

THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST IN THE MARKETPLACE SHOPEE DURING PANDEMIC

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Abstract

The Covid-19 pandemic has stopped human mobility, and this has affected the economic sector in almost all countries. One strategy that can be done to survive during the pandemic is to trade online by promoting digitally in the marketplace using digital marketing. This study aims to analyze the effect of Digital Marketing and Product Quality on consumers' buying interest in the SHOPEE Marketplace during the pandemic simultaneously and partially. And, it aims to find out which factors are more dominant in influencing consumer buying interest in the SHOPEE marketplace during the pandemic. The research method used is descriptive quantitative with a sample of 100 respondents using purposive sampling technique. Data analysis used multiple linear regression. The results showed that Digital Marketing and Product Quality had a positive and significant effect on consumers' buying interest in the SHOPEE Marketplace during the pandemic simultaneously and partially. Product quality variables are more dominant in influencing consumer buying interest in the SHOPEE Marketplace during the pandemic

Keywords: Digital Marketing, Product Quality, Purchase Intention

Introduction

Large-Scale Social Restrictions (PSBB) imposed by the government to prevent the spread of the Corona virus throughout 2020, have an impact on changing the behavior of people who have to rely on digital shopping platforms to meet their needs. (Ministry of Cooperative SMEs, 2020). All cities in Indonesia, one of which is Jambi which is the capital of Jambi Province, is also affected by the Covid-19 pandemic and has an impact on the economic life of the community. Based on data from the Central Statistics Agency of Jambi Province, economic growth in the fourth quarter of 2019 grew by 4.40 percent, in the fourth quarter of 2020 it contracted 0.99% compared to the previous quarter of 0.85%, on In the third quarter of 2021 in Jambi Province, it is estimated that growth will slow down compared to the previous quarter II 2021 of 5.39 percent.

According to Bank Indonesia Jambi Province, the impact of the implementation of PPKM can be minimized on business activities through the use of digital so that the development of the business world can continue even though the implementation of PPKM is in progress. Lots *mall* Shops, retail and other shopping centers are closed, not on the basis of declining purchasing power, but on the pattern of transactions and buying and selling of people who are shifting to online. Jambi City is the largest contributor to the Jambi Province region as a population accessing the internet in Indonesia with 41.02 percent of internet users with a total of 245,342 users (Jambi Central Statistics Agency). Apart from the high penetration of internet usage, of the 11,641 business actors in the city of Jambi, only a few have adopted digitalization. This is supported by data from the 2016 Jambi Central Statistics Agency's Economic Census that only 6 percent of business actors use computers in line with internet use. This is also supported by previous research (Firdaus,

According to World Bank data, as many as 80 percent MSMEs who are members of the digital ecosystem have better resilience during the Covid-19 pandemic. This is supported by research conducted by (Hardilawati, 2020) that the strategy that can be carried out by MSMEs to survive during the pandemic is to trade online or by e-commerce, by promoting digitally as well as establishing and optimizing customer marketing relationships. Based on data from the Ministry of Cooperatives, Small and Medium Enterprises (Kemenkop UKM), the number of Micro, Small and Medium Enterprises (MSMEs) who are members of the marketplace continues to increase during the Covid-19 pandemic. There are 4.7 million MSMEs that have entered the digital ecosystem in 2020. Overall, the number reached 12 million or 19 percent of a total of around 64 million MSMEs. This is supported by data from the Indonesian E-commerce Association (idEA) which states that until March 2021 the number of MSMEs that have joined various marketplaces has reached 4.8 million.

This figure has increased from the final condition in 2020 of 3.8 million business actors and in 2020 local product transactions reached Rp. 5.6 trillion. Based on the results of the Katadata Insight Center (KIC) survey in 2021, it is known that on average, SMEs use two to three marketplaces to sell.

Marketplace is an internet-based online media (web-based) where buyers and sellers carry out commercial activities and transactions. Buyers can find as many suppliers as possible with the desired criteria so that they get according to market prices. At the same time, suppliers/sellers can find out which companies need their products/services (Orozpe, 2014).

The survey results also show that 82 percent MSME respondents choose Shopee as a marketplace for selling. There are 64 percent respondents use Tokopedia, Bukalapak 28 percent, Lazada 22 percent, Blibli 15 percent and more 9 percent. A total of 89 percent MSME Shopee users who choose the Shopee marketplace platform because they offer many promos.

Business actors must consider the quality of the products produced because by improving the quality, the company's reputation will increase so that the company will get a good predicate in the eyes of customers, even if the product can expand in the global market. The quality of the products offered by online stores on the Shopee marketplace is usually described through a catalog, the description of the image in the catalog usually explains the specifications of the goods and is listed below the image. However, there are indications that some stores that sell their products on the Shopee application have unsatisfactory product quality or do not match what is written in the product description.

Purchase intention is a type of decision making that studies the reasons for buying a certain brand by consumers (Shah et al., 2012). (Egorova et al., 2007) defines buying interest as a situation where consumers tend to buy certain products under certain conditions. Purchase intention is usually associated with consumer behavior, perceptions and attitudes.

Digital marketing is an activity to promote a company's product or brand, using electronic media. Leveraging social media for online marketing is easier to learn than creating a site that requires special skills (Krisnawati et al., 2019). *Digital marketing* allows buyers to obtain all information about products, transact via the internet, and allows sellers to monitor and provide for the needs and wants of potential buyers without time and geographical restrictions (Purwana et al., 2017). Previous research by (Taufik et al., 2020), stated that digital marketing has a positive and significant effect on increasing sales performance. 70 percent of business people say digital marketing will be the main communication platform in marketing, and offline stores will be a complement, due to the convenience and ability of digital marketing to reach more consumers. The generation factor is an important element in the development of digital marketing (Febriyanto & Arisandi, 2018). Millennials are becoming a large population, and their purchasing power makes them attractive targets for many consumer industries because they behave differently compared to other generations, this is the reason why studying them is of interest and relevance. (Chaffey, D., & Smith, 2013) Millennials will represent 50 percent of global consumption in 2017 (Orozpe, 2014).

Literature Review

Digital Marketing

Digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers, besides digital marketing is defined as marketing products or services via the internet or called marketing, web marketing, online marketing, e-marketing, or e-commerce. (Hermawan, 2012).

Digital Marketing Indicator

The dimensions of digital marketing according to (Tjiptono, 2014) that is:

1. *Website*
Website is a number of web pages on the internet that have related topics to present information.
2. *Search Engine Marketing*
Search Engine Marketing is the principle of paid marketing through search engines related to the keywords searched by the user.
3. *Email Marketing*
Email Marketing is a form of digital marketing by utilizing e-mail media to promote products or services.
4. *Social Media Marketing*
Social media marketing is a system that allows marketers to interact and utilize the people who participate in it for marketing purposes.

Product quality

According to (Kotler & Keller, 2009), Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.

Product Quality Indicator

According to (Gasperz, 2008) dimensions of product quality as follows:

1. *Features* (additional characteristics), are additional characteristics or characteristics that complement the basic benefits of a product.
2. *Reliability* (reliability) that is, there is a small chance that it will be damaged or fail to use.
3. *Conformance to specifications* (conformity with specifications), namely the extent to which the basic characteristics of a product meet certain standards from consumers or no defects are found in the product.
4. *Durability* (durability), relates to how long the product can continue to be used.
5. *Serviceability* (ease of service or repair), i.e. product quality is determined on the basis of repairability including speed, competence, convenience, ease of repair and satisfactory handling of complaints.

6. *Aesthetics*(aesthetics) is the attractiveness of the product to the five senses, related to how the product looks.
7. *Perceived quality*(perceived quality) namely consumer perceptions of the overall quality or superiority of a product.

Buying Interest

According to(Haines et al., 1970)Buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period.

Buying interest indicator

According to(Ferdinand, 2006) stated that buying interest can be identified through the following indicators:

1. Transactional interest, namely a person's tendency to buy a product.
2. Referential interest, namely the tendency of a person to refer products to others.
3. Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in.

Based on the explanation above, the framework of thinking can be described as follows:

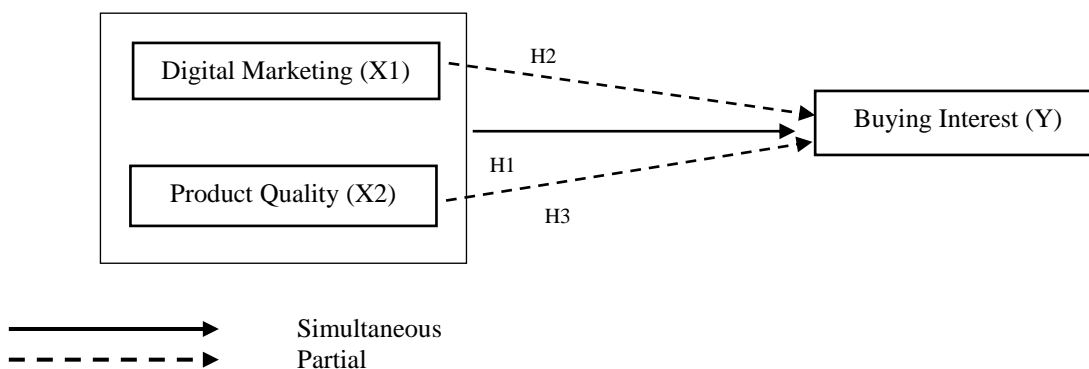


Figure 1. Theoretical Framework

The hypotheses formulated in this study are:

- H1 : *Digital Marketing*and product quality simultaneously positive and significant effect on consumer buying interest.
- H2 : *Digital Marketing*partially positive and significant effect on consumer buying interest.
- H3 : Product qualitypartially positive and significant effect on consumer buying interest.

Research Methods

In this thesis research, the type of research is causal research with a quantitative approach, which is one type of research that aims to explain the effect of changes in the value of one variable on changes in the value of other variables. This study consists of two variables, namely the independent variable consisting of digital marketing (X1) and product quality (X2). The dependent variable (Y) is from buying interest. The data used are primary data originating from respondents' responses to the questionnaires given, and secondary data originating from library studies, both in the form of literature books, journals and data sourced from BPS annual reports and other report sources.

Population and Sample

The population used in this study came from data from Pddikti 2021 regarding the number of students from the Faculty of Economics and Business, Jambi University, which amounted to 3,924 students. The reason for making students is because students are categorized as millennial generations who use the internet a lot in their daily activities. Based on the total population, a sample of 100 respondents was determined using the Slovin formula. The method of determining the sample is purposive sampling.

Data analysis method

Data analysis was carried out by quantitative descriptive using SPSS version 26 analysis method with multiple regression analysis methods and testing the validity, reliability and classical assumption tests (data normality, multicollinearity, and heteroscedasticity), so that the results deserve to be generalized.

Results and discussions

Respondent Data

Questionnaires were distributed to 100 people. Of the 100 respondents, 33% were men and 67% were women. Respondents aged 20 to 22 years were 84 people, and respondents aged 23 to 25 years were 16 people.

Characteristics of Respondents by Major

Respondents from accounting majors were 33%, majoring in economics and development studies were 34%, majoring in management were 33%.

Characteristics of Respondents Based on Purchase Frequency During the Pandemic Period

Respondents who made purchases at the shopee marketplace during the pandemic were 1 to 3 times totaling 22 people, respondents who made purchases at the shopee marketplace during the pandemic were 4 to 6 times totaling 31 people, respondents who made purchases at the shopee marketplace during the pandemic were more than of 6 times totaled 47 people.

Validity test

Validity test is used to determine the extent of the accuracy and accuracy of a measurement instrument in carrying out its measurement function so that the data obtained is relevant/in accordance with the purpose of the measurement. This is done by comparing the calculated r value with the table r value. If the r count for each question item is positive and greater than r table, the question item is said to be valid. In this case the r table is 0.1966. Based on the analysis that has been done, the results of the validity can be shown in the following table:

Table 1. Validity Test Results

Variable	Question	r-count	r-table	Sig	Information
Digital Marketing	X1.1	0.514	0.1966	0.000	Valid
	X1.2	0.596	0.1966	0.000	Valid
	X1.3	0.775	0.1966	0.000	Valid
	X1.4	0.702	0.1966	0.000	Valid
	X1.5	0.538	0.1966	0.000	Valid
	X1.6	0.686	0.1966	0.000	Valid
	X1.7	0.641	0.1966	0.000	Valid
Product quality	X2.1	0.695	0.1966	0.000	Valid
	X2.2	0.748	0.1966	0.000	Valid
	X2.3	0.734	0.1966	0.000	Valid
	X2.4	0.556	0.1966	0.000	Valid
	X2.5	0.664	0.1966	0.000	Valid
	X2.6	0.638	0.1966	0.000	Valid
	X2.7	0.545	0.1966	0.000	Valid
	X2.8	0.753	0.1966	0.000	Valid
Buying Interest	Y1.1	0.580	0.1966	0.000	Valid
	Y1.2	0.684	0.1966	0.000	Valid
	Y1.3	0.766	0.1966	0.000	Valid
	Y1.4	0.689	0.1966	0.000	Valid

Source: data processing, 2022

Table 1 shows that all questions on the Digital Marketing, Product Quality and Buying Interest variables are valid. This is evidenced by the obtained value of the correlation coefficient (r-count) is greater than the value of r-table 0.1966. The value of 0.1966 was obtained from the rtable value.

Reliability Test

Reliability test is used to measure the consistency of research variables. To measure the reliability test is done by using the statistical test Cronbach Alpha (α). The value of the coefficient α is reliable if the value is > 0.6 . The results of the reliability test in this study can be seen in the following table:

Table 2. Reliability test
Reliability Statistics

Cronbach's Alpha	N of Items
.923	19

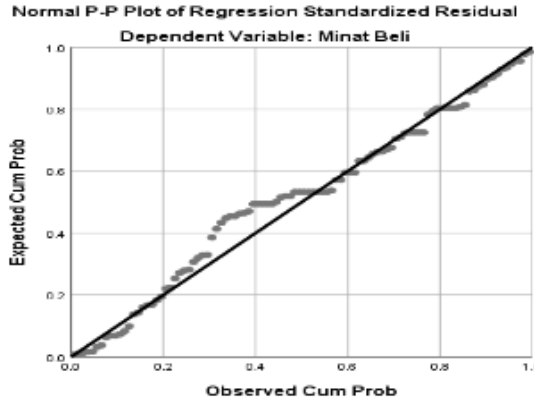
Source: data processing, 2022

Based on table 2, it shows that the Cronbach alpha value is 0.923, which means that the construct of all questionnaires in this study is said to be reliable because it is between 0.4-0.9 (Ghozali, 2016).

Classic Assumption Test

Normality test

The normality test in the regression model is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is one that has a normally distributed residual value.



Source: 2022 data processing results

Figure 2. Normality Test

The normality test with the observed cum prob approach in Figure 3 can be seen that the points on the graph appear to follow the diagonal line, so that based on the graph the data used is normally distributed, so that the regression model used can meet the normality assumption.

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,865	1.141		3.386	.001		
Digital Marketing	.116	.043	.228	2,702	.008	.540	1,852
Product quality	.305	.041	.620	7.356	.000	.540	1,852

Source: Data processed, 2022.

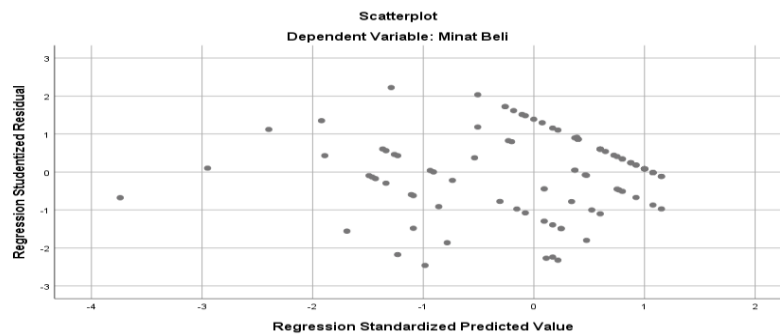
Multicollinearity Test

This test is applied to multiple regression analysis consisting of two or more independent variables (independent). The detection of non-occurrence of multicollinearity is seen in the collinearity statistic, provided that if the tolerance value of each independent variable is above 0.1 (10%) and the VIF of each independent variable is below 10, then there is no multicollinearity. The results of the multicollinearity test in this study can be seen in the table as follows:

Based on table 3, it can be seen that the digital marketing tolerance value is $0.540 > 0.10$ or the VIF value is $1.852 < 10$ and the product quality is $0.540 > 0.10$ or the VIF value is $1.852 < 10$. So it can be concluded that the variables of Digital Marketing, Product Quality and Buying Interest do not occur multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test in this study can be seen in the following figure 3. In Figure 3 below, it can be seen that the points on the scatterplot graph spread above and below the number 0 on the Y axis, which means that there is no heteroscedasticity or also called homoscedasticity because the variance of the residuals from one observation to another is fixed.



Source: 2022 data processing results

Figure 3. Heteroscedasticity Test

Multiple Linear Regression Test

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the effect of Digital Marketing and Product Quality indicators on Consumer Purchase Interest. Statistical calculations in the multiple linear regression analysis used in this study were using the SPSS computer program. The results of data processing using the SPSS program are in full in the appendix and are further explained in the following:

Table 4. Multiple Linear Regression Test

Model	Coefficients					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	3,865	1.141		3.386	.001		
Digital Marketing	.116	.043	.228	2,702	.008	.540	1,852
Product quality	.305	.041	.620	7.356	.000	.540	1,852

Source: 2022 data processing results

Based on the data above, it can be arranged multiple linear regression equations as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 3,865 + 0,116 X_1 + 0,305 X_2 + \varepsilon$$

Multiple linear regression equation can be described as follows:

1. The positive constant value of 3.865 states that the variable of consumer buying interest is considered constant. Then the buying interest is 3,865
2. The coefficient value of the Digital Marketing variable (X1) is positive 0.116. This shows that the digital marketing variable has a positive effect on the buying interest variable or if the digital marketing variable value is increased by 1% it will increase buying interest by 0.116.
3. The coefficient value of the product quality variable (X2) is positive 0.305. This shows that the digital marketing variable has a positive effect on the buying interest variable or if the value of the product quality variable is increased by 1% it will increase buying interest by 0.305.

Hypothesis testing

F Test (Simultaneous)

This F test is used to prove that there is a significant effect between Digital Marketing and product quality on Buying Interest. Decision making criteria:

1. Ho is accepted if F count < F table at = 5% and the significance of F count > 0.05
2. Ha is accepted if F count > F table at = 5% and the significance of F count < 0.05.

Table 5. Simultaneous Test (F)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,562	2	114,781	81,867	.000b
	Residual	135,998	97	1,402		
	Total	365,560	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Product Quality, Digital Marketing

Source: 2022 data processing results

Based on the table above, it can be seen that the calculated F value is 81.867 and the significance value is 0.000, meaning that digital marketing and product quality together have a positive and significant effect on Buying Interest. This proves that H1 is accepted.

T test (Partial)

The t-test was used to determine how far the influence of one independent variable (Digital marketing X1 and product quality X2) in explaining the variation of the dependent variable (Purchase Interest) separately or together. The criteria used are as follows:

1. If $t_{count} > t_{table}$ or $sig. < \alpha$ (0.05), then H_0 is rejected. H_a is accepted.
2. If $t_{count} < t_{table}$ or $sig. > \alpha$ (0.05), then H_0 is accepted. H_a is rejected.

Based on the results of processing with the SPSS program, the results of the t test are obtained, the results of which are summarized in the table as follows:

Table 6. T Test Results

	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3,865	1.141		3.386	.001
Digital Marketing	.116	.043	.228	2,702	.008
Product quality	.305	.041	.620	7.356	.000

Dependent Variable: Buying Interest
Source: 2022 data processing results

The value of t table with a significance of $0.1/2 = 0.05$ (2-sided test) with $df = n - k$ (n = number of samples and k = number of independent variables) then obtained $df = 62 - 2 = 60$ then obtained t table of 1,984. The results of the t-test analysis are as follows:

1. The value of t count on the variable *Digital Marketing*(X1) is 2.702 with a significance level of 0.008. Because the t-count value is greater than t-table, namely ($2.702 > 1.984$) and the significance value is $0.008 < 0.05$, then H_0 is rejected. H_a is accepted. Then H2, namely the Digital Marketing variable has an influence on Buying Interest is accepted.
2. The t-count value on the product quality variable (X2) is 7.356 with a significance level of 0.000. Because the t-count value is greater than the t-table ($7.356 > 1.984$) and the significance value is $0.000 < 0.05$, then H_0 is rejected. H_a is accepted. So H3 is the product quality variable that has an influence on accepted purchase intention.

Coefficient of Determination

The coefficient of determination is essentially to measure how far the model's ability to explain variations in the dependent variable is. The small value of the coefficient of determination indicates the ability of the independent variables to explain the dependent variable is very limited. The value of the coefficient of determination is between zero and one. The value of the coefficient of determination that is close to one means the ability of the independent variables to provide almost all the information needed to predict the variation of the dependent variable. The results of the coefficient of determination test can be seen from the Adjusted R square value in the multiple regression analysis as follows:

Table 7. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792a	.628	.620	1.18408

a. Predictors: (Constant), Product Quality, Digital Marketing
Source: Results by 2022 data

From the table it can be seen that the coefficient of determination has an adjusted R square of 0.620. This shows that the variables X1 (Digital Marketing) and X2 (Product Quality) have an effect on Y (Purchase Interest) by 62%. While the remaining 38% is influenced by other factors not examined in this study.

Discussion

The influence of Digital Marketing and Product Quality on Buying Interest in the Shopee marketplace during the pandemic simultaneously and partially.

Based on the simultaneous or joint test (F test) the results of the study prove that all the independent variables, namely the Digital Marketing (X1) and Product Quality (X2) variables, together (simultaneously) have a significant influence on the dependent variable, namely the variable Buying Interest (Y). Where it is

known that the value (81.687) > F table (3.93) and the significant value (0.000) < (0.05), it is concluded that H_a is accepted and H_0 is rejected, meaning that Digital Marketing (X1) and product quality (X2) simultaneously or jointly affect the interest of students of the Faculty of Economics and Business, University of Jambi to buy products on the shopee marketplace during the pandemic.

Based on the results of the partial test (t test) shows that the two independent variables have a significant influence, namely Digital Marketing (X1) on buying interest (Y), and product quality (X2) has a significant effect on Purchase Interest (Y). It can be seen from the t-test results that the variables used in this study have a significant influence on the buying interest variable because they have a significance value of less than 0.05 and the t-count value is greater than the t-table value (1.984).

Dominant Factors Affecting Consumer Buying Interest in the Shopee marketplace during the pandemic.

Based on the results of testing the Product Quality variable has the most dominant influence on interest in buying products in the Shopee marketplace during the Pandemic, it can be seen that the t value for the product quality variable (X2) is 7.356 or 73.56% while the digital marketing variable has a t value. count by 2.702 or 27.02%. The meaning is that during a pandemic, consumers still prioritize product quality compared to promotions carried out by sellers in the Shopee marketplace.

Conclusion

The following conclusions are obtained from the results of the research that has been carried out:

1. *Digital Marketing* and Product Quality has a positive and significant effect simultaneously on Buying Interest in Shopee Marketplace in the future. Partially, Digital Marketing (X1) and Product Quality (X2) have a positive and significant effect simultaneously on Buying Interest (Y) in Shopee Marketplace during the Pandemic.
2. Product Quality Variable (X2) is more dominant in influencing Buying Interest in Shopee Marketplace in the future rather than Digital Marketing variable (X1)

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