The Influence of Digital Marketing, Word of Mouth, Service Quality and Consumer Satisfaction on Purchase Decisions in Pempek Betigo Palembang Food Business in Medan

Hartono[1]✉

[1] Master's Study Program Post Graduate Management, University of Medan Area

Abstract

This study aims to analyze the influence of digital marketing, word of mouth, and service quality on purchase decisions through consumer satisfaction in the Pempek Betigo culinary business in Medan City. The research employed a quantitative method using the Structural Equation Modeling-Partial Least Square (SEM-PLS) approach. Data were collected through questionnaires distributed to Pempek Betigo's consumers. The results indicate that digital marketing, word of mouth, and service quality have a positive and significant impact on consumer satisfaction. Moreover, all independent variables directly and indirectly influence purchase decisions through consumer satisfaction. These findings highlight the importance of digital marketing strategies, word-of-mouth promotion, and service quality improvements in encouraging consumer purchase decisions.

Keywords: Digital Marketing, Word of Mouth, Service Quality, Consumer Satisfaction, Purchase Decision.

✉ Corresponding author :
Email Address : hartono01051970@gmail.com

INTRODUCTION

Indonesia is one of the countries with the largest population of internet users in the world. As of January 2022, there are 204.7 million internet users in Indonesia. The increase in the number of internet and social media users provides a great opportunity for business people to market their products (Farhana, 2024). The rapid development of technology has changed the way consumers meet their daily needs. The use of the internet has become one of the main sources of information that is easily accessible, thus affecting people's lifestyles and shopping patterns. A survey conducted by (Pradiani, 2017) found that 132.7 million Indonesians have been connected to the internet.

Marketing through the internet allows for more effective processes, faster responses, and lower costs, thus increasing sales and achieving turnover targets (Hermawan, 2012). In the face of this flow of change, companies must be able to effectively and efficiently empower the resources they have to stay competitive. One of the strategies that can be applied is through digital marketing. Digital marketing allows companies to interact directly with consumers, provide product information, and influence purchasing decisions (Dewi, 2017).

Digital marketing is a commonly used marketing strategy to promote products or services and reach consumers through digital media. Digital marketing is the use of media as a means of marketing. People are gradually starting to abandon the conventional marketing model and switch to modern marketing, namely digital marketing. Digital marketing allows

communication and transactions to be carried out at any time, providing greater flexibility than traditional marketing (Yasmin, 2015).

In addition to digital marketing, *word of mouth* (WOM) or word-of-mouth communication remains a very influential form of promotion. Recommendations from friends, family, or known people have an important role in shaping consumer perception and belief in products. WOM is a non-commercial interpersonal communication between the source of the message and the recipient of the message regarding a product, service, or brand (Azwar, 2023).

This statement is supported by the results of *research by Onbee Marketing Research* which shows that the *word of mouth* (WOM) conversation rate reaches 85%, and as many as 67% of consumers use WOM as the main source of information in changing their decisions. The effects of WOM are so significant, that many marketers take advantage of them because they come from a trustworthy source. Therefore, companies are expected to be able to provide good service by providing positive and responsive responses to every comment on their posts so that consumers feel appreciated and well served (Saputra, 2020).

Quality of service is the level of suitability and capability of all characteristics of products and services provided to meet consumer expectations, including factors such as reliability, responsiveness, assurance, empathy, and physical evidence. The quality of service is measured by the extent of the difference between customer expectations and the reality of the service they receive. The quality of service can be identified by comparing the customer's perception of the service they receive with the service they expect. Service quality is the main aspect that has received serious attention from companies that involve all resources owned by the company (Djafar, 2023).

Service quality also has an impact on consumer satisfaction, the better the quality of service received by consumers, the greater the satisfaction felt by customers. Consumer satisfaction affects purchasing decisions. Satisfaction that meets consumers' expectations will influence purchasing decisions (Cesariana et al., 2022). Based on the results of the study, the researcher wants to make consumer satisfaction a moderation variable in this study.

Consumer satisfaction must also be considered by every business actor to be able to improve purchasing decisions. Consumer satisfaction is the final result of the appearance of feelings of liking or disliking consumers when consuming or using the product after comparing it with their expectations and the price they have paid to buy the service/product. Satisfied consumers will make a repeat purchase. Because the products produced by business actors / businesses always increase from time to time and there is good communication between the business owner or employees of the business and consumers (Fadhli and Pratiwi, 2021).

The pempek betigo business is a business that provides typical Palembang food. Pempek is the mainstay menu of this business, because the pempek used is the original Palembang pempek which has a distinctive taste image. Several other food menus are also found in this business including chicken noodles, chicken porridge, satay, etc. The pempek betigo business was established in 2019 on Jalan Karya Wisata, Medan Johor. Pempek Betigo has used *gofood* and *grabfood* to increase sales turnover and has used instargram and tiktok media as social media as promotion. Pempek betigo already has 832 followers on his Instagram.

From the data, it can be seen that there has been a decrease in turnover in the last three months, and sales turnover from online sales of grab and gojek is very small compared to direct purchases. Online sales turnover ranges from 3-4 million per month. This is suspected to be due to the lack of use of social media and digital marketing carried out by Pempek Betigo, and the lack of testimonials made by buyers on social media so that potential buyers are not yet convinced to make purchases at Pempek Betigo.

METHODOLOGY

Types of Research

This study uses a quantitative method. According to (Nadirah, Pramana, and Zari 2022), quantitative research methods are research methods based on the philosophy of positivism. This method uses specific populations and samples and performs quantitative or statistical data analysis with the aim of testing the hypothesis that has been established.

Data Collection Techniques

According to (Sugiyono, 2017) the method or technique of data collection can be carried out questionnaires (questionnaires) and observations (observations). In this study, the author used primary data in the form of data obtained directly from the results of direct observation and questionnaires that were distributed directly to respondents.

Data Analysis Model

The data analysis technique in this study uses structural analysis of the SEM *equation model - PLS (Structural Equation Modeling).* SEM is a multivariate statistical technique used to analyze the structural relationships between measured variables and latent variables.

1. Outer Model *Measurement Testing*

a. *Convergent Validity*

The indicator is assessed based on the correlation between the *item score / component score* and *the construct score*, which can be seen from the *standardized loading factor* which describes the magnitude of the correlation between each measurement item (indicator) and its contract.

Convergent validity is related to the principle that the manifest variables of a construct should be highly correlated. The convergent validity test can be seen from the loading *factor value* for each construct indicator. *The rule of thumb* that is usually used to assess convergent validity is that the *loading factor* value must be more than 0.7 for *confirmatory* studies and the loading factor value of 0.6-0.7 for exploratory studies is still acceptable and the *average variance extracted* (AVE) value must be greater than 5 (Ghozali and Latan 2015).

b. *Composite reliability*

That is an indicator to measure a construct that can be seen in view *latent variable coefficients*. To evaluate *composite reliability,* there are two measuring tools, namely *internal consistency* and *Cronbach's alpha*. In this measurement, if the value achieved is > 0.70, then it can be said that the construct has high reliability. (Ghozali and Latan 2015).

2. Structural Model Testing (*Inner Model*)

Inner Model analysis describes the relationship between latent variables based on *substantive theory*. Inner Model Analysis is evaluated using

a. *R-Square*

In the inner evaluation of the model, it begins by looking *at the R-square* for each dependent latent variable. Then in the interpretation it is the same as the interpretation in regression. The change in the value on *the R-square* can be used to assess the influence of a particular independent latent variable on whether it has a substantive influence. *R-Square* values of 0.75, 0.50 and

0.25 can be concluded that the model is strong, moderate and weak (Ghozali and Latan 2015).

b. *Q-Square*

Q-square measures how well the observation value is produced by the model and the estimation of its parameters. A *Q-square* value greater than 0 (zero) indicates that the model

has *a predictive relevance value*, whereas if the Q-square value less than 0 (zero), thus indicating that the model lacks *predictive relevance* (Ghozali and Latan 2015).

c. Hypothesis Test (t-statistical)

In hypothesis testing, it can be seen from the t-statistical value and the probability value. For hypothesis testing, namely using statistical values, for alpha 5% the t-statistical value used is 1.96. So that the criteria for accepting/rejecting the hypothesis are Ha accepted and H0 is rejected when the t-statistic > 1.96. To reject/accept the hypothesis using probability, Ha is accepted if the value of $p < 0.05$ (Ghozali and Latan 2015).
.

RESULTS AND DISCUSSION
Data Analysis Results
Outer Model
1. Validity Test

The results of data processing for the validity test test are as follows:

Table 1 Validity Test Results

	Digital Marketing (X1)	Consumer Satisfaction (Z)	Purchase Decision (Y)	Quality of Service (X3)	Word of Mouth (X2)
DM1	0,853				
DM1	0,943				
DM3	0,942				
DM4	0,979				
KK1		0,860			
KK2		0,937			
KK3		0,939			
CD4		0,963			
KPM1			0,841		
KPM2			0,887		
KPM3			0,834		
KPM4			0,890		
KP1				0,943	
KP2				0,935	
KP3				0,854	
KP4				0,987	
FP5				0,925	
WM1					0,824
WM2					0,867
WM3					0,881

Source: Smartpls output, data processed by researchers (2025)

Based on the results of the validity test using SMARTPLS in Table 4.1, it can be seen that the *loading factor* value on the statement item of each variable is more than 0.7. This shows that the instrument of each variable is declared valid.

2. Reliability Test

To evaluate *composite reliability*, there are two measuring tools, namely *internal consistency* and Cronbach's alpha. In this measurement, if the value obtained is more than 0.70, then the construct is considered to have a reliable (Ghozali & Latan, 2015). The results of data processing for reliability test testing are as follows:

Table 2 Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Digital Marketing (X1)	0,855	0,813	0,841	**0,529**
Consumer Satisfaction (Z)	0,825	0,918	0,882	**0,669**
Purchase Decision (Y)	0,864	0,915	0,859	**0,643**
Quality of Service (X3)	0,848	0,914	0,887	**0,637**
Word of Mouth (X2)	**0,953**	**0,976**	**0,963**	**0,841**

Source: Smartpls output, data processed by researchers (2025)

The *above variables Digital Marketing* (X1), *Word of Mouth* (X2), Quality of Service (X3), Purchase Decision (Y), and Consumer Satisfaction (Z) above show results that are very consistent with *Cronbach's Alpha* value of more than 0.70, as shown in Table 2 above. Therefore, the items of these variables can be used for future measurements..

Inner Model
R Square

The inner evaluation of the model begins by looking at *the R-square* value for each dependent latent variable. This interpretation is similar to the interpretation on regression. The change in *the value of R-square* is used to assess the substantive influence of an independent latent variable on a dependent latent variable. *R-Square* values of 0.75, 0.50, and 0.25 indicate that the model has strong, medium, and weak strengths. The results of data processing for (Ghozali & Latan, 2015) *the R-Square* test are as follows:

Table 3 *R-Square Test Results*

	R-Square	R-Square Adjusted
Consumer Satisfaction (Z)	0,635	**0,633**
Purchase Decision (Y)	**0,694**	**0,665**

Source: Smartpls output, data processed by researchers (2025)

Based on the results of data processing for *R-Square* in Table 4.3, an *R-Square* value for Consumer Satisfaction was obtained of 0.599 which shows that the regression model of the influence *of Digital Marketing, Word of Mouth*, and Quality of Service on Consumer Satisfaction has moderate strength because *the R-Square* value is greater than 0.50 and less than 0.75 (0.50 < 0.689 < 0.75). Meanwhile, *the R-Square* value for Purchase Decisions is 0.621 which shows that the regression model of the influence *of Digital Marketing, Word of Mouth*, and Service Quality on Purchase Decisions through Consumer Satisfaction has moderate strength because *the R-Square* value is greater than 0.50 and less than 0.75 (0.50 < 0.621 < 0.75).

Q Square

Q-Square measures how well the model and its parameter estimates produce observation values. The results of data processing for *the Q-Square* test test are as follows:

Table 4. *Q-Square Test Results*

	SSO	SSE	Q² (=1-SSE/SSO)
Consumer Satisfaction (Z)	467,000	348,136	**0,255**
Purchase Decision (Y)	467,000	371,017	**0,206**
Digital Marketing (X1)	484,000	484,000	
Word of Mouth (X2)	495,000	495,000	
Quality of Service (X3)	**349,000**	**349,000**	

Source: Smartpls output, data processed by researchers (2025)

Based on the results of data processing for *Q-Square* in Table 4.4, a *Q-Square* value greater than 0 was obtained. Where the *Q-Square* value for Consumer Satisfaction is obtained of 0.255 greater than 0 (0.255 > 0) which shows that the regression model of the influence *of Digital Marketing, Word of Mouth,* and Service Quality on Consumer Satisfaction has *predictive relevance*. Meanwhile, the *Q-Square* value for purchase decisions of 0.206 is greater than 0 (0.206 > 0) which shows that the regression model of the influence of *Digital Marketing, Word of Mouth*, and Quality of Service on Purchase Decisions through Consumer Satisfaction has *predictive relevance*.

Statistical Test

Hypothesis testing can be seen from the t-statistical value and the probability value. For hypothesis testing using statistical values, at alpha 5%, the t-statistical value used is 1.66159. The criteria for acceptance or rejection of the hypothesis are Ha accepted and H0 rejected when t-statistics > 1.66159. To reject or accept a hypothesis based on probability, Ha is accepted if the p value < 0.05 (Ghozali & Latan, 2015). The results of data processing for hypothesis test testing are as follows :

a. **Direct Effect**
1) **Equation 1 (Z = α + β1X1 + β2X2 + ε)**

The results of data processing for hypothesis test testing in equation 1 are as follows:

Table 5 Results of Equation 1 Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Consumer Satisfaction (Z)	0,272	0,295	0,095	2,851	**0,005**
Service Quality (X3) -> Consumer Satisfaction (Z)	0,109	0,102	0,146	2,748	**0,005**
Word of Mouth (X2) -> Consumer Satisfaction (Z)	**0,052**	**0,048**	**0,211**	**2,246**	0,008

Source: Smartpls output, data processed by researchers (2025)

Based on the test results in Table 4.5, the direct influence of Individual Characteristics and Job Characteristics on Job Satisfaction can be explained as follows:

1. The Influence of *Digital Marketing* (X1) on Consumer Satisfaction (Z).
   Based on the test results in Table 4.5, a regression coefficient value of 0.272 and a t-statistical value of 2.851 with a *probability value* of 0.005 were obtained. The *probability* value is greater than the predetermined error tolerance (0.005 < 0.05). This shows that *Digital Marketing* has a positive and significant effect on Consumer Satisfaction, so H1 is accepted.
2. The Effect *of Word of Mouth* (X2) on Consumer Satisfaction (Z). Based on the test results in Table 5, a regression coefficient value of 0.109 and a t-statistical value of 2.748 with a *probability value* of 0.005 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.005 < 0.05). This shows that *Word of Mouth* has a positive and significant effect on Consumer Satisfaction, so H2 is accepted.
3. The Effect of Service Quality (X3) on Consumer Satisfaction (Z).

Based on the test results in Table 4.5, a regression coefficient value of 0.052 and a t-statistical value of 2.246 with a *probability value* of 0.008 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.008 < 0.05). This shows that Service Quality has a positive and significant effect on Consumer Satisfaction, so H3 is accepted..

2) **Equation 1 (Y = α + β1Z + ε)**

The results of data processing for the hypothesis test in equation 2 are as follows:

Table 6 Results of Equation 2 Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Purchase Decision (Y)	0,236	0,260	0,103	2,294	**0,024**
Consumer Satisfaction (Z) -> Purchase Decision (Y)	0,036	0,022	0,115	2,317	**0,016**
Quality of Service (X3) -> Purchase Decision (Y)	0,205	0,145	0,142	2,446	**0,015**
Word of Mouth (X2) -> Purchase Decision (Y)	**0,067**	**0,056**	**0,115**	**2,583**	**0,006**

Source: Smartpls output, data processed by researchers (2025)

Based on the test results in Table 4.6, the direct influence of *Digital Marketing, Word of Mouth*, and Service Quality on Purchase Decisions can be explained as follows:

1. The Influence of *Digital Marketing* (X1) on Purchase Decisions (Y).

   Based on the test results in Table 4.6, a regression coefficient value of 0.236 and a t-statistical value of 2.294 with a *probability value* of 0.024 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.024 < 0.05). This shows that *Digital Marketing* has a positive and significant effect on Purchase Decisions, so H4 is accepted.

2. The Influence *of Word of Mouth* (X2) on Purchase Decisions (Y). Based on the test results in Table 4.6, a regression coefficient value of 0.067 and a t-statistical value of 2.583 with a *probability value* of 0.006 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.006 < 0.05). This shows that *Word of Mouth* has a positive and significant effect on the Purchase Decision, so H5 is accepted.

3. The Influence of Service Quality (X3) on Purchase Decisions (Y).

   Based on the test results in Table 4.6, a regression coefficient value of 0.205 and a t-statistical value of 2.446 with a *probability value* of 0.015 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.015 < 0.05). This shows that the Quality of Service has a positive and significant effect on the Purchase Decision, so that H6 is accepted.

4. The Influence of Consumer Satisfaction (Z) on Purchase Decisions (Y).

   Based on the test results in Table 4.6, a regression coefficient value of 0.036 and a t-statistical value of 2.317 with a *probability value* of 0.016 were obtained. The *probability* value is smaller than the predetermined error tolerance (0.016 < 0.05). This shows that Consumer Satisfaction has a positive and significant effect on Purchase Decisions, so H7 is accepted.

Table 7 Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Consumer Satisfaction (Z) -> Purchase Decision (Y)	0,199	0,009	0,022	2,448	**0,007**

Service Quality (X3) -> Consumer Satisfaction (Z) -> Purchase Decision (Y)	0,203	0,004	0,029	2,120	**0,019**
Word of Mouth (X2) -> Consumer Satisfaction (Z) -> Purchase Decision (Y)	**0,245**	**0,001**	**0,015**	**2,159**	0,009

Source: Smartpls output, data processed by researchers (2025)

Based on the results of the calculation in Table 4.7, the indirect influence of *Digital Marketing* (X1), *Word of Mouth* (X2), and Service Quality (X3) on Purchase Decisions (Y) through Consumer Satisfaction (Z), can be explained as follows:

1. *Digital Marketing* (X1) to Purchase Decision (Y) through Consumer Satisfaction (Z). In this study, the results were found that *Digital Marketing* has a positive and significant effect on Purchase Decisions through Consumer Satisfaction. Based on the results in Table 4.7, a t-value of 2.448 with *a p-value* of 0.007 was obtained, because the *t-statistic value* was greater Compared to the t table, which is 1.66159 (2.448 > 1.66159) and *the p-value* is smaller than 0.05 (0.007 < 0.05), so it is concluded that there is an influence of *Digital Marketing* on Purchase Decisions through Consumer Satisfaction, H8 is accepted.

2. *Word of Mouth* (X2) to Purchase Decision (Y) through Consumer Satisfaction (Z). In this study, the results were obtained that *Word of Mouth* has a positive and significant effect on Purchase Decisions through Consumer Satisfaction. Based on the results in Table 4.7, a t-value of 2.120 with *a p-value* of 0.019 was obtained, because the *t-statistic* value was greater than the t-table which was 1.66159 (2.120 > 1.66159) and *the p-value* was smaller than 0.05 (0.019 < 0.05), so it was concluded that there was an influence of *Word of Mouth* on Purchase Decisions through Consumer Satisfaction, so H9 was accepted.

3. Quality of Service (X3) to Purchase Decision (Y) through Consumer Satisfaction (Z). In this study, the results were obtained that Service Quality has a positive and significant effect on Purchase Decisions through Consumer Satisfaction. Based on the results in Table 4.7, a t-value of 2.159 with *a p-value* of 0.009 was obtained, because the *t-statistical value* was greater than the t-value of the table, which was 1.66159 (2.159 > 1.66159) and *the p-value* was smaller than 0.05 (0.009 < 0.05), so it was concluded that there was an influence of Service Quality on Purchase Decisions through Consumer Satisfaction, so H10 was accepted.

CONCLUSIONS

This study investigates the impact of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions, with Consumer Satisfaction as a mediating variable in the context of Pempek Betigo. The findings reveal that Digital Marketing, Word of Mouth, and Service Quality each have a positive and significant influence on Consumer Satisfaction. Furthermore, these three variables also directly and significantly affect Purchase Decisions. In addition, Consumer Satisfaction itself has a positive and significant effect on Purchase Decisions. The study also confirms that Consumer Satisfaction mediates the relationship between Digital Marketing, Word of Mouth, and Service Quality with Purchase Decisions, indicating that enhancing customer satisfaction can strengthen the influence of marketing strategies and service quality on consumer purchasing behavior.

References :

Abd Rasyid, Rahman, Silcyljeova Moniharapon, and Irvan Trang. 2018. "The Influence of Promotion Strategy through Social Media, Service Quality and Word of Mouth on the Decision to Purchase Suzuki Motorcycles at Pt. Sinar Galesong Mandiri Malalayang Manado." *EMBA Journal: Journal of Economics, Management, Business and Accounting Research 6(4).*

Adabi, Nadhril. 2020. "The Influence of Brand Image, Service Quality and Consumer Trust on Indihome Purchase Decisions at Telkom Depok Regional Headquarters." *Journal of Management* 12(1):32–39.

Ali Hasan, S. E., and others. 2010. *Word-of-mouth marketing*. Media Pressindo.

Anam, C., and R. L. Maghfiroh. 2021. "The Influence of Electronic Word of Mouth (E-Wom), Service Quality and Facilities on Service Purchase Decisions (Case Study: Sony Sugema Collage Area Jombang Tutoring)." *Scientific Journal of Economics and Business Triangle* 2(2):142–55.

Azwar, Azwar, Nanda Windi Ani, and Aqilla Tauhidta Arla Putri. 2023. "The Influence of Digital Marketing, Innovation, and Word of Mouth on Purchasing Decisions." *Al-Kharaj: Journal of Sharia Economics, Finance & Business* 5(3):1383–95.

Cesariana, Carmelia, Fadlan Juliansyah, and Rohani Fitriyani. 2022. "Purchase Decision Model Through Consumer Satisfaction in the Marketplace: Product Quality and Service Quality (Marketing Management Literature Review)." *Journal of Education and Social Sciences* Management 3(1):211–24.

Cynthia, Debby, Haris Hermawan, and Ahmad Izzuddin. 2022. "The Influence of Location and the quality of service to the purchase decision." *Public* 9(1):104–12.

Darmawan, Deni. 2012. *Information and Communication Technology Education: Theory and Application*. PT Remaja Rosdakarya.

Dewi, NNKA, and I. Gde Ketut Warmika. 2017. "The Influence of Internet Marketing, Brand Awareness, and Wom Communication on the Decision to Buy Bali Alus Spa Products." *E-Journal of Udayana Management* 6(10):5580–5606.

Djafar, Novita, Irwan Yantu, Sudirman Sudirman, Raflin Hinelo, and Roy Hasiru. 2023. "The Influence of Service Quality on Purchase Decisions." *Journal of Economic and Business Education* 1(2):78–82.

Fadhli, Khotim, and Nia Dwi Pratiwi. 2021. "The Influence of Digital Marketing, Product Quality, and Emotions on Consumer Satisfaction of Poskopi ZIO Jombang." *Journal of Research Innovation* 2(2):603–12.

Farhana, Farhana, and M. Yusuf Azwar Anas. 2024. "The Influence of Digital Marketing, Word of Mouth and Service Quality on Purchase Decisions (Study on Fajar Motor 2 Malang)." *Indonesian Journal Of Economics And Education Economy* 2(2):322–29.

Farhana, Nur Zaidah, Dwiyani Sudaryanti, and Muhammad Sirojuddin Amin. 2024. "The Influence of E-Service Quality, Product Quality, and Consumer Trust on Premium Package Purchasing Decision on the Spotify Application." *E-JRM: Electronic Journal of Management Research* 13(01):71–79.

Fauzi, Achmad, Shifa Ashila Salwa, Aniar Safitri, Eka Amelia Chiesa Julianti, and Sindy Nur Fazriyah. 2023. "Analysis of the Influence of the Use of Digital Payment Systems and Digital Marketing on Purchase Decisions." *Journal of Economics and Management* 2(1):11–17.

Ghozali, Imam, and Hengky Latan. 2015. "Partial Least Squares Concepts, Techniques and Applications Using Smartpls 3.0 Program for Empirical Research."
Semarang: UNDIP Publishing Board 4(1).

Handayani, Langgeng Sri, and Rahmat Hidayat. 2022. "The Influence of Product Quality, Price, and Digital Marketing on Customer Satisfaction of MS Glow Beauty Products." *Ikraith-Economics* 5(2):135–45.

Hermawan, Agus. 2012. "Marketing Communication. Jakarta: Erlangga."

Hidayat, Rachmad. 2009. "The Influence of Service Quality, Product Quality and Customer Value on Bank Mandiri Customer Satisfaction and Loyalty." *Journal of Management and Entrepreneurship* 11(1):59–72.

Hidayati, Hosianna Ayu. 2013. "Factors Shaping Word of Mouth Communication and Their Influence on Purchase Decisions (A Study on Consumers of Rock Legend Sticky Sticks)." Brawijaya University.

Kadir, Abdul, and Terra Ch Triwahyuni. 2013. "Introduction to Information Technology Revised Edition, Yogyakarta: CV." *Andi Offset*.

Nadirah, S. Pd, Andi Dwi Resqi Pramana, and Nurmalinda Zari. 2022. *Qualitative, Quantitative, Mixed Method Research Methodology (Managing Research with Mendeley and Nvivo)*. CV. Azka Pustaka.

Ningrum, Vita. 2019. "The Influence of Website, Price, Service Quality and Customer Satisfaction as Intervening Variables on Purchase Decisions in Cv. Antasita Division." Ciputra University Surabaya.

Nuryatno, Yulius Jatmiko. 2011. "The Effect of Core and Additional Service Quality on Positive Word of Mouth at SMU Semarang." *Asset Scientific Journal* 13(1):77–84.

Permadi, Prima Conny, Srikandi Kumadji, and Andriani Kusumawati. 2014. "The Influence of Brand Image on Word of Mouth and Purchase Decisions (Survey on Consumers of Dapoer Mie Galau Jalan Selorejo 83 Malang)." *Journal of Business Administration* 10(1).

Polla, Febriano Clinton, Lisbeth Mananeke, and Rita N. Taroreh. 2018. "Analysis of the Influence of Price, Promotion, Location and Service Quality on Purchase Decisions at PT. Indomaret Manado Sea Road." *EMBA Journal: Journal of Economics, Management, Business and Accounting* Research 6(4).

Pradiani, Theresia. 2017. "The Influence of Digital Marketing Systems on the Increase in Sales Volume of Home Industrial Products." *Asian Journal of Business and Economics* 11(2):46–53.

Prasetyowati, Andy, Jefry Aulia Martha, and Aniek Indrawati. 2020. "Digital Marketing."

Pratiwi, Devania, and Dorothy R. H. Pandjaitan. 2023. "The Influence of Electronic Word Of Mouth and Brand Image on Consumer Buying Interest in Waroeng Steak and Shake Bandar Lampung." *BULLET: Journal of Multidisciplinary Sciences* 2(4):862–77.

Pratiwi, Dian, Maha Martabar Mangatas Lumbanraja, and Rahmat Junaidi. 2023. "The Influence of Word of Mouth and Brand Image on Purchase Decisions and Consumer Satisfaction of Pekanbaru Traditional Restaurants." *Journal of Business and Economics Research (JBE)* 4(2):194–206.

Puspasari, Anita. 2014. "The Influence of Product Quality on Word of Mouth through Customer Satisfaction." *Source* 1(1.168):1–10.

Rachmawati, Rina. 2011. "The Role of Marketing Mix in Increasing Sales (A Study of the Restaurant Business)." *Journal of Engineering Competency* 2(2).

Rahmawati, Endang, And Waluyo Waluyo. 2024. "The Influence of Halal Awareness, Brand Image, Electronic Word of Mouth (e-Wom) and Price Perception on the Decision to Purchase Halal Skincare Serum Products in the Solo Raya Area." Uin Surakarta.

Saputra, Didin Hadi, Dian Utami Sutiksno, Aditya Halim Perdana Kusuma, Romindo Romindo, Dewi Wahyuni, Agung Purnomo, and Janner Simarmata. 2020. *Digital Marketing: Business Communication Becomes Easier*. Our Writing Foundation.

Saputra, Gede Wisnu, and I. Gusti Agung Ketut Sri Ardani. 2020. "The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions." Udayana University.

Sholihat, Apriwati, and Rumyeni Rumyeni. 2018. "The Influence of Sales Promotion and Service Quality on Purchase Decisions at Krema Koffie." Riau University.

Silviana, Marlin, and Melina Melone. 2013. *The Power Of Word OF Mouth Marketing*. Gramedia Pustaka Utama.

Soenawan, Alfredo Dwitama, Edward Stephen Malonda, and Adriana Aprilia. 2015. "The Influence of Product Quality, Service Quality and Price on Consumer Purchase Decisions of D'Stupid Baker Spazio Graha Family Surabaya." *Journal of Hospitality and Service Management* 3(2):395–409.

Sopiyan, flat. 2022. "The Influence of Digital Marketing and Service Quality on Purchase Decisions."

Sigh, Suryasumantri. 2017. "Qualitative Quantitative Research Methods and R&D. Bandung: Alfabeta." *Procrastination And Task Avoidance: Theory, Research and Treatment. New York: Plenum Press, Yudistira P, Chandra.*

Wicaksono, Mohammad Pambudi Ary, and Ni Ketut Seminari. 2016. "The Influence of Advertising and Word of Mouth on Traveloka's Brand Awareness." Udayana University.

Yasmin, Afrina, Sadia Tasneem, Kaniz Fatema, and others. 2015. "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study." *International Journal of Management Science and Business Administration* 1(5):69–80.