2024

Based on the calculation results, it is known that the relationship between digital marketing and product quality is 0.483 with a significant value of  $\leq 0.05$ , the relationship between product quality and price is 0.660 with a significant value of  $\leq 0.05$  and the relationship between price and digital marketing is 0.762 with a significant value of  $\leq 0.05$ .

**Determination Analysis Results**

The value of R Square shows the degree of the determination (R<sup>2</sup>) or contribution of the influence of price, product quality, and digital marketing on purchasing decisions. Table 2 indicates that the R Square, or R<sup>2</sup> value, is 0.618. This indicates that 61.8% of purchasing decisions are influenced by digital marketing, product quality, and price, with the remaining 38.2% being influenced by other factors not covered in this study, such as location and brand image (Mulyono, 2021:17).

**Simultaneous Hypothesis Testing**

This F test is used to determine the influence of digital marketing (X<sub>1</sub>), product quality (X<sub>2</sub>), price (X<sub>3</sub>) simultaneously on purchasing decisions (Y). The results of the calculation of the significance test of variable X against Y can be seen in the following table:

Table 5. Simultaneous Testing

Hypothesis	R <sup>2</sup>	Fcount	Ftable	Sig	Decision	Conclusion
P <sub>yx</sub> > 0	0.618	51,740	3,090	0,000	Ha accepted	Significant

Based on Table 5, the F value is obtained count of 51.740 with a significance of 0.000. To test the previously established hypothesis, it is done by comparing the F count with the F table value. From the F table, a value of 3.090 is obtained. So, the F count is greater than the F table ( $51.740 > 3.090$ ) and also when viewed from the significance value of 0.000 it is less than 0.05. Therefore,  $H_a$  is approved and  $H_0$  is denied, indicating that pricing, product quality, and digital marketing all directly and significantly influence consumers' decisions to buy.

**Partial Hypothesis Testing**

The results of the statistical calculation of the t test ( $t_{count}$ ) can be seen in the following table:

Table 6. Partial Test Results

Hypothesis	Path Coefficient	count	table	Sig	Decision	Conclusion
$Pyx1 > 0$	0.393	4,035	1,661	0,000	Ha1 accepted	Significant
$Pyx2 > 0$	0.234	2,791	1,661	0.006	Ha2 accepted	Significant
$Pyx3 > 0$	0.271	2,385	1,661	0.019	Ha3 accepted	Significant

Source: Results of statistical data processing with SPSS Version 23.00, 2024

The t-test statistic is used to examine the direct impact of exogenous variables on endogenous variables. The significance value or estimated t value is compared with the t table value to determine whether the result is accepted or rejected.

1. Digital marketing had a direct and positive impact on purchasing decisions, as evidenced by its t count of 4.035 and t table value for  $\alpha = 0.05$  with a degree of freedom of 1.661. This means that  $t_{count} > t_{table}$  ( $4.035 > 1.661$ ), which means that  $H_{a1}$  is accepted and  $H_{01}$  is rejected.
2. Product quality had a direct and positive impact on purchase decisions, as evidenced by the t count of 2.791 and t table value for  $\alpha = 0.05$  with a degree of freedom of 1.661. This means that  $t_{count} > t_{table}$  ( $2.791 > 1.661$ ), leading to the acceptance of  $H_{a2}$  and the rejection of  $H_{02}$ .
3. The price obtained a t count of 2.385 and a t table value for  $\alpha = 0.05$  with degrees of freedom of 1.661. This indicates that the price has a large and positive influence on purchasing decisions, as the  $t_{count} > t_{table}$  ( $2.385 > 1.661$ ), resulting in the acceptance of  $H_{a3}$  and the rejection of  $H_{03}$ .

**The Influence of Digital Marketing on Purchasing Decisions**

The direct influence of digital marketing on purchasing decisions. The informative indicator has the highest average. This makes digital marketing a determinant for consumers to make purchasing decisions. CV. Fun Wood Indonesia has provided information and services through digital marketing to consumers very well. To improve digital marketing CV. Fun Wood Indonesia can improve other indicators such as accessibility, interaction, entertainment, trust and irritation. To get maximum results, namely increasing the trust indicator that has value, this can be done by asking for reviews and reviews regarding product purchases.

### **The Influence of Product Quality on Purchasing Decisions**

The direct influence of product quality on purchasing decisions. The performance indicator has the highest average. This is the determinant for consumers to make purchases. Consumers feel that the quality of the products offered by CV. Fun Wood Indonesia has benefits for children. However, CV. Fun Wood Indonesia should pay more attention to the lowest indicator, namely the specialty by making products more innovative so that they have differences from other products.

### **The Influence of Price on Purchasing Decisions**

Price has a direct impact on decisions to buy. Price plays a significant effect in consumers' decision to buy, as seen by the price appropriateness indication with the highest value for benefits. Product pricing is determined by the company's criteria for product quality. In this situation, the business has to set a price that reflects the clients' purchasing power. It must be able to make more affordable price offers that are still in line with the quality of the product acquired in order to improve purchasing decisions with the determination of acceptable costs.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of digital marketing research, product quality and price together have positive and significant values on purchasing decisions at CV. Fun Wood Indonesia, partial test results show that digital marketing, product quality and price have a positive and significant effect on consumer satisfaction at CV. Fun Wood Indonesia, there is a relationship between digital marketing and product quality, there is a relationship between product quality and price and there is a relationship between digital marketing and price. The implications are

In the digital marketing variable, the statement of the trust indicator received the lowest rating. This is because consumers feel that purchases at CV. Fun Wood Indonesia cannot be trusted yet. Therefore, CV. Fun Wood Indonesia must increase consumer trust by providing a safe digital platform to use. In the product quality variable, the statement of the trust indicator received the lowest rating. This is because consumers feel that the product is not unique. Therefore, CV. Fun Wood Indonesia needs to make the product more attractive and different from other products. In the price variable, the statement of the price indicator is in accordance with competitiveness. This means that a good strategy is needed to increase sales. In the purchasing decision variable, the statement of the brand choice indicator received the lowest rating. This is because CV. Fun Wood Indonesia products are not yet widely known to consumers. Therefore, it is necessary to improve a better strategy so that the product brand is better known to consumers. The limitation of this study is that it only uses a sample (100 respondents) so the results are not optimal and further research can be directed at a larger sample and add variables that influence purchasing decisions such as brand image and location in the hope of obtaining more perfect results.

## FURTHER STUDY

This research still has limitations so further research is still needed on this topic.

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