



The Influence of Social Media Marketing Instagram on Purchase Intention in Batik Lanang Wadon Ponorogo

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Article Info:

Abstract

Keywords:

e-WOM;
Responsiveness;
Trendiness;
Purchase Intention;
Social Media Marketing;

Article History:

Received : dd-mm-yyyy
Revised : dd-mm-yyyy
Accepted : dd-mm-yyyy

This study aims to determine the effect of e-WOM, Responsiveness, and Trendiness on Purchase Intention in Batik Lanang Wadon Ponorogo. The population in this study were all Instagram users who followed the Batik Lanang Wadon Instagram account. Sampling technique with accidental sampling technique. Determination of sample size using Hair's formula and obtained as many as 150 samples on consumers or potential consumers who are followers of Instagram social media Batik Lanang Wadon Ponorogo. The results showed that the e-WOM variable had a positive and significant effect on the Purchase Intention of Batik Lanang Wadon Ponorogo, Responsiveness had a positive and significant effect on the Purchase Intention of Batik Lanang Wadon Ponorogo, and Trendiness had a positive and significant effect on the Purchase Intention of Batik Lanang Wadon Ponorogo.

Article DOI :

<https://doi.org/10.70550/>

How to cite :



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INTRODUCTION

Digital is a major force in the industrial revolution 4.0 era, transforming social interactions and the business landscape with more efficient and integrated processes, as well as opening up opportunities for increased productivity and global market expansion (Purba *et al.*, 2021). Digital is the transformation of manual activities into technology-based ones to improve integration, communication, and efficiency, and is a key driver of progress in sectors such as education, health, and the economy (Zulvikri & Amani, 2024). In the Industry 4.0 era, digital is integrated with AI, IoT, and big data, enabling faster access to information, easier services, and driving innovation that supports efficiency, transparency, and sustainability (Alayida *et al.*, 2023).

Digital is the key to business competitiveness by accelerating production, facilitating communication, expanding markets, and supporting transactions and direct

connections between producers and consumers through e-commerce. Digital marketing is changing the way we promote by utilizing technology to reach consumers in a broad and personalized way, using data to understand preferences, and creating more value through digital platforms (Ardani, 2022). Digital is a catalyst for change that increases connectivity, responsiveness, and solutions for businesses and society. Digital marketing is a technology-based marketing strategy to reach consumers more broadly and personally through various platforms, with the advantages of cost efficiency, behavior monitoring, and real-time experience, making it the main choice for various types of businesses. Digital marketing opens up great opportunities for local products to compete in the global market by building brand awareness, expanding reach, and creating personal relationships through digital platforms, so that local products can be recognized nationally and internationally (Putranto *et al.*, 2022).

Digital marketing helps local products highlight their unique culture, quality, and production process through visual content, storytelling, and interactive features such as live streaming. This strategy deepens relationships with consumers, builds trust, and enables immediate feedback. Cost-efficiently, businesses can use paid ads and e-WOM for widespread promotion. Despite the challenges of adapting to technology, digital marketing plays an important role in expanding markets, preserving culture, and increasing public awareness of local products, including in the fashion sector which is now starting to penetrate international markets (Nugraha *et al.*, 2024).

Batik, Indonesia's cultural heritage recognized by UNESCO since 2009, reflects local values and traditions through meaningful motifs. Every region in Indonesia has a distinctive batik motif that reflects the richness of the local culture. The batik industry is growing rapidly, not only for formal occasions but also daily fashion trends, with the main challenge for MSMEs being competition in quality, design, production and marketing (Trixie *et al.*, 2020). Ponorogo, East Java, has great potential in the batik industry with distinctive motifs such as Reog and Merak that reflect the local culture. Ponorogo batik is known for its high quality, diverse prices, and has adapted to modern market tastes, with various producers such as Batik Lesoeng, Fajar, Soemawarso, and Sakha. Batik Lanang Wadon is an MSME in Ponorogo that produces quality batik with a modern-traditional concept and has been recognized in the local and national markets. However, challenges remain, especially in the utilization of social media, where most batik businesses in Ponorogo, including from over 200 artisans have not maximally used platforms such as Instagram for online sales.

The application of management, especially marketing management, is very important for MSMEs in facing market competition. This strategy includes not only promotion, but also an understanding of consumer behavior and needs. The use of digital technology such as Instagram is an effective tool to reach a wider range of consumers, increase interaction, and build more personal relationships. Interactions through comments, likes, and direct messages provide businesses with valuable insights to adjust marketing strategies. Optimizing Instagram as an online sales medium has the potential to increase the visibility and sales of Ponorogo batik products, while strengthening branding to better convince potential customers.

Batik Lanang Wadon implements a digital marketing strategy to encourage consumer purchase intention, with the aim of increasing brand awareness, attracting the younger generation, and building loyalty. Purchase Intention in batik is influenced by appreciation of cultural values and the aesthetic appeal of the product. Batik Lanang

Wadon's digital marketing strategy is influenced by factors such as electronic Word of Mouth (e-WOM), responsiveness, and trendiness. e-WOM, which comes from consumer reviews and recommendations on social media such as Instagram, is considered more reliable than conventional promotions. Batik Lanang Wadon utilizes e-WOM to build positive perceptions and drive purchase intention, especially through satisfied consumers' experiences. The use of Instagram and marketplaces also supports promotion and ease of transaction.

Responsiveness is an important factor that influences purchase intention besides e-WOM. Responsiveness reflects a brand's ability to understand and respond to consumer needs, especially through active interaction on social media. A fast and responsive Instagram account can increase trust and strengthen customer relationships, while a slow response can damage the brand image and decrease purchase intention. Trendiness, or the appropriateness of products to the latest trends, has a strong influence on purchase intention, especially among the younger generation who follow fashion and lifestyle developments. Through Instagram, consumers search for products that reflect their style. Batik Lanang Wadon that follows modern fashion trends, such as innovative designs or collaborations with influencers, has a great chance to attract attention and increase purchase intention. Research shows that trendiness has a significant effect on consumer purchase intention.

The development of social media such as Instagram opens up great opportunities for Batik Lanang Wadon in digital marketing strategies. Marketing success is greatly influenced by factors such as e-WOM, responsiveness, and trendiness that have a significant impact on consumer purchase intention. Therefore, an in-depth understanding of these factors is important for designing effective marketing strategies. However, specific research on the influence of these factors on traditional products such as batik, especially Batik Lanang Wadon, is still limited.

Based on the phenomena and theories above, researchers are interested in researching "The Influence of Social Media Marketing Instagram on Purchase Intention in Batik Lanang Wadon Ponorogo". Based on the description of the problem formulation above, the objectives of this research are as follows :

1. To determine the effect of e-WOM on Purchase Intention in Batik Lanang Wadon Ponorogo
2. To determine the effect of Responsiveness on Purchase Intention in Batik Lanang Wadon Ponorogo
3. To determine the effect of Trendiness on Purchase Intention in Batik Lanang Wadon Ponorogo.

LITERATURE REVIEW

Digital Business Management

Digital Business Management is the process of utilizing digital technology to create value in business models, customer experiences, and internal company capabilities. This concept is not only relevant for digital companies, but also important for conventional businesses that want to transform through technology (Kusuma *et al.*, 2023). In the context of digital marketing, digital business management includes the use of various digital platforms to reach a wider audience and promote products or services effectively. In addition, its scope extends to other areas such as IT governance, data management, digital strategy and information technology development.

Digital Marketing

Digital marketing is a shift from traditional to digital marketing, utilizing technologies such as websites, email, social media, and other digital platforms to reach consumers more broadly and effectively (Keller, 2009). The main goal is to build interactive relationships with customers, increase brand awareness, and facilitate transactions and communication. Social media is considered faster, cheaper, and more flexible than conventional promotion, and allows real-time interaction.

Social Media And Social Media Marketing

Social media is an internet-based application that allows interaction, collaboration, and content exchange between users. In a business context, social media plays an important role in digital marketing strategies because it is cost-efficient and effective in reaching consumers. MSMEs can utilize it for promotion, direct contact with consumers, market needs survey, and as a product gallery. Social media marketing is a marketing strategy using social media to influence consumers to use products or services. The benefits include the ease of receiving feedback, identifying influencers, and low or even free costs.

Consumer Behavior

Consumer behavior is the process and actions that individuals, groups, or organizations take in choosing, buying, using, and evaluating goods or services to meet their needs and wants. This behavior includes not only purchasing activities, but also the decision-making process and interactions with the surrounding environment. Internal factors such as emotions and cognition, as well as external factors such as cultural and social, influence consumer behavior.

METHODS

This study aims to determine the effect of social media marketing Instagram on consumer purchase intention in Batik Lanang Wadon in Ponorogo. The method used is quantitative, with data collection through questionnaires to consumers or potential consumers who follow the Batik Lanang Wadon Instagram account. The research population is all Instagram users who follow the account, but because the exact number is unknown, the accidental sampling technique is used. The number of samples was determined using the formula from Hair et al. (2013), which is 10 times the number of indicators, so that 150 respondents were obtained. Primary data was obtained directly from respondents' answers through a questionnaire using a 5-point Likert scale, which allows statistical analysis to test the relationship between variables.

RESULT AND DISCUSSION

Result

Batik Lanang Wadon is an MSME in Ponorogo established in 2018 by a married couple with the aim of preserving local culture through modern batik for men and women. Its products include written batik cloth, printed batik, and apparel with regional motifs. Production is done manually by local artisans. For marketing, they actively use Instagram @batik_lanangwadon with more than 2,000 followers, utilizing the platform to promote products and build relationships with consumers interactively.

Validity Test

The validity test is a measuring tool to ensure that the instrument can measure what should be measured (Sugiyono, 2022). This study conducted a validity test by comparing the calculated r value and r table at the degree of freedom (df) = $n - 2$, with $n = 150$ respondents so that $df = 148$ and the value of r table at the 5% significance level of 0.1603. If the calculated r value is greater than or equal to r table, then the questionnaire item is declared valid. The validity test results for this research questionnaire will be presented next.

Table 1. Validity Test Results

Variable	Statement	r count	r table	sign	Description
e-WOM (X_1)	X1.1	0,662	0,1603	0,05	Valid
	X1.2	0,777	0,1603	0,05	Valid
	X1.3	0,773	0,1603	0,05	Valid
	X1.4	0,789	0,1603	0,05	Valid
Responsiveness (X_2)	X2.1	0,831	0,1603	0,05	Valid
	X2.2	0,812	0,1603	0,05	Valid
	X2.3	0,787	0,1603	0,05	Valid
	X2.4	0,811	0,1603	0,05	Valid
Trendiness (X_3)	X3.1	0,889	0,1603	0,05	Valid
	X3.2	0,882	0,1603	0,05	Valid
	X3.3	0,872	0,1603	0,05	Valid
Purchase Intention (Y)	Y.1	0,818	0,1603	0,05	Valid
	Y.2	0,846	0,1603	0,05	Valid
	Y.3	0,796	0,1603	0,05	Valid
	Y.4	0,847	0,1603	0,05	Valid

Source : Data processed with SPSS

Based on the test results above, the processed validity test shows or states the value of r table 0.1603 and each has r count > 0.1603 (r table). This means that all indicators are declared valid where each item of the e-WOM, Responsiveness and Trendiness variables shows r count $> r$ table, so it is feasible to use for research on consumers or potential consumers who are followers of Instagram social media Batik Lanang Wadon Ponorogo.

Reliability Test

The reliability test measures the consistency of the instrument results if used repeatedly. The questionnaire is declared reliable if the respondent's response is consistent over time. Reliability measurement is carried out with Cronbach's Alpha, where a value > 0.60 indicates a reliable instrument, and a value < 0.60 means unreliable. Reliability data in this study was tested using SPSS 29 and the results will be presented below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Description
e-WOM (X_1)	0,742	0,60	Reliable
Responsiveness (X_2)	0,825	0,60	Reliable
Trendiness (X_3)	0,856	0,60	Reliable
Purchase Intention (Y)	0,845	0,60	Reliable

Source : Data processed with SPSS

Based on the results above, the reliability test that has been processed shows or states that the e-WOM variable (X1), Responsiveness (X2), Trendiness (X3) and Purchase Intention (Y) the overall Cronbach's Alpha value is > 0.60. So all of them are reliable, so it can be concluded that the respondents' answers have been consistent in answering the question items to measure the variables, all indicators in this variable can be used in research.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict changes in the dependent variable based on changes in the independent variable. In this study, the analysis aims to examine the effect of e-WOM (X1), Responsiveness (X2), and Trendiness (X3) on Purchase Intention (Y). The results of multiple linear regression data processing are presented as follows:

Table 3. Multiple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.215	1.149		1.928	0.056
E-WOM	0.250	0.080	0.215	3.130	0.002
RESPONSIVENESS	0.402	0.081	0.389	4.966	0.000
TRENDINESS	0.274	0.090	0.238	3.043	0.003

a. Dependent Variable: PURCHASE INTENTION

Source : Data processed with SPSS

Based on the results of the table above, the multiple regression analysis that has been processed shows or states based on the coefficients output in the table above, it can be seen that it can be seen in the Beta value and taken from the Unstandardized Coefficients, among others, are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

$$Y = 2,215 + 0,250X_1 + 0,402X_2 + 0,274X_3 + e$$

Analysis of the Coefficient of Determination

The Coefficient of Determination (R^2) is used to measure the extent to which the independent variables, namely e-WOM (X1), Responsiveness (X2), and Trendiness (X3) can explain variations in the dependent variable, namely Purchase Intention(Y).

Table 4. Analysis of the Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	0.497	0.487	2.357

a. Predictors: (Constant), TRENDINESS, E-WOM, RESPONSIVENESS

Source : Data processed with SPSS

Based on the results above, the results of the analysis of the coefficient of determination (R^2) that have been processed show that the value (R^2) is 0.497. This means that the contribution between the independent variables (e-WOM, Responsiveness, and Trendiness) to the dependent variable (Purchase Intention) is 0,497 or 49,7% and the remaining 50,3% comes from influences outside the variables of this study.

Hypothesis Test

Test Significance Parameter Individual (Test Statistic t)

The T test is used to determine the effect of each independent variable on the dependent variable. This test aims to measure how much influence the independent variable has on the dependent variable, with testing conducted at a significance level of $\alpha = 0.05$ (5%).

Table 5. Test Significance Parameter Individual (Test Statistic t) Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
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RESPONSIVENESS	0.402	0.081	0.389	4.966	0.000
TRENDINESS	0.274	0.090	0.238	3.043	0.003

a. Dependent Variable: PURCHASE INTENTION

Source : Data processed with SPSS

In this study, the sample was 150, it can be seen in the significant statistical table $0.05 / 2 = 0.025$ with $df = 150 - 3 - 1 = 146$ in the t test table obtained a value of 1.976. Based on the table above, it can be seen that the T statistical test between each each variable independent to variable dependent can explained as following :

- The effect of e-WOM (X1) on Purchase Intention (Y) at Batik Lanang Wadon Ponorogo based on the results of the calculation can be interpreted that the t test value for the e-WOM variable is 3.130 and it can be known that the t table value is 1.976, so t count ($3.130 > t$ table (1.976), while for the significance value of ($0.002 < 0.05$). So, it can be concluded that there is an influence of the e-WOM variable (X1) on the Purchase Intention variable (Y) at Batik Lanang Wadon Ponorogo.
- The effect of Responsiveness (X2) on Purchase Intention (Y) at Batik Lanang Wadon Ponorogo based on the results of the calculation can be interpreted that the t test value for the Responsiveness variable is 4.966 and it can be known that the t table value is 1.976, then t count ($4.966 > t$ table (1.976), while for the significance value of ($0.000 < 0.05$). So, it can be concluded that there is an influence of the Responsiveness variable (X2) on the Purchase Intention variable (Y) at Batik Lanang Wadon Ponorogo.
- Based on the calculation results, it can be interpreted that the t test value for the Trendiness variable is 3.043 and it can be known that the t table value is 1.976, so t count ($3.043 > t$ table (1.976), while for the significance value of ($0.003 < 0.05$). So, it can be concluded that there is an influence of the Trendiness variable (X3) on the Purchase Intention variable (Y) at Batik Lanang Wadon Ponorogo.

Discussion

The influence of e-WOM (X1) on Purchase Intention(Y) in Batik Lanang Wadon Ponorogo.

The results showed that e-WOM had a positive and significant effect on purchase intention in Batik Lanang Wadon Ponorogo, with a significance value of $0.002 < 0.05$ and t count $(3.130) > t \text{ table } (1.976)$. This means that the more positive the reviews or information spread through digital media, the higher the consumer purchase intention. This supports the theory that e-WOM has an important role in influencing purchasing decisions in the digital era. The findings also suggest that reputation built through previous consumer experiences can increase trust and purchase intention, making e-WOM an effective marketing strategy.

This finding is in line with previous research, such as (Romadhoni *et al.*, 2023) and (Fauzy & Soebiagdo, 2021), which state that e-WOM has a significant effect on consumer purchase intention. Reviews, comments and testimonials on social media are proven to shape positive perceptions of the product, thereby increasing consumer intention to make a purchase.

This finding shows that in the digital era, consumers trust information from fellow users more than traditional advertisements. Therefore, businesses like Batik Lanang Wadon need to encourage consumers to share their positive experiences through social media. Positive reviews can increase trust and purchase intention, making the strategy of strengthening e-WOM an effective and efficient way of marketing, especially to reach the digital market.

The Effect of Responsiveness (X2) on Purchase Intention(Y) at Batik Lanang Wadon Ponorogo.

The results showed that responsiveness has a positive and significant effect on purchase intention, with a significance value of $0.000 < 0.05$ and t count $4.966 > t \text{ table } 1.976$. This means that the faster and more responsive Batik Lanang Wadon is in responding to consumer questions or complaints, the higher the purchase intention in its products. Responsiveness creates an impression of caring and professionalism, which is very important in building trust, especially in interactions through social media. Therefore, improving responsiveness can be an effective strategy in strengthening customer loyalty and purchase intention in the digital era.

This result is in line with the research of (Omas *et al.*, 2022) which states that responsiveness is a crucial factor in increasing purchase intention in the digital era. In the study, fast and responsive service makes consumers feel valued and prioritized, thus encouraging purchase intention. This finding supports the results of the research on Batik Lanang Wadon Ponorogo, where consumers highly appreciate the prompt response to questions and complaints, which has a positive impact on purchase intention.

Thus, maintaining active, friendly, and efficient communication through social media or online platforms is essential, not only to maintain customer loyalty, but also to attract new consumers. This strategy is effective in expanding the market reach as well as strengthening the image of Batik Lanang Wadon as a local product that is responsive to the dynamics of consumer needs in the digital era.

The Effect of Trendiness (X3) on Purchase Intention(Y) in Batik Lanang Wadon Ponorogo.

The results showed that Trendiness has a positive and significant effect on Purchase Intention, with a significance value of $0.003 < 0.05$ and $t \text{ count } 3.043 > t \text{ table } 1.976$. This means that the higher the consumer's perception of the product trend displayed, the greater the interest in buying. In the context of Batik Lanang Wadon, this shows that modern visuals, fashionable designs, the use of influencers, and relevant digital communication styles successfully attract the attention of consumers, especially the younger generation. This approach not only strengthens cultural identity, but also increases competitiveness in the batik fashion market.

This finding is in line with the research of (Kakar *et al.*, 2023) which states that Trendiness plays an important role in influencing consumer purchase intention. The study explains that trends displayed through social media can form a modern and relevant brand image, while strengthening consumer confidence in the product.

The relevance of this research for Batik Lanang Wadon Ponorogo lies in the importance of the element of Trendiness—whether in batik design, digital strategy, or communication style—in attracting purchasing interest, especially among the younger generation. Consistency in presenting contemporary content can build a modern brand image without abandoning traditional values. This not only increases consumer trust and appeal but also expands the market to segments of active social media users. Therefore, trend-based marketing strategies, collaboration with public figures, and product visual innovation become key steps to strengthen the position of Batik Lanang Wadon in both the local and national fashion industry.

CONCLUSION

Based on the results of the discussion and data analysis conducted, this study concludes that the variables of electronic Word of Mouth (e-WOM), Responsiveness, and Trendiness have a positive and significant influence on consumers' Purchase Intention for Batik Lanang Wadon Ponorogo. These findings confirm that these three variables are important factors contributing to increasing consumer interest and their decision to make a purchase. Therefore, it is recommended that marketing strategies implemented optimize the use of e-WOM, enhance service responsiveness, and prioritize the aspect of trendiness to strengthen purchase intention and product competitiveness in the market.

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