
The Influence of Digital Advertising on Digital Customer Trust on Instagram @otsky.store

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ABSTRACT

This study is elaborated the increasing business competition in the digital era which encourages companies to build consumer trust through Digital Advertising strategies. The purpose of this study is to determine the influence of Digital Advertising on Digital Brand Awareness and Social Media Engagement, as well as the influence of Digital Brand Awareness and Social Media Engagement on Digital Customer Trust. In addition, this study also aims to analyze the mediating role of Digital Brand Awareness and Social Media Engagement in the relationship between Digital Advertising and Digital Customer Trust. The hypothesis proposed in this study is that there is a significant influence of Digital Advertising on Digital Brand Awareness, Social Media Engagement, and Digital Customer Trust, both directly and indirectly through mediation variables. This study uses a quantitative approach with a survey method. Data was obtained through the distribution of questionnaires to 130 respondents who had seen Instagram ads from @otsky.store. The sampling technique using purposive sampling and data analysis was carried out using the Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) using the SmartPLS 4.0 application. The results of the study show that Digital Advertising has a significant effect on Digital Brand Awareness and Social Media Engagement. In addition, Digital Brand Awareness and Social Media Engagement also have a significant effect on Digital Customer Trust. Overall, Digital Advertising has been proven to have a positive influence on Digital Customer Trust both directly and through the mediation role of Digital Brand Awareness and Social Media Engagement.

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1. Introduction

In today's rapidly growing era of globalization and information technology, competition between companies is increasing, especially in an effort to influence target buyers to keep their products and brands in the minds of consumers. Many retail

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companies offer similar products, but compete fiercely in providing added value, specifications, or a particular brand uniqueness to their products.

This competition encourages companies to attract public attention and influence consumers to choose and buy the products they offer. To deal with this intensity of competition, management or business people need to design and create relevant innovative strategies. The same thing is also expressed by Van Door et al., in [1] that like it or not, all industries must be able to adapt, because the size of the company is not a guarantee, but the agility of the company to achieve achievements and achievements quickly. The ability to increase customer trust is key in attracting the attention of the target market. One approach that can be used to increase customer trust is through digital advertising or Digital Advertising.

The growth of digital advertising in Indonesia is happening very fast and has a significant impact on marketing communication activities. This is due to the increasingly widespread use of the internet among the public, not only as a source of information, but also to obtain knowledge, entertainment, and online shopping. This is in accordance with what was stated by Wandoko and Panggati in [2] that digital advertising is an industry that is currently developing in several parts of the world.

Digital ads also allow for transparent measurement of campaign results, such as through Google Ads, Facebook Ads, Instagram Ads, and YouTube Ads. One of the retail businesses that also does marketing using digital advertising or Digital Advertising is Otsky. This store has been established since December 26, 2016 [3]. Otsky is a brand that is engaged in the category of clothing products, especially streetwear. The brand focuses on casual and modern fashion, offering a variety of items such as t-shirts, hoodies, jackets, pants, and accessories that reflect the style of young people and the latest trends. This business already has five store branches including in Enggal, Kedaton, Rajabasa, Bandar Lampung City, then there are also in Pringsewu and Metro Regencies. This brand has the advantage of quality and affordable prices. Not only that, Otsky has many variants of contemporary clothing models ranging from t-shirts, shirts, jackets, accessories and others.

This business makes digital advertising or Digital Advertising Instagram not only presented to the audience, but also used as a forum to give consumers online or Digital Customer Trust.

According to Mayer et al., trust is the willingness of one party to accept the actions of the other party, which is based on the expectation that the other party will take certain actions that are important to the believing party, without depending on their ability to supervise and control it (Dhani in Pratama, 2024). So customer trust is defined as the customer's expectation that the service provider or product can fulfill its promise. Otsky also collaborates with various influencers, celebrities and well-known artists in Indonesia as a way to continue to be able to provide consumer trust online through Instagram social media.

Thus, collaborations with influencers or artists in digital ads can increase the appeal and attention to those ads. This interest encourages consumers to respond. Through this approach, marketing can build a certain impression in the minds of consumers, thereby increasing their trust in a brand.

The formulation of the problem in this study is as follows: (1) How does Digital Advertising affect Digital Brand Awareness? (2) How does Digital Advertising affect Social Media Engagement? (3) How does Digital Brand Awareness affect Digital Customer Trust? (4) How does Social Media Engagement affect Digital Customer Trust? (5) How does Digital Brand Awareness affect Social Media Engagement? (6) How does Digital Advertising affect Digital Customer Trust?

The objectives of this study are as follows: (1) To find out the influence of Digital Advertising on Digital Brand Awareness. (2) To find out the influence of Digital Advertising on Social Media Engagement. (3) To find out the influence of Digital Brand Awareness on Digital Customer Trust. (4) To find out the influence of Social Media Engagement on Digital

Customer Trust. (5) To find out the influence of Digital Brand Awareness on Social Media Engagement. (6) To find out the influence of Digital Advertisin on Digital Customer Trust.

2. Literature Review

According to Laudon & Travel in [4] online advertising or Digital Advertising is a paid message that is on a website, online service, or other interactive media. Meanwhile, according to Rahajeng in [5], online advertising or Digital Advertising is a message or promotional idea about a product or service that is conveyed through an internet-based website. According to Hakim in [6] that there are four indicators in measuring advertising, including: (1) Simple (easy to understand), (2) Unexpected (unpredictable), (3) Persuasive (persuasive), (4) Entertaining (entertaining).

According to Moriansyah in [7] social media is a form of digital media that can be accessed by the public, so that they are interconnected. Social media is also a socialization vehicle that is useful for organizations or business actors as a marketing effort. According to [8] the use of social media is an innovative strategy implemented by companies to reach potential customers, facilitate information distribution, strengthen competitiveness, and maintain harmonious relationships with various parties. Tsai & Men in [9] state that Social Media Engagement consists of three dimensions, including: (1) Consumption, (2) Contribution, (3) Create.

According to Kotler and Keller in [10], a brand is a name, term, symbol, design, or combination of a product or service whose purpose is for consumers to recognize the product that has been produced. Kotler et al., in [10] explain that brand awareness is the ability of consumers to recognize and identify a brand in their memory. Meanwhile, Aaker in [10] defines brand awareness as the ability of consumers to recognize or remember a brand based on a specific product category. Brand awareness measures the extent to which consumers in the market can recognize or remember the existence of a brand in a particular category. The more consumers recognize a brand, the higher the level of awareness of the brand, which can ultimately make it easier for potential consumers to make purchasing decisions. Buying interest is a customer's attitude that aims to maximize the forecast where the customer can actually make a purchase decision. Keller revealed that there are three indicators that can be used to find out how well consumers are aware of a brand [11], including: (1) Recall, how far consumers remember the brand, (2) Recognition, how well consumers recognize the brand, (3) Purchase, the extent to which consumers recognize the product from many choices.

According to Lau and Lee, trust is a person's willingness to entrust himself or herself to another party, despite the risks involved. This trust not only needs to be recognized by business partners or other parties, but it also needs to be built from the beginning and can be proven by Cynthia Kumala et al., in [12] Trust is the main factor that influences consumers' decision to buy products online. This is due to the absence of direct interaction between the seller and the buyer (Turban in [13]). So it can be concluded that trust is the readiness to trust the other party despite the risks, which must be built from the beginning and proven through real actions. According to KPMG, digital trust in [14] is included in the following five indicators: (1) Reliability, (2) Credibility, (3) Transparency, (4) Integrity and (5) Security.

3. Method

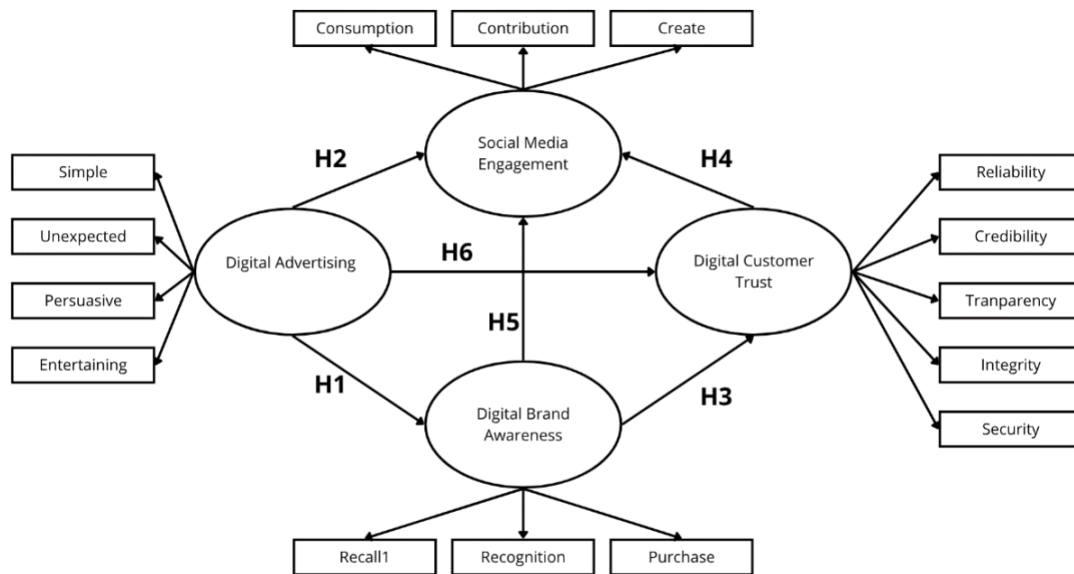


Figure 1. Research Framework
Source: Processed data 2025

Research Hypothesis

The Influence of Digital Advertising on Digital Brand Awareness on Instagram @otsky.store

This hypothesis is supported by previous studies such as studies conducted by [15] that advertising has a positive and significant influence on brand awareness. This research is also supported by the results of research that has been conducted by [16] that advertising has a positive influence on brand awareness.

H1: Digital Advertising has an effect on Digital Brand Awareness.

The Influence of Digital Advertising on Social Media Engagement on Instagram @otsky.store

This hypothesis is supported by previous studies such as in studies conducted by [17] . Based on previous research, it can be concluded that the hypothesis is as follows:

H2: Digital Advertising affects Social Media Engagement.

The Influence of Digital Brand Awareness on Digital Customer Trust on Instagram @otsky.store

This hypothesis is supported by previous studies such as in studies conducted by [18]. Based on previous research, it can be concluded that the hypothesis is as follows:

H3: Digital Awareness affects Digital Customer Trust

The Influence of Social Media Engagement on Digital Brand Awareness on Instagram @otsky.store

Social Media Engagement is an engagement, both in-person and digital, that has an important role in creating closer connections. It can therefore be concluded that the hypothesis is as follows:

H4: Social Media Engagement Affects Digital Customer Trust

The Influence of Social Media Engagement on Brand Awareness on Instagram @otsky.store

Social Media Engagement has a positive influence on Digital Brand Awareness. Because when a brand already has strong brand awareness, Social Media Engagement tends to also increase. It can therefore be concluded that the hypothesis is as follows:

H5: Social Media Engagement Affects Digital Brand Awareness

The Influence of Digital Advertising on Digital Customer Trust on Instagram @otsky.store

Digital Advertising has a positive influence on Digital Customer Trust. Because when digital advertising is promoted through social media in collaboration with influencers or artists, it will build a strong Digital Customer Trust in consumers. It can therefore be concluded that the hypothesis is as follows:

H6: Digital Advertising Affects Digital Customer Trust

The type of research used is quantitative research with the causality research method, which is a type of research that aims to identify the cause-and-effect relationship between two or more variables.

Research data is an important factor that will be considered in determining the method of data collection. Data is a source or material that will be used in a research. The data sources used in this study are primary and secondary data.

The data collection method used in this study uses questionnaires. Questionnaire or questionnaire is a data collection technique that is carried out by providing a set of questions or written statements to respondents to be answered (Sugiyono, 2018).

In this study, the population is Indonesian people who have seen digital advertising or Digital Advertising Otsky on Instagram.

According to Sugiyono (2018), the sample is part of the number and characteristics of the population because of the large number of population, the determination of the sample is carried out by non-probability sampling with the purposive sampling technique, namely the sample that is a determination technique with certain considerations, namely Indonesian people who have seen digital advertisements or digital advertising Otsky on Instagram using the G Power formula.

4. Results and Discussion

Validity tests are used to test instruments that can be used to measure what is actually being measured. If the sig value < 0.05 then the instrument is valid.

Table 1. Instrument Validity Test Results

Variable	Statement	R tabel	Sig	Information
Digital Advertising (DA)	DA1	0,361	0,000	Valid
	DA2	0,361	0,000	Valid
	DA3	0,361	0,000	Valid
	DA4	0,361	0,000	Valid
Social Media Engagement (SME)	SME1	0,361	0,000	Valid
	SME2	0,361	0,000	Valid
	SME3	0,361	0,000	Valid
Digital Brand Awareness (DBA)	DBA1	0,361	0,000	Valid
	DBA2	0,361	0,000	Valid
	DBA3	0,361	0,000	Valid

<i>Digital Customer Trust (DCT)</i>	DCT1	0,361	0,000	Valid
	DCT2	0,361	0,000	Valid
	DCT3	0,361	0,000	Valid
	DCT4	0,361	0,000	Valid
	DCT5	0,361	0,000	Valid

Based on the table above, it can be concluded that from the 15 statements given, valid results were obtained, which means that all question items in this study can be continued to the next stage.

Reliability tests are used to determine the consistency of the measuring instrument, i.e. whether the instrument is consistent if the measurement is made repeatedly.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliability Standard	Criteria	Information
DA	0,815	0,7	Besar/Baik	Reliabel
SME	0,792	0,7	Besar/Baik	Reliabel
DBA	0,808	0,7	Besar/Baik	Reliabel
DCT	0,872	0,7	Besar/Baik	Reliabel

Based on the table above, it can be seen that the value of Cronbach's alpha for each variable is greater than 0.7. So it can be concluded that every variable of Digital Advertising, Social Media Engagement, Digital Brand Awareness and Digital Customer Trust is said to be reliable

Furthermore, the results of the modeling scheme with the PLS program are as follows:

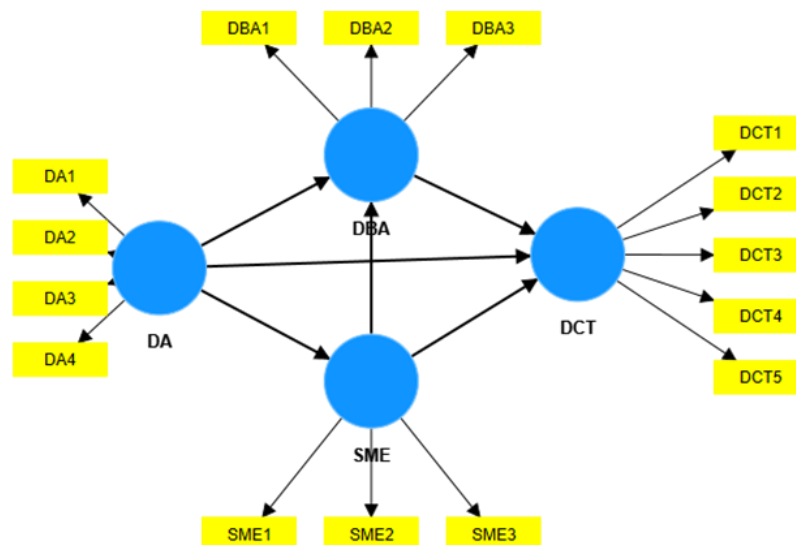


Figure 2. Partial Least Square (PLS) Model

The measurement model or outer model that has been measured obtained results are 4 variables, the Digital Advertising Variable which is reflected by 4 indicators, the Social Media Engagement Variable which is reflected by 3 indicators, the Digital Brand Awareness variable which is reflected by 3 indicators and the last Digital Customer Trust variable which is reflected by 5 indicators.

There are three stages in testing the validity and reliability of the model: convergent validity, validity discrimination, and validity composition.

The convergent validity of the measurement model with indicator reflection is assessed based on the correlation between the score of the item or component assessed with the PLS software. The LF value of the indicator is measured based on the instructions, and the general rule (rule of thumb) states that the LF value of the indicator must be more than 0.7.

After the outer model test is met, then the inner model test is carried out to determine the relationship between the construct, significance value, and R-Square of the research model. The exogenous constructs of the t-test and the significance of the structural path parameter coefficient were used to test the structural model. After making modifications to get the best model.

Overall, the VIF value of all latent variables is less than 5.00, so this does not occur in multicollinearity between the latent variables measured.

Based on the data processing that has been carried out using SmartPLS 4.0, the R-Square Adjusted value is obtained as follows:

Table 3. R-Square & R-Square Adjusted

	R-square	R-square adjusted
DBA	0.685	0.680
DCT	0.688	0.681
SME	0.351	0.346

Source: Processed Data, 2025

Based on the *R-Square* table, it can be seen that the R-Square value adjusted Digital Brand Awareness is 0.680, meaning that this value shows that the Digital Advertising variable has an effect on Digital Brand Awareness by 68% (good). The R-Square value adjusted for Social Media Engagement is 0.346, meaning that this value shows that Digital Advertising has an effect on Social Media Engagement by 34.6% (moderate). Then the R-Square value adjusted for Digital Customer Trust is 0.681, meaning that this value shows that the variables Social Media Engagement and Digital Brand Awareness have an effect on Digital Customer Trust by 68.1% (good).

Table 4. F-Square

	f-square
Digital Advertising -> Digital Brand Awareness	0.640
Digital Advertising -> Digital Customer Trust	0.116
Digital Advertising -> Social Media Engagement	0.540
Digital Brand Awareness -> Digital Customer Trusts	0.098
Social Media Engagement -> Digital Brand Awareness	0.275
Social Media Engagement -> Digital Customer Trust	0.166

Source: Processed Data 2025

Based on the table above, it can be seen that the influence of Digital Advertising on Digital Brand Awareness is 0.640 (Large). The effect of Digital Advertising on Social Media Engagement was 0.540 (large). The effect of Digital Brand Awareness on Digital Customer Trust was 0.098 (small). The effect of Social Media Engagement on Digital Customer Trust was 0.116 (Small). The effect of Social Media Engagement on Digital Brand Awareness was

0.275 (moderate). The effect of Digital Advertising on Digital Customer Trust was 0.116 (small).

Table 5. Hypothesis Analysis Using Path Coefficient

Hipotesis	Path	std beta	std error	t-value	P-values	Adjusted R Squared	VIF	Information
H1	DA -> DBA	0.557	0.567	6.577	0.000	0.680	1.540	Significant
H2	DA -> SME	0.592	0.598	7.920	0.000	0.346	1.000	Significant
H3	DBA -> DCT	0.312	0.305	2.333	0.020	0.681	3.175	Significant
H4	SME -> DCT	0.319	0.321	2.879	0.004	0.681	1.964	Significant
H5	SME -> DBA	0.365	0.357	3.757	0.000	0.680	1.540	Significant
H6	DA -> DCT	0.302	0.307	2.019	0.044	0.681	2.525	Significant

Based on the results of the study, it can be seen that the results of the test of the direct influence of Digital Advertising with a magnitude of influence of $0.000 < 0.05$. So it can be concluded that the direct influence of Digital Advertising on Digital Brand Awareness is positive and significant. So in accordance with Digital Advertising, it has a positive and significant influence on Digital Brand Awareness. **H1 is Accepted**

The results of the test of the direct influence of Digital Advertising with a magnitude of influence of $0.000 < 0.05$. So it can be concluded that the direct influence of Digital Advertising on Social Media Engagement is positive and significant. So in accordance with Digital Advertising, it has a positive and significant influence on Social Media Engagement. **H2 is Accepted**

The results of the test of the direct influence of Digital Brand Awareness with a magnitude of influence of $0.020 < 0.05$. So it can be concluded that the direct influence of Digital Brand Awareness on Digital Customer Trust is positive and significant. Therefore, in accordance with Digital Brand Awareness, it has a positive and significant influence on Digital Customer Trust. **H3 is Accepted**

The results of the test of the direct influence of Social Media Engagement with a magnitude of influence of $0.004 < 0.05$. So it can be concluded that the direct influence of Social Media Engagement on Digital Customer Trust is positive and significant. Therefore, in accordance with Social Media Engagement, it has a positive and significant influence on Digital Customer Trust. **H4 is accepted.**

The results of the test of the direct influence of Social Media Engagement with the magnitude of influence were $0.000 < 0.05$. So it can be concluded that the direct influence of Social Media Engagement on Digital Brand Awareness is positive and significant. So in accordance with Social Media Engagement, it has a positive and significant influence on Digital Brand Awareness. **H5 is accepted.**

The results of the test of the direct influence of Digital Advertising with a magnitude of influence of $0.044 < 0.05$. So it can be concluded that the direct influence of Digital Advertising on Digital Customer Trust is positive and significant. So in accordance with Digital Advertising, it has a positive and significant influence on Digital Customer Trust. **H6 is accepted.**

Discussion

The results of the analysis show that the influence of Digital Advertising on Digital Brand Awareness is positive and significant. This is in line with the results of the Importance Performance Map Analysis that Digital Advertising has a positive influence on Brand Awareness. This can be seen from the DA indicator which is in quadrant 1, namely Unexpected, Persuasive, Entertaining and in quadrant 3, namely Simple. Unexpected is an indicator that measures the extent to which a company or business provides something

unpredictable in advertising on social media. This is important to steal the audience's attention, so that the audience doesn't switch or leave the ad. Persuasive is an indicator that measures the extent to which digital ads that appear on social media are able to provide an incentive to the audience to buy the product. This is important because one of the goals of digital advertising is to increase sales. Entertaining is an indicator that measures the extent to which advertisements that have been published on social media can be entertaining and interesting to the audience.

Based on the results of the analysis, it shows that the influence of Digital Advertising on Social Media Engagement is positive and significant. This is in line with the results of the Importance Performance Map Analysis that Digital Advertising has a positive influence on Brand Awareness. This can be seen from the DA indicator which is in quadrant 1, namely Unexpected, Persuasive, Entertaining and in quadrant 3, namely Simple. Therefore, retail businesses like Otsky need to improve the quality of Unexpected, Persuasive, Entertaining and Simple in their Digital Advertising strategy on Instagram. This can be done by:

1. Create ads that are unique and can steal the audience's attention, usually by using HOOK.
2. Create a persuasive solicitation ad, for example with the slogan "love domestic products"
3. Then create ad content that can provide entertainment, so that the ads don't look monotonous.
4. The video ad is made concise and the message conveyed is straight to the point.

Based on the results of the analysis, it shows that the influence of Digital Brand Awareness on Digital Customer Trust is positive and significant. This is in line with the results of the Importance Performance Map Analysis that Digital Brand Awareness has a positive influence on Digital Customer Trust. This can be seen from the DBA indicator which is in quadrant 1, namely Recall and Recognition, and in quadrant 3, namely Purchase. Recall is an indicator that measures the extent to which consumers can remember when asked what brand is remembered by consumers. A brand name that is simple, easy to remember, easy to pronounce, this is important because having a clear meaning makes it easy for the brand to appear in the memory of consumers. Recognition, is an indicator that measures the extent to which consumers or customers can recognize the brand as belonging to a certain product category. This is important, because when the audience has implanted a brand in their minds like Otsky, every time they want to buy a product in the category of clothing, t-shirts, jackets or the like, they immediately remember the brand. Purchase, is an indicator that measures the extent to which consumers can recognize the brand, including choices when consumers buy products. This is important, because indirectly when consumers are familiar with our brand, it will also build a brand image.

Based on the results of the analysis, it shows that Social Media Engagement has a positive effect on Digital Customer Trust. This is in line with the results of the Importance Performance Map Analysis as seen from the SME indicators in quadrant 2, namely Contribution and create. Contribution is a moderate level of social media engagement, consisting of asking and answering questions through social media. Create is the highest level of Social Media Engagement, the indicator consists of publishing and sharing videos and images that are consumed and contributed by others.

Based on the results of the analysis, it shows that Digital Brand Awareness has a positive effect on Social Media Engagement. Based on the results of the Importance Performance Map Analysis, Digital Brand Awareness that the DBA indicator is in quadrant 1, namely Recall and Recognition, and in quadrant 3, namely Purchase. This means that it has an important role for consumers. So if Otsky conducts brand awareness activities focused on recall, recognition and purchase, it will provide less results for Social Media Engagement.

The results of the analysis show that the influence of Digital Advertising on Digital Brand Awareness is positive and significant. This is in line with the results of the Importance Performance Map Analysis that Digital Advertising has a positive influence on

Brand Awareness. Therefore, retail businesses like Otsky need to improve the quality of Unexpected, Persuasive, Entertaining and Simple in their Digital Advertising strategy on Instagram. This can be done by:

1. Create digital ads by focusing on product advantages such as materials, stitches or cuttings so that consumers are confident in Otsky products.
2. Digital ads with special promos on big days or twin dates.
3. Advertisements made should have an entertainment element, so that the audience or audience is not saturated and indirectly with entertainment content can be attractive in the eyes of the audience and make it easier to introduce or offer a product.
4. Advertising materials are made simple or easy to understand by the audience, not too excessive because they will be judged by consumers as "gimmick marketing".

5. Conclusion

Based on the results of previous data analysis, it can be concluded that:

1. Digital Advertising (DA) has a positive influence on Digital Brand Awareness (DBA). Ads that can steal attention, are entertaining and easy to understand and are able to encourage the audience to take action will drive Otsky's brand awareness.
2. Digital Advertising (DA) has a positive influence on Social Media Engagement.
3. Digital Brand Awareness has a crucial role in influencing Digital Customer Trust. It was obtained from the results of the study that when consumers remember brands and product categories, the higher consumer trust.
4. Social Media Engagement has a crucial role in influencing Digital Customer Trust. Because the level of audience involvement on social media is a guarantee for consumer trust.
5. Digital Brand Awareness has a crucial role in influencing Social Media Engagement. Because when consumers recognize the Otsky brand as an option when consumers buy products, it will increase engagement on Otsky's social media.
6. Digital Advertising has a positive and significant influence on Digital Customer Trust

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