

The effects of digital marketing, word of mouth, and service quality on the purchase decisions: An empirical study of food SMEs products

Layung Paramesti Martha^{a*}, Ardhin Primadewi^b, Enni Soerjati Priwirjanto^c, Endang Fatmawati^d, Nahdiana^e, Ita Yustina^f, Iyoh Mastiyah^g and Luk Luk Atul Hidayati^h

^aPakuan University, Bogor, Indonesia

^aUniversitas Muhammadiyah Magelang, Indonesia

^cUniversitas Padjadjaran (UNPAD), Bandung, Indonesia

^dUniversitas Diponegoro, Semarang, Indonesia

^eUniverstas Islam Makassar, Indonesia

^fNational Research and Innovation Agency of The Republic of Indonesia (BRIN), Research Center for Technology and Food Processing, Research Organization for Agriculture and Food, Yogyakarta, Indonesia

^gNational Research and Innovation Agency of The Republic of Indonesia (BRIN), Indonesia

^hFEB Universitas Muhammadiyah Magelang, Indonesia

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ABSTRACT

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The purpose of this study is to analyze the influence of digital marketing, word of mouth, and service quality on purchasing decisions through a quantitative questionnaire using an accidental sampling method. The research is designed to find out the relationship between the influence of digital marketing, word of mouth and service quality on consumer purchasing decisions using a quantitative approach method. The variables in this study consist of independent variables and dependent variables. The variables studied include digital marketing, word of mouth, service quality and consumer purchasing decisions. The research was conducted at food SMEs in Jakarta, Indonesia. Sources of data in this study were primary data including consumer responses to digital marketing, word of mouth, service quality and purchasing decisions obtained from the results of distributing online questionnaires. The sample size used in this study was 680 people. The data collection method used in this study was an online questionnaire distributed by social media. The data were analyzed using SPSS software and structural equation modeling (SEM) with SmartPLS software tools. The results of this study indicate that the higher the digital marketing, word of mouth, and service quality, the higher the purchasing decision. SMEs must further optimize the use of digital marketing in marketing their companies such as uploading interesting content on one of the existing social media. From a word-of-mouth point of view, companies must promote more to their closest circle of benefits what they get from using SEMs products. Service quality must continue to provide excellent service to consumers or customers so that these consumers feel comfortable and satisfied.

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1. Introduction

Information technologies are currently presenting increasingly diverse information media. Technological changes from the existence of print media, television, and radio, have developed into increasingly sophisticated technology resulting in media that can always be used, namely the internet. The internet is an information medium that can provide facilities and convenience to obtain the information needed. With advances in information and communication technology, the world no longer knows

* Corresponding author.

E-mail address: layungparamesti@gmail.com (L. P. Martha)

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boundaries, distance, space or time. By using the internet, businesspeople no longer experience difficulties in obtaining information to support business activities, even now various kinds of information can be obtained, so information must be filtered to obtain appropriate and relevant information.

In the era of the industrial revolution 4.0 and digital technological developments, consumers use technology to meet their daily needs. This can be seen from how much consumers use information technology facilities in fulfilling the information they need, one of which is the use of the internet. According to Aditi et al. (2023), the internet is growing rapidly and has become one of the sources of information that can be accessed easily which has resulted in a steady stream of consumer changes in fulfilling lifestyles. The changing times have brought people's shopping lifestyles to shift from conventional ones to online sales site transactions which are affected by the changing lifestyles. The flow of changes in people's shopping styles has resulted in many online sales sites which have resulted in people getting more information and transacting easily without having to go to the place where the goods or services are sold. Changes in consumer behavior are due to the benefits of online purchases which are more practical and efficient in time, effort and cost (Hagen et al., 2022). As business is currently developing, challenges and competition are getting sharper in seizing market share, companies are required to be able to empower their resources effectively and efficiently so that the company can have a competitive advantage. According to Barykin et al. (2022), every organization is expected to be able to develop a marketing strategy to survive in the face of competition, one of which is having a marketing strategy in the form of a marketing mix with digital marketing. The company's business strategy is expected to have an impact on financial, non-financial benefits, to survive in the industry, and to achieve the organization's long-term goals (He et al., 2023). Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually starting to leave the conventional/traditional marketing model and switch to modern marketing, namely digital marketing (Khan et al., 2023).

Digitalization provides a shift so that customers have a bigger role to play in determining the factors that influence their purchase intention for a product, banking products are no exception. This makes banks have to be more digitally involved with their customers and dig deeper to find out what influences their customers' buying intentions for launched banking products. Companies have traditionally utilized marketing to push their products to buyers, and digitalization of marketing allows companies to influence customer purchase intentions. The company's management integrates digital marketing with traditional marketing to provide profitable added value for customers as well as for the company.

Digital marketing communications and transactions can be done at any time in digital marketing. A survey conducted by Ayachi et al. (2022) found that 132.7 million Indonesians were connected to the internet, and currently the internet plays an important role in determining consumer purchasing decisions. The increase in the number of internet and social media users is a huge opportunity for businesspeople to market any product. Alsoud et al. (2023) and Ayachi et al. (2022) use the term red-hot, to describe such a huge opportunity for marketers in marketing via the internet. Internet product marketing can be more helpful because the internet allows a more effective marketing process, faster response and lower costs. Low costs and fast information dissemination are expected to increase sales so that they can achieve targeted turnover. Digital marketers can also find out consumer responses to the products offered by looking at the testimonials or comments posted. Good communication can strengthen good relations with consumers. This indirectly will be a separate satisfaction for consumers because consumers feel cared for. When consumers are satisfied, consumers will give positive testimonials and then recommend them to others (Mukaromah et al., 2022; Fahmi et al., 2022).

Recommendations can be made via social media or from word of mouth (WOM). WOM communication is where individuals exchange information, especially about good things, so that they can influence consumer decisions and will make businesses achieve success. This statement is in line with research conducted by Al-Gasawneh et al. (2023) and Barykin et al. (2022) which confirms that WOM conversion rate was 85% and using WOM as a source of information to change decisions is 67%. The effect of WOM is very large, many marketers have even taken advantage of it because it comes from a trusted source. The company is expected to be able to provide good service in providing feedback on every comment post so that consumers feel well served. In making a purchase decision, the quality of service is an important thing to consider. The quality of services provided by the company, which aims to provide convenience for consumers. Every time they carry out business processes, both goods and services, consumers must be given good service because service quality has a close relationship with purchasing decisions (Mittal et al., 2022). Companies can maintain their business and be able to compete with other competitors if they provide good service and satisfying customer service must be the main mission in the service sector where customer satisfaction is the main priority. This study aims to determine the effect of digital marketing, word of mouth and service quality on purchasing decisions. The aims of this research are: (1) to analyze the effect of digital marketing on purchasing decisions, (2) to analyze the influence of word of mouth on purchasing decisions, and (3) analyze the effect of service quality on purchasing decisions.

2. Literature Review

2.1 Digital Marketing

Digital marketing is a type of activity in marketing that is used to promote or market a product or service and to reach potential customers using digital media. According to Aditi et al. (2023), Asnawati et al. (2022) and Barykin et al. (2022), digital

marketing is a type of marketing that is widely used to promote products or services and to reach consumers using digital channels. In the era of globalization, it is very important to implement digital marketing since the scope is broad and easy to use. Research conducted by Asnawati et al. (2022) and Barykin et al. (2022) analyzed the effect of the e-marketing mix strategy on buying decisions at the online store study on zalora.co.id Bandung consumers. Research conducted by Alsoud et al. (2023), Ayachi et al. (2022), Asnawati et al. (2022) and Barykin et al. (2022) examine the influence of digital marketing on purchasing decisions. Based on these studies, the formulation of the hypothesis used is:

H₁: *Digital marketing has a positive and significant effect on purchasing decisions.*

2.2 Word of Mouth

Word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. According Haudi et al. (2022), WOM is an effort to market a product or service using viral marketing so that customers discuss, promote, and recommend a product and service to others enthusiastically and voluntarily. This technique is very well used since consumers before buying goods will seek recommendations from friends, relatives or family towards product purchases. Juwaini et al. (2022) reported that WOM communication has a significant effect on purchasing decisions. This is in line with other studies (Chauhan et al., 2023; Csordás et al., 2022) who found that WOM had a positive and significant effect on consumer purchasing decisions. Research conducted by Ginting et al. (2023), Bartschat et al. (2022) and Haudi et al. (2022) examined WOM communication and batik purchasing decisions. The results of the study stated that the factors that most influenced the purchasing decision of Bangkalan Batik were brand awareness and public reception. While the factors that do not affect the purchase decision is WOM communication (Novitasari, 2022; Araujo et al., 2022). Based on this research, the formulation of the hypothesis used is:

H₂: *WOM has a positive and significant effect on purchasing decisions.*

2.3 Quality of service

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires) Haudi et al., 2022). There are two main factors that influence service quality: expected service and perceived service. The implication is that good or bad service quality depends on the ability of service providers to meet customer expectations consistently (Zhang et al., 2022). Some studies indicate that digital marketing activities and consumer online behavior may increase consumer awareness and purchasing decisions (Chauhan et al., 2023; Csordás et al., 2022). Service quality also has a positive and significant effect on consumer purchasing decisions (Bartschat, et al., 2022; Haudi et al., 2022). Research conducted by Csordás et al. (2022) and Ginting et al. (2023) show that promotion has a positive and insignificant effect, while service quality has a negative and insignificant effect on consumer purchasing decisions. Price, Promotion, Location and Service Quality simultaneously have a significant effect on consumer purchasing decisions. Therefore, we propose,

H₃: *Service Quality has a positive and significant effect on purchasing decisions.*

3. Method

This research method is quantitative, questionnaire using accidental sampling method and it is designed to find out the relationship between the influence of digital marketing, WOM and service quality on consumer purchasing decisions using a quantitative approach method. The variables in this study consist of independent variables and dependent variables. The variables studied include digital marketing, WOM, service quality and consumer purchasing decisions. The research was conducted at SMEs food in Jakarta, Indonesia. Sources of data in this study were primary data including consumer responses to digital marketing, WOM, service quality and purchasing decisions obtained from the results of distributing questionnaires. The population of this research is food SMEs customers. The technique of determining the sample in this study was the accidental sampling method. The sample size used in this study was 680 people. The data collection method used in this study was an online questionnaire distributed by social media. Fig. 1 shows the structure of the proposed study.

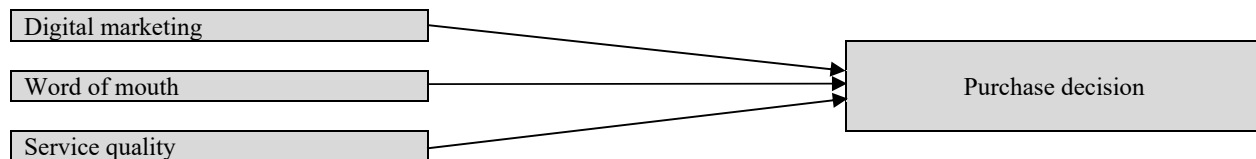


Fig. 1. Research Model

4. Results and discussion

The validity test is carried out by correlating the factor scores with the total score and if the correlation of each of these factors is positive ($r > 0.3$), then the research instrument can be said to be valid. A valid instrument is an instrument that can be used

to measure what should be measured. The level of validity indicates the extent to which the data collected does not deviate from the description of the variable in question. The results of the validity test of this study are shown in Table 1 below:

Table 1
Validity Testing

No	Variable	Indicators	Correlation	Result
1	Digital Marketing	X1.1	0.814	Valid
		X1.2	0.932	Valid
		X1.3	0.945	Valid
		X1.4	0.948	Valid
		X1.5	0.921	Valid
		X1.6	0.953	Valid
		X1.7	0.971	Valid
		X1.8	0.631	Valid
2	Word of Mouth	X2.1	0.967	Valid
		X2.2	0.917	Valid
		X2.3	0.992	Valid
3	Service Quality	X3.1	0.914	Valid
		X3.2	0.922	Valid
		X3.3	0.909	Valid
		X3.4	0.812	Valid
		X3.5	0.813	Valid
4	Purchase Decision	Y1.1	0.809	Valid
		Y1.2	0.913	Valid
		Y1.3	0.915	Valid
		Y1.4	0.915	Valid
		Y1.5	0.913	Valid
		Y1.6	0.809	Valid

Table 1 shows that all the correlation coefficients of the variable indicators tested have a value greater than 0.30 ($r > 0.3$). These results indicate that all the indicators contained in this study proved to be valid. The reliability test is used to measure the consistency of a variable in research. The instrument is said to be reliable if it has a Cronbach Alpha value > 0.60 . The results of the reliability test of this study are shown in Table 2 below:

Table 2
Reliability Testing

Variable	Cronbach's Alpha	Results
Digital Marketing	0.902	Reliable
Word of Mouth	0.909	Reliable
Service Quality	0.913	Reliable
Purchase Decision	0.931	Reliable

Table 2 shows each of the Cronbach's Alpha values for each of these instruments is greater than 0.6 (Cronbach's Alpha > 0.6). This shows that all instruments are reliable so they can be used to conduct research. The purchase decision variable in this study is the dependent variable. The results of validity testing using structural equation modeling (SEM) with the SmartPLS software tools are as follows:

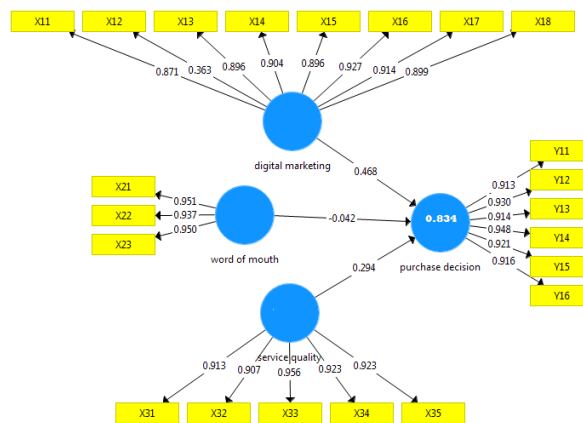


Fig. 2. Validity Testing by SmarPLS

Based on the results of the SmartPLS analysis, the loading factor value for all indicators is more than 0.7, so it can be concluded that all indicators are valid or meet the validity requirements. The multiple linear regression analysis model is used to obtain the regression coefficient which will determine whether the hypothesis will be accepted or rejected. The results of this analysis refer to the results of the influence of the Digital Marketing variable, the WOM variable, the Service Quality variable on Purchasing Decisions at SMEs Product Regional Office VII Denpasar. The results of the regression analysis with the program (SPSS) version 21.0 for Windows can be seen in Table 3 below. Based on Table 3, the multiple linear regression equation can be written as follows.

$$Y = -0.098 + 0.319 X_1 + 0.181 X_2 + 0.761 X_3$$

where :

Y = Purchase Decision X1 = Digital Marketing

X2 = Word of Mouth

X3 = Service Quality

Table 3

Regression Analysis

Model	B	Std Error	Beta	t	Sig
(Constant)	-0.098	0.101		-0.212	0.827
Digital Marketing	0.319	0.041	0.215	6.543	0.000
Word of Mouth	0.181	0.010	0.234	4.198	0.000
Service Quality	0.716	0.010	0.140	11.231	0.000

The constant value of -0.098 indicates that if Digital Marketing, Word of Mouth and Service Quality are equal to 0 (zero), then the Purchase Decision decreases. X1 = +0.319 indicates that Digital Marketing has a positive effect on Purchase Decisions, if Digital Marketing increases, Purchase Decisions will increase. X2 = +0.181 indicates that Word of Mouth has a positive effect on Purchasing Decisions, if Word of Mouth increases, Purchasing Decisions will increase. X3 = +0.716, indicating that service quality has a positive effect on purchasing decisions, if employee service quality increases, purchasing decisions will increase

Determination analysis was carried out to determine the extent to which the independent variables varied, namely X1 (Digital Marketing), X2 (Word of Mouth) and X3 (Quality of Service) on the Purchase Decision variable (Y). Based on the SPSS results which can be seen in Table 4.

Table 4

Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.919 ^a	0.821	0.838	0.3424

Based on these results it is known that the value of R² = 83.8 percent, which means that 83.8 percent of decisions are influenced by the variables Digital Marketing (X1), Word of Mouth (X2), and Service Quality (X3) and the remaining 16.2 percent is influenced by other variables not examined in this study. The F test is used to determine whether simultaneously (simultaneously) all independent variables (Digital Marketing variables, Word of Mouth variables, and Service Quality variables), have an influence on the dependent variable.

Table 5

F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	232.600	3	84.51	405.219	0.000 ^b
	Residual	45.011	216	0.218		
	Total	298.230	219			

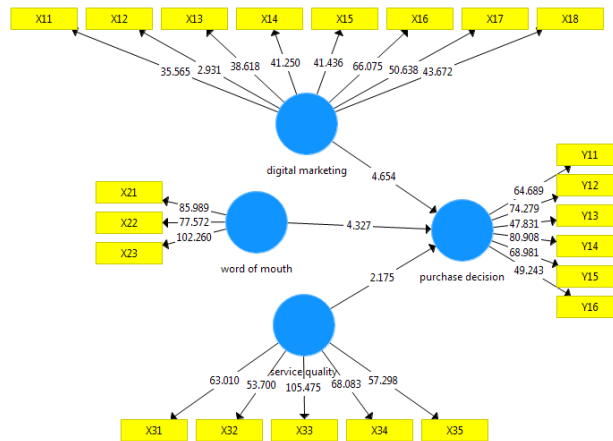
Based on the results of the analysis, it is known that the significance value of F is 0.000 < 0.05, then H₀ is rejected. This means that the Digital Marketing variable (X1), Word of Mouth variable (X2), Service Quality variable (X3), simultaneously has a significant effect on Purchase Decision (Y) or the model used in the research is feasible and can be used for subsequent analysis.

Partial test (t test) is used to test the effect of each independent variable (Digital Marketing variable, Word of Mouth variable, Service Quality variable) on the dependent variable (Purchasing Decision).

Table 6
t Test

Variabel	Unstandardized Coefficients Beta	Sig.
Digital Marketing	12.324	0.000
Word of Mouth	0.114	0.000
Service Quality	0.509	0.000

The results of hypothesis testing using structural equation modeling (SEM) with the SmartPLS software tools are as follows:

**Fig. 3.** Hypothesis Testing by SmarPLS

Based on the structural equation modeling (SEM) test with the SmartPLS software tool, the significance level of each variable is obtained at t value > 1.96 and p value < 0.050 so it can be concluded that there is a significant relationship. Based on the test value, the first hypothesis is confirmed. The coefficient of the variable X1 is a positive value of 0.324 meaning that digital marketing has a positive effect on purchasing decisions. If Digital Marketing increases while Word of Mouth and Service Quality remains unchanged, the Purchase Decision is expected to increase. The results of this study are in accordance with research conducted by Ginting et al. (2023), Bartschat et al. (2022), Haudi et al. (2022) and (Zhang et al., 2022). Research conducted by Asnawati et al. (2022) and Barykin et al. (2022) analyzed the effect of the e-marketing mix strategy on buying decisions at online stores and found a positive and significant effect.

Our results have also confirmed the second hypothesis. The coefficient of the variable X2 is positive 0.170, meaning that WOM has a positive effect on Purchase Decision. If WOM increases while Digital Marketing and Service Quality remain unchanged, the Purchase Decision is expected to increase. The results of this study are in accordance with research conducted by Alsoud et al. (2023) and Purwanto et al. (2023).

Finally, our results have also confirmed the third hypothesis meaning that service quality has a positive effect on purchasing decisions. If the Quality of Service increases while Digital Marketing and WOM remain unchanged, then the Purchase Decision will increase. The results of this study are in accordance with research conducted by Bartschat et al. (2022) and Haudi et al. (2022).

In digital developments, Indonesian people who were used to shopping directly at stores have changed to do their shopping using digital media or shopping online. The ease of transactions, ordering and searching for information makes people more interested in shopping online. So that every company must be able to adjust its marketing strategy by moving to online media or commonly called digital marketing. In fact, the more digital media is used by consumers, the easier it will be for companies to achieve their targets. Digital marketing has a good impact on companies. Digital marketing influences consumer buying interest and consumers feel motivated to buy products as a result of digital marketing carried out by companies. Consumers consider digital marketing to be more informative in explaining products, easy to browse and more attractive. For this reason, companies can take advantage of digital marketing to attract potential customers.

The research found that there was a positive relationship between customer satisfaction and WOM communication from one customer to another customer to visit a fast food seller. Furthermore, Oscarius Yudhi Ari Wijaya (2021) also used WOM but through electronic media to determine the magnitude of the influence on brand image and purchase intention. In the context of online electronic word of mouth (e-WOM), consumers are very interested in writing, sharing experiences, and reading pleasant and unpleasant experiences in virtual communities. Consumer reviews are a source of information. The purchase decision is preceded by a desire. Desires or intentions are influenced by many factors including information. The information consumers need is obtained through word of mouth (e-WOM) conversations. Electronic Word of Mouth (e-WOM) is a form

of peer-to-peer non-commercial interpersonal communication on the internet, where one person can share positive (or negative) things about a product or service with another person. Based on the results of the research and data analysis that has been done, it can be concluded that digital marketing variables have a positive and significant influence on consumer buying interest, even though the effect is low because the rest is influenced by other variables that are not included in this research model. The website is an indicator of the most influential digital marketing variable in increasing consumer buying interest. Digital marketing creates added value for consumers, which in turn has a positive effect on consumer purchase intentions. Companies that have adapted to digital marketing experience increased business revenue, reduced marketing costs and increased visibility in the digital ecosystem. All of this is reflected in increased consumer purchase intentions for digitally marketed banking products. Nonetheless, further research is needed to examine whether the purchase intent generated from digital marketing is permanent, sustainable, and can be replicated to other parts of marketing, or even other companies (De Guzman et al., 2022).

Service quality is needed for a company because if a company does not provide optimal service and does not meet the expectations of consumers, it causes consumers to be unsatisfied, if they maximize their services, consumers will repurchase service quality as a level of excellence as expected from consumers. If a company can make a standard, namely the quality of its service is able to keep up with consumer expectations, it will be large that consumers will make repeat purchases since the company's quality image is not assessed by the company itself but based on the consumer's point of view because they enjoy the company's products. However, a service cannot be assessed if the consumer has not experienced a product from a company, so the components to be assessed include reliability, responsiveness, assurance, and empathy. While the price is related to repurchase intention, the price is used as an alternative for consumers to buy. If a company can provide the right price or in a sense according to consumer expectations in viewing its product, it is not impossible that repurchasing interest will increase. Companies also must consider the benefits they get offset by competitive competition in the market. Price indicators include the price offered in accordance with product quality, affordable prices, price compatibility with benefits and finally price competitiveness.

The theoretical implications of the results of this research provide evidence for the development of consumer behavior and marketing science, especially regarding Digital Marketing, Word of Mouth, Service Quality and Purchase Decisions. Thus, the results of this study provide empirical support and can be stated to strengthen the results of previous studies. In addition, the results of this research can practically be a reference for other researchers who want to do some studies on Digital Marketing, WOM, Service Quality and Purchasing Decisions. Theoretically, this research also provides an understanding that Digital Marketing, Word of Mouth and Service Quality can significantly increase Purchasing Decisions. By increasing Digital Marketing, Word of Mouth and Service Quality, Purchasing Decisions will increase.

5. Conclusion

The results of this study have indicated that there was a positive and significant influence between Digital Marketing and Purchase Decisions. This means that the use of Digital Marketing can improve Purchase Decisions. There is a positive and significant influence between WOM on Purchasing Decisions. This means that the use of WOM can improve Purchasing Decisions. There is a positive and significant influence between Service Quality on Purchasing Decisions. This means that the use of better Service Quality can improve Purchasing Decisions. Based on the limitations contained in this study, the researcher proposes a suggestion that SMEs should further optimize the use of Digital Marketing in marketing their company, such as uploading interesting content on one of the existing social media. From a WOM point of view, companies must promote more to their closest circle of benefits that can be obtained from using SMEs products. From Service Quality, we must continue to provide excellent service to consumers or customers so that these consumers feel comfortable and satisfied. For future researchers, it is hoped that future researchers will not stick to the factors in this study, namely Digital Marketing and WOM, but can add other factors that might influence Purchasing Decisions. Future researchers are expected to be able to add or use other research subjects.

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