# The Role of Digital Marketing Social Media Tiktok, Instagram, Twitter on Purchasing Decisions on Gacoan Noodles

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**Abstract:** TikTok, Instagram, and Twitter have great potential in increasing brand awareness and user engagement, especially among the younger generation. Research shows that interactive and engaging content on TikTok and Instagram tends to be more effective in attracting attention than platforms like Facebook. This study aims to evaluate the influence of using TikTok, Instagram, and Twitter on consumer purchasing decisions for Gacoan Noodle products. While social media is now an important tool in digital marketing, its effectiveness in directly influencing consumer purchasing decisions still needs to be fully understood. This study used a quantitative approach with a Partial Least Square (PLS) model to measure the relationship between variables. The sample consisted of social media users exposed to Mie Gacoan content across the three platforms, with data obtained through an online survey. The validity and reliability analysis results revealed that only the TikTok, Instagram, and Twitter variables met the criteria with an AVE value of more than 0.50. In contrast, the purchase decision variable did not meet these conditions. The results showed that the influence of the three social media platforms on purchasing decisions for Gacoan Noodles was not significant. TikTok has a coefficient of 0.236 with a p-value of 0.299, Instagram 0.166 with a p-value of 0.342, and Twitter 0.217 with a p-value of 0.361. All p-values are more significant than the significance threshold of 0.05. Thus, this study concludes that the three platforms are more effective in raising brand awareness than driving direct purchase decisions.

## Introduction

In today's digital age, social media plays a significant role in everyday life, shaping consumer purchasing decisions. Along with technology development, social media platforms such as TikTok, Instagram, and Twitter have become key channels for many companies to introduce products and increase brand awareness. Social media offers various advantages in reaching a broader audience in an efficient, interactive, and measurable way. However, the effectiveness of each platform in influencing consumer purchasing decisions may vary depending on the characteristics of the audience and the type of content offered.

As one of the independent variables in this study, TikTok is characterized by highly dynamic and fast-paced content. TikTok is a platform that prioritizes short video-based content, with much of the content focusing on entertainment and virality (Aryadi & Putri, 2022) Technology is expected to

bring enormous benefits to an increasingly competitive business world, making Dia an effective marketing strategy to influence consumer purchasing decisions. (Risnawati & Chamidah, 2022). As the second platform analyzed, Instagram has a broad user base and is a popular choice for many consumers to seek visual and lifestyle inspiration. Unlike TikTok, Instagram allows users to explore visual content that is more aesthetically pleasing and sometimes accompanied by more informative product descriptions. (Fakhira et al., 2022) Most Instagram users use this platform for visual inspiration or exploration rather than to make direct purchases. (Fredik & Dewi, 2019) Features such as "Shop" and "Swipe Up" in Instagram Stories make it easier for users to access products. However, many consumers are more likely to save or like content as a reference rather than buy directly.

As the third independent variable, Twitter is a more widely used platform for quick communication, news, and discussion. Twitter allows users to engage in more spontaneous and direct conversations than other platforms but has character limitations that often make it less suitable for detailed product promotion. (Askaria, 2019) This aligns with Twitter's characteristics as a more effective platform for strengthening brand relationships through direct interaction and quick responses than for triggering direct purchases. (Oktaviani & Estaswara, 2022) Content on Twitter is often limited to brief and temporary information, so it is less able to have a strong enough impact to +influence consumer purchasing decisions.

Research with the title "The Effect of Social Media on Purchasing Decisions Through Consumer Motivation on Fast Fashion Products" by (Indriyani et al., n.d.) revealed that social media significantly influences consumer purchasing decisions, with a t-statistic value of 10.254, which is more significant than 1.96. One of the prominent indicators of purchasing decisions is consumers' willingness to make sacrifices to get specific products with the highest average value. The greater the influence of social media, the stronger the consumer's drive to purchase, ultimately resulting in an actual transaction. Consumers use social media as the primary source of obtaining information about the products they want to buy. This is reflected in the indicator of ease of accessing information through social media, which has the highest average value of 3.94. This finding is consistent with a previous study by Yogesh and Yesha (2014), which revealed that 75% of Mumbai, India, residents use social media as the primary tool for finding information before purchasing.

Previous research by (Putri Dewi et al., 2023) with the title "The Effect of TikTok Content on Consumer Decisions in Buying Products at TikTok Shop, Nusa Putra University" showed that the effect of TikTok content on purchasing decisions was only 24.8%. Meanwhile, the remaining 75.2% is influenced by other factors that have yet to be identified. In other words, interesting TikTok content is not the only reason that encourages consumers to consider purchasing decisions at TikTok Shop; there are other variables that allow buying and selling transactions to occur. This research is limited to the scope of the Nusa Putra University Sukabumi campus environment, with a sample size of 30 respondents, all students.

On the other hand, research titled "Analysis of the Effect of Promotion Through Instagram Social Media on Purchasing Decisions" by (Diyatma, n.d.) This study reveals that Instagram contributes to consumer purchasing decisions on DW Coffee Shop products. This finding is supported by questionnaire data analysis, which shows valid results. A positive relationship was obtained through simple linear regression analysis, where Instagram contributed 33.2% to the purchasing decision variable. DW Coffee Shop uses Instagram as a promotional platform by uploading product photos on its official account. The utilization of Instagram as a marketing medium has been proven to impact consumer decisions when purchasing products. In addition, this study

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supports media ecology theory, which states that media can influence its audience. With these findings, business actors can maximize the use of Instagram as a promotional tool to increase the sales figures of their products.

In addition (Askaria, 2019) with the research title "The Effect of Promotion Through Twitter Social Media on Online Shop @Shoopeid on Purchasing Decisions," This study concluded that Shopee's promotion via Twitter during the September 2019 period had an influence of 35.2% on purchasing decisions, as indicated by the R Square value of 0.352. This indicates that promotion via Twitter only contributes 35.2% to purchasing decisions, while the remaining 64.8% is influenced by other factors not discussed in this study. This finding also shows that although promotions via Twitter can influence the purchasing decisions of Shopee account followers, many respondents still need to pay more attention to promotions on the platform. Therefore, it is recommended that Shopee add promotional information through other media, such as television advertisements or websites, to increase consumer exposure to promotional programs. Based on the respondents' data, the type of promotion that received the most attention was flash sales, while promotions such as credit and other payments received less attention.

Purchasing decisions are a process that begins with consumers realizing a need. Furthermore, consumers seek information about certain products or brands and evaluate the extent to which each alternative is able to meet their needs, which ultimately leads to a decision to make a purchase. According to (Megarezky et al., 2024), purchasing decisions are strongly influenced by social media. In addition, according to (Mustapa et al., n.d.), the study also revealed that social media has a role in improving consumer purchasing decisions. The results of the analysis show an influence coefficient of 34.9%, which indicates that every one percent increase in the use of social media can encourage consumer purchasing decisions by 34.9%.

TikTok is a video-based social media platform, often called content, with video durations ranging from 15 to 30 seconds. According to (Putri Dewi et al., 2023), creative content generated by TikTok users has a significant impact on consumer purchasing decisions. Although the influence of content on purchasing decisions only reaches 24.8%, this shows that entertainment elements and creativity in content can attract consumers' attention and encourage them to make purchases.

Instagram is an application that allows users to share photos and videos, which can be uploaded to various social networking platforms, including sharing content about themselves. According to (Gusria Apriyanti & Busyra, 2023), Instagram social media has a positive and significant impact on purchasing decisions. Based on data analysis, it was found that Instagram had an effect of 48.1% on purchasing decisions in the study, while the remaining 51.9% was influenced by other variables not tested in this study. On the other hand, according to (Virginia, n.d.), promotion through Instagram social media and product quality are proven to have a positive influence on customer satisfaction.

Consumer reviews on social media, such as Twitter, can significantly influence purchasing decisions. According to (Fatih Adiyatma et al., n.d.) shows that information shared through this platform can be quickly spread and accessed by potential buyers. Twitter's influence on purchasing decisions is complex and involves a variety of variables such as consumer reviews, social norms, communication between users, and emotions and parasocial interactions. Research shows that all these factors contribute to how consumers make decisions in an e-commerce environment.

**Research Method**

This research adopts a quantitative approach by utilizing primary data as the main source of information collected. The primary data is obtained directly from respondents who have been selected based on specific criteria. In this process, data is collected using a questionnaire, a research tool in the form of a list of questions designed to measure the variables that are the focus of the research. (Ardiansyah et al., 2021.) The questionnaires were distributed to individuals who met the research criteria. In addition, the data collection technique involved the direct distribution of questionnaires to respondents and the distribution of questionnaire links designed through the Google Form platform to a sample of 100 people.

**Result and Discussion**
**Validity Test Results**

**Table 1.** Average Variance Extracted (AVE) Test Results

| Varible | Average Variance Extracted (AVE) |
|---|---|
| Instagram | 0.674 |
| Purchase Decision | 0.397 |
| Tiktok | 0.616 |
| Twitter | 0.730 |

Based on the information displayed in Table 1, it can be concluded that the Average Variance Extracted (AVE) value for each variable shows different variations. The Instagram variable has an AVE value of 0.674, the Purchase Decision variable shows an AVE value of 0.397, the Tiktok variable records an AVE value of 0.616, and the Twitter variable has an AVE value of 0.730. Based on the construct validity criteria, which state that an AVE value greater than 0.50 indicates adequate validity, it can be said that the Instagram, Tiktok, and Twitter variables have an AVE value above this threshold, so they can be declared statistically valid. However, for the Purchase Decision variable, the AVE value obtained is 0.397, which is below the minimum limit value of 0.50. Therefore, the Purchase Decision variable is invalid based on this AVE criterion. This conclusion confirms that there are different levels of validity among the variables analyzed in this study.

**Reliability Test Results**

**Table 2.** Cronbach Alpha Test Results

| Varible | Cronbach's Alpha |
|---|---|
| Instagram | 0.879 |
| Purchase Decision | 0.564 |
| Tiktok | 0.846 |
| Twitter | 0.907 |

Based on the information in Table 2, Cronbach's Alpha value shows the different levels of reliability among the variables analyzed. The Instagram variable has a Cronbach's Alpha value of 0.879, the Tiktok variable of 0.846, and the Twitter variable of 0.907, all of which are above the 0.70 threshold, so it can be concluded that these three variables have a high and consistent level of

reliability in measuring the intended construct. In contrast, the Purchase Decision variable has a Cronbach's Alpha value of 0.564, which is below the 0.70 threshold, thus indicating that the variable has a low level of reliability and is less reliable in representing the measured construct. Thus, it can be concluded that the variables Instagram, Tiktok, and Twitter meet the criteria for high reliability, while the Purchase Decision variable does not meet these criteria.

**Inner Model Results**
**R Square Test Results**

**Table 3.** R Square Test Results

| Varible | R Square | Adjusted R Square |
|---|---|---|
| Purchase Decision | 0.314 | 0.293 |

Based on the data presented in Table 3, the R-Square value for the Purchase Decision variable of 0.314 indicates a relationship that is classified as moderate. This means that the independent variables in the model can explain 31.4% of the variation in the Purchase Decision variable. The remaining 68.6% is influenced by other factors outside the model not discussed in this study. In addition, the Adjusted R-Square value of 0.293 indicates that after considering the complexity of the model, about 29.3% of the variation in the Purchase Decision variable can still be explained by the variables included in the model. This shows that the variables in the model make a significant contribution, although other external variables still have a considerable influence.
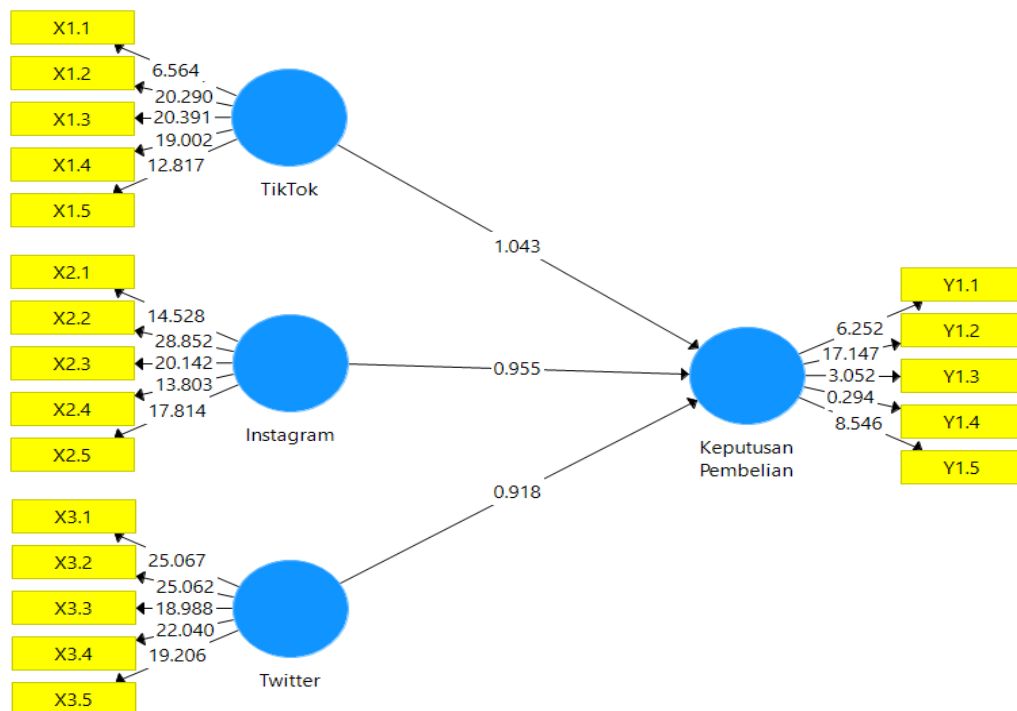


**Figure 1.** Bootstrapping Test Results

Figure 1 above shows the results of the hypothesis test conducted to analyze and identify the influence of the various constructs involved in this study. In this context, the variables tested are TikTok, Instagram, and Twitter, which act as independent variables. These three social media variables are considered to influence the dependent variable, namely Purchasing Decisions. In hypothesis testing, a variable is considered to significantly influence other variables if the P-value obtained is smaller than 0.05 (5%). This means that the relationship between the independent and dependent variables can be considered accurate and not caused by mere coincidence. Conversely, the relationship is considered insignificant if the P-value is more significant than 0.05. This means that the independent variable does not have a strong enough influence on the dependent variable being measured. This process helps understand the extent of social media's influence on purchase decisions and provides insight into the importance of each platform in influencing consumer behavior.

**Table 4.** Path Coefficient Test Results

| Varible | Original Sample | Sample Mean | Standard Deviation | T Statistics | Purchase Decision |
|---|---|---|---|---|---|
| TT → KP | 0.236 | 0.189 | 0.226 | 1.043 | 0.299 |
| IG → KP | 0.166 | 0.222 | 0.174 | 0.955 | 0.342 |
| TW → KP | 0.217 | 0.245 | 0.236 | 0.918 | 0.361 |

From Table 4 above, it can be concluded that. The results obtained from the Path Coefficient Test show that using social media platforms has no significant effect on consumer purchasing decisions in this study. Based on the analysis, Instagram has a coefficient value of 0.166 with a p-value of 0.342. This p-value, which is greater than 0.05, indicates that the use of Instagram does not significantly influence purchasing decisions, so the relationship between the two can be considered non-existent or weak in the context of this study. TikTok also shows similar results, with a coefficient of 0.236 and a p-value of 0.299. These results indicate that TikTok, as one of the popular social media platforms, does not significantly influence purchase decisions. Therefore, its influence on purchase decisions cannot be considered significant. In addition, Twitter, which has a coefficient of 0.217 with a p-value of 0.361, also shows results that align with the other two social media platforms. A p-value greater than 0.05 corroborates the finding that Twitter usage does not significantly influence consumer purchasing decisions. Overall, the analysis results show that the three social media platforms-Instagram, TikTok, and Twitter- did not significantly contribute to increasing consumer purchase decisions in this study. The three platforms each showed insignificant coefficient values, indicating that marketing strategies that rely on social media, at least in the context of this study, may not have played a significant role in influencing purchase decisions. This suggests that other factors in this study may be more dominant in shaping consumer purchasing behavior.

**Discusion**
**TikTok on the Purchase Decision of Gacoan Noodles**

TikTok has a coefficient value of 0.236 with a p-value of 0.299, which means that its effect on the purchase decision of Gacoan Noodles is not significant. One of the underlying reasons for this ineffectiveness is the nature of TikTok's content, which focuses more on entertainment and virality than on in-depth information. TikTok users tend to consume content quickly and spend little time browsing or purchasing products directly. While TikTok has excellent potential to increase brand

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awareness through viral content, several underlying reasons explain why the platform has little impact on purchasing decisions. First, the main characteristics of TikTok is short video content that aims to entertain and provoke quick reactions. However, according to research by the Journal of Interactive Marketing, this type of content often only generates temporary interest rather than an immediate purchase. Consumers who view videos on TikTok tend to seek entertainment or inspiration rather than detailed product information, so the effect is more impulsive and rarely leads to a planned purchase, especially for food products. Research by (Risnawati & Chamidah, 2022) states that the use of technology is expected to provide significant benefits for the increasingly competitive business world. One application is to make social media an effective marketing strategy to influence consumer purchasing decisions. In addition, TikTok's algorithm, which focuses on viral content, often displays videos that attract attention quickly but only facilitate deeper information or product reviews. As a result, although promotions on TikTok may attract users, they are likely to seek more information through other platforms before making a purchase decision. Research by (Aryadi & Putri, 2022) shows that TikTok is known as a platform that prioritizes short video-based content, with much of the content focusing on entertainment and virality alone.

### Instagram on Purchasing Decisions of Gacoan Noodles

Instagram has a coefficient of 0.166 and a p-value of 0.342, which shows that its effect on purchasing decisions for Gacoan Noodles is also insignificant. One of the underlying reasons for this is that Instagram users tend to use it to seek visual or lifestyle inspiration rather than as a direct purchasing platform. Instagram, being visual-based, also did not show a significant influence on the purchase decision of Gacoan Noodles, and several reasons support this. Firstly, Harvard Business Review research shows that Instagram content is more effective for building brand awareness than driving direct purchases, especially in the food product category. Research (Fredik & Dewi, 2019) also says most Instagram users use the platform for inspiration or visual exploration, not to make direct purchases.

Instagram attracts users through images and videos that emphasize aesthetic or lifestyle aspects, but these often only serve to showcase products in general rather than influence the final purchase decision. In addition, while features like "Shop" and "Swipe Up" on Instagram Stories allow users to access products, according to the Digital Marketing Institute, most Instagram users are in the "inspiration" or "research" stage when viewing food content. They tend not to buy products right away but simply save or like posts to look back on. This indicates that Instagram is more suitable as a brand image creation tool than as a direct promotional tool that influences purchasing decisions. Research by (Fakhira et al., 2022) also shows Instagram to be a popular choice for many consumers to seek visual and lifestyle inspiration. Unlike TikTok, Instagram allows users to explore visual content that is more aesthetically pleasing and sometimes accompanied by more informative product descriptions.

### Twitter on Purchasing Decisions for Gacoan Noodles

Twitter has a coefficient of 0.217 and a p-value of 0.361, which indicates that its effect on purchasing decisions for Gacoan Noodles is also insignificant. This is in line with the characteristics of Twitter, which is more widely used as a platform for quick communication, news, or direct interaction than a means for direct sales promotion. One of the main reasons is the character of Twitter as a platform that is more often used for news, discussions, and quick updates. Research

(Askaria, 2019) also said that Twitter is a more widely used platform for quick communication, news, and discussion. Twitter allows users to engage in more spontaneous and direct conversations than other platforms, but it has character limitations that often make it less suitable for detailed product promotion.

Since content on Twitter is often limited by the number of characters, it is difficult for brands to convey detailed product information or arouse consumers' interest in buying immediately. While Twitter can increase brand engagement, its effects are more focused on long-term relationships and building loyalty rather than driving immediate purchases. According to research by (Oktaviani & Estaswara, 2022) also said this is in line with Twitter's characteristics as a platform that is more effective for strengthening brand relationships through direct interaction and quick responses than for triggering direct purchases.

## Conclusion

From the results of this study, the influence of social media such as TikTok, Instagram, and Twitter on purchasing decisions for Gacoan Noodles is insignificant. TikTok has a coefficient of 0.236 and a p-value of 0.299, which indicates that entertainment and viral content are not profound enough to influence planned purchase decisions. Customers often consume content quickly without seeking more information about the product. Instagram also had no significant influence, with a coefficient of 0.166 and a p-value of 0.342. The platform focuses more on providing visual inspiration rather than promoting direct purchases. Although its shopping feature is available, users are usually still in the research stage and rarely buy something immediately after viewing the content. With a coefficient of 0.217 and a p-value of 0.361, Twitter emphasizes interaction and quick communication over direct sales promotion. Overall, while these three social media platforms can increase brand awareness and customer engagement with Gacoan Noodles, they do not significantly influence purchase decisions. Marketers should consider a more in-depth and informative marketing approach to convert interest into actual purchases. This includes presenting more relevant and complete product information on each platform to maximize the influence of social media on consumer purchasing behavior.

The implications of this study are several important. From an academic perspective, the findings underscore the need for further research into the role of social media in purchasing decisions, particularly in the food sector. Future research could expand the scope by considering other factors such as product quality, consumer reviews, or comparisons with other social media platforms. In addition, this study contributes to the literature on the effectiveness of digital marketing strategies, which is relevant for academics in marketing and communication management. From a social perspective, the results show that social media content consumption patterns are heavily influenced by entertainment and aesthetic preferences rather than direct purchase goals. This reflects the changing behavior of consumers in the digital age, where quick and visual information often dominates but only sometimes deeply influences decision-making. This understanding can help companies and organizations to design more relevant and contextual content according to people's needs. For the public, this research highlights the importance of being a critical consumer in the digital age. While social media offers many opportunities to explore products, people must understand that wise purchasing decisions often require deeper information and more rational analysis. By doing so, consumers can avoid impulsive influences.

## Recommendation

1. For Gacoan Management: It is recommended that Gacoan continue to strengthen its digital marketing strategies, particularly on platforms such as TikTok, Instagram, and Twitter. Creating engaging and interactive content can significantly enhance brand awareness and influence consumer purchasing decisions.
2. For Future Researchers: Future studies are encouraged to expand the scope by including other social media platforms such as Facebook or YouTube, and to consider other influencing factors such as pricing, product quality, or customer reviews to gain a more comprehensive understanding of consumer behavior.
3. For Marketing Practitioners: This research emphasizes the importance of adapting to current digital trends. Marketing practitioners should utilize data analytics tools to monitor the effectiveness of their campaigns and optimize content based on audience engagement.

## Acknowledgment

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