



## Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social Media

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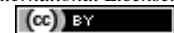
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### Abstract

This research aims to analyze the stages of implementing an integrated marketing communications strategy for MSMEs to build brand awareness through Instagram social media. The paradigm used is a constructivist paradigm. The research approach used is a qualitative-descriptive approach. The instruments for this research are observation, interviews, and documentation studies. Data processing is carried out by recording the results of observations, interviews and documentation studies, as well as identifying problems and planning. The data analysis technique used by researchers is a qualitative data analysis technique, referring to the technique proposed by Miles and Huberman, namely the interactive model. This technique consists of the following three components: data reduction, data presentation, and drawing and verifying conclusions. It can be concluded that in public relations and publicity activities, MSMEs do not have a public relations division. Therefore, all control is still held by the marketing division. As for publicity, MSMEs use Instagram as their main means of conveying information. Judging from the conclusions that the researchers have presented, there is a match between the concept or theory regarding integrated marketing communication strategy and the marketing communication strategies that SMEs implement in the field. However, there is one element that is not implemented, namely the public relations element, because it is still part of the marketing division, but regarding publicity, SMEs use Instagram as their publicity medium.

**Keywords:** Integrated Marketing Communication, Marketing Communication, Strategy, MSMEs.

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### 1. Introduction

This obligation to women's clothing is what underlies many fashion trends in women's clothing throughout the world, including in Indonesia. Women's fashion has become increasingly popular and has dominated the Indonesian market since its initial presence in the 1970s. This is due to political and religious factors that believe that women who wear clothing are considered fanatical and anti-government. However, with the development of modernization and openness in religion, fashion trends have become increasingly popular with various groups [1]. The increasing trend of women's fashion has become a promising business field for business people. As the country with the highest population in the world, the State of the Global Economy report for 2020 states that Indonesia is ranked third as the country that develops the best fashion in the world, after the United Arab Emirates and Turkey [2]. In Indonesia itself, the surge in demand for clothing is seen significantly during Ramadan and Eid. It was recorded that in 2019, Tokopedia and Iprice reports stated that women's kaftan fashion products experienced seven-fold growth compared to the previous year [3].

The object of this study is one of the local women's fashion brands owned by Indonesia, which is included in micro, small, and medium enterprises [4]. In its activities, this MSME creates and creates various collections of clothing and operates in two cities [5]. In distributing their products, MSMEs still use conventional methods by selling in two store branches, namely ITC and Mega Hypermall. However, due to the COVID-19 pandemic that hit Indonesia from the beginning of 2020 until now and the large number of competitors with the same products, MSMEs were forced to close one of their offline stores, namely the Mega Hypermall [6]. As a result, he had to move all his collections to a shophouse owned by the founder of the UMKM in the Commercial Center area [7]. Not wanting to stop, MSMEs took the initiative to change their sales strategy from conventional to non-conventional by opening online stores in several marketplaces, such as Tokopedia and Shopee [8]. In this case, MSMEs implement

marketing communication strategies to introduce brands so that sales will increase and they can cover costs and losses caused by the COVID-19 pandemic [9]. Marketing communication strategy itself is a method or method used to market a product so that it can be known by many people. No matter how high-quality a product is, if consumers have never heard of the brand or are not sure of its quality, then they will not be interested in buying the product [10].

Marketing communication is a way of communicating by disseminating goods and services, where the company, as a communicator, conveys and provides information about the products it sells to the communicant, who here plays the role of the consumer [11]. So that the goal of delivering an effective message will be achieved, the communicant will be interested in buying products from the communicator [12]. Marketing communication activities basically correlate with two principles that are interrelated with communication and marketing, namely target audiences and the role of communication [13]. Meanwhile, the key to successful communication is the process of exchanging understanding between the actors, namely the marketer as the communicator and the target audience as the recipient of the message. Therefore, in determining a marketing communications strategy, of course, the audience is the first principle [14]. This is because the target audience determines the media and format of the message content. The content of the message will be effective if the delivery is adjusted to the level of audience perception [15]. In order for the message to be perceived by the target audience as expected by the marketer, the content of the message must be patterned and adapted to the audience's frame of mind [16]. Marketing communications are an important aspect of the overall marketing mission and determine marketing success. In the last decade, the marketing communications component of the marketing mix has become increasingly important. It has even been claimed that marketing in the 1990s was communication, and communication was marketing. The two are inseparable [17]. Interactive marketing is marketing using letters, telephone, fax, e-mail, and other non-personal means of contact to communicate directly with or obtain direct responses from certain customers and potential customers [18]. Online activities and programs are designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or generate sales of products or services. Direct marketing is a company or organization's effort to communicate directly with potential target customers with the aim of generating a response or sales transaction. Direct marketing includes various activities including database management, direct selling, telemarketing, and direct response advertising using various communication channels such as sending direct letters to customers or potential customers or through print media, broadcast media, and the internet [19].

Promotion is an element or part of marketing that companies use to communicate with their consumers. Promotion actually refers to sales promotion, namely marketing activities that provide added value or incentives to sales personnel, distributors, or consumers that are expected to increase sales. While advertising offers reasons to buy, sales promotions offer incentives to buy. Sales promotions are a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of items customers purchase [20]. Through sales promotions, companies can attract new customers, influence customers to try new products, encourage customers to give more, attack competitors' promotional activities, increase purchases without prior planning, or seek closer cooperation with clients. Personal selling is a form of direct communication between a seller and a prospective buyer (person-to-person communication), in which the seller attempts to help or persuade the prospective buyer to buy the product being offered [20]. Because communication is carried out face-to-face, personal selling allows for direct and more precise feedback because the impact of the sales presentation can be assessed from the reactions of potential buyers or customers. Personal selling is direct interaction with one or more potential buyers to make presentations, answer questions, and take orders. Personal selling is the most effective tool at later stages of the buying process, especially in building buyer confidence and action [21].

Advertising can be used to build a long-term image of a product or to immediately encourage sales. Advertising is also a very important promotional instrument, especially for companies that produce goods or services aimed at the wider community. Efficiently, advertisements are able to reach potential buyers even though they are far away. Some consumers also still believe that brands that are advertised on a large scale definitely offer good value. Advertising is a form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors who incur costs [22]. Advertising is an effective way to spread messages, either to build brand preference or to educate people. The main message of the advertisement must be conveyed to the target audience well, so it requires five steps in managing the delivery of a good advertising message. Public relations is a comprehensive communication effort by a company to influence the perceptions, opinions, beliefs, and attitudes of various groups towards the company. What is meant by these groups are those who are involved, have an interest, and can influence the company's ability to achieve its goals. Brand awareness is a tactic for introducing and providing understanding about the products being bought and sold to consumers. Brand awareness can be used as a measure of consumer behavior, whether they are interested or not in the products we market [22].

Instagram is a social media site that is commonly used to share photos and videos. Apart from that, Instagram is a new medium where we can send information instantly via Instagram. The development of Instagram is very rapid

and is proven by its popularity, which has reached 150 million users. This is a fantastic record achievement. The Instagram trend is a marketing method that uses products as a means of communication. Instagram's advantage is that it uses public participation as an advertising funnel. Most Instagram users show off their photos via Twitter or Facebook [23]. This means that the participation of fanatical Instagram users happily and voluntarily becomes a means of communication for the product without feeling like advertising. Users of this application are growing rapidly because of the advantages offered by the various features of the Instagram application. This advantage is in the form of ease in uploading photos. Uploaded photos can be obtained via camera or in a cellphone album. Instagram can directly use effects to adjust the coloring of the desired photo. With the increasing number of Instagram users and the ease of accessing it, it can be used on mobile devices such as mobile phones or tablet computers. This advantage makes it easy for anyone to access it anywhere and anytime [24]. With the rapid increase in Instagram users, many business people are currently looking at this application because of its ease in uploading lots of product photos, and users can also comment easily and quickly so that companies can find out suggestions and criticism from the public.

## **2. Research Methods**

The paradigm used is a constructivist paradigm because knowledge is described as a consequence of human activity; knowledge is a social construction; it is never accounted for as truth; but the problems are always changing. The research approach used is a qualitative-descriptive approach. In this research, the data collected is divided into two parts, which directly observe the data in accordance with the research questions. The research instruments are observation, interviews, and documentation studies. In this observation, the researcher used non-participant observation techniques because she did not participate directly in making the product. In this case, researchers conducted in-depth interviews with people who were considered competent and had accurate sources of information to provide data and information. This data collection technique with documentation consists of collecting as many documents as possible related to the research subject. This technique is carried out to complement the data obtained from observations and in-depth interviews. Data processing is carried out by recording the results of observations, interviews, and documentation studies, as well as identifying problems and planning. The data analysis technique used by researchers is a qualitative data analysis technique, referring to the technique proposed by Miles and Huberman, namely the interactive model. This technique consists of the following three components: data reduction, data presentation, and drawing and verifying conclusions.

## **3. Results and Discussion**

From the results of observations, interviews, and documentation studies, it can be described that in the planning stage of integrated marketing communications, to build brand awareness through social media like Instagram, MSMEs use elements of an integrated marketing communications strategy, namely: In segmentation, divide the audience into small parts so that the approach to what is done is more persuasive and intimate. By dividing the audience based on geography and age. Opened branches in two different areas. On Instagram social media, MSMEs always provide information regarding offline stores through Instagram posts and Instagram bios. The geographic strategy that was the focus of the target market was initially only Bekasi. But now it has expanded to cover the Jabodabek area, such as Central Jakarta and its surroundings, if you want to order online. It cannot be denied that many enthusiasts from inside and outside Jabodabek are interested in the product. MSMEs implement this strategy so that consumers can know and remember the products they produce. In their Instagram posts, they create interesting content to attract consumers' attention. Include information in the caption that is useful in providing product identity to consumers. Apart from appearing attractive on Instagram, you also use a strategy in the form of tidying up your offline sales area to make it look comfortable.

In determining communication goals, MSMEs use Instagram as a tool to target consumers so that they can determine communication goals correctly. The following are the objectives of the communication carried out: Introducing products through Instagram posts, Instagram feeds, and various features on Instagram. Make the content as interesting as possible. Conduct product evaluations by seeing how many audiences like, comment on, and share the content. Give a name to a product that has just been launched on Instagram. In developing communication messages, we design a strategy by packaging the message so that it is attractive to look at. These messages are packaged in the form of graphic designs, videos, and product photos, which will later be uploaded to social media sites such as Instagram. As a differentiator from other Instagram selling accounts, MSMEs added some religion content with some attractive hashtags, where the message implies that all women can carry out the daily activities they want with clothing that complies with the law. MSMEs carry out marketing communication activities via Instagram. In determining the promotional budget, MSMEs calculate the amount of net profit and estimated capital spent. This research uses Maslow's economic theory, namely, spending as little capital as possible to get the maximum profit. Therefore, when carrying out marketing communications, decisions are made regarding the marketing communications mix, which prioritizes marketing on the internet because the costs are relatively cheap. In marketing, SMEs utilize the main social media, namely Instagram.

Instagram is the main communication channel for marketing products and uses several methods so that the message conveyed can be received in accordance with the target and purpose of the message itself through Instagram media. The following are ways to attract consumer attention on Instagram: Create content. The next communication channel via Instagram is to hold a giveaway with prizes. Giveaways have been carried out by many large companies to attract consumer attention. This is done so that consumers can comment, like, and share the features on Instagram. By interacting with followers or consumers on the company's Instagram page, the company's social media engagement will also be built. Likewise with MSMEs, to increase engagement, interact with consumers by replying to comments from followers who take part in the giveaway. To build a relationship with your audience, you must post Instagram content with two till three pieces of content. The content theme is usually adjusted to the hype currently circulating in society. The circulation of video trends among the public has made them participate in creating video content that is in line with today's modernization. So when creating promotional content, you don't only promote through photos but also through videos that are edited to attract consumers' attention. MSMEs strive for direct marketing communication with consumers. The opening of an offline store serves as evidence for this. Meanwhile, in the interactive marketing method, only existing media are used to carry out marketing activities. These media are social media (Instagram, Facebook, and TikTok) and collaborations with several e-commerce sites. Apart from being practical, this medium also has the advantage that we can know consumer demographics, so we can use that as a benchmark, making promotional activities easier. When promoting products, use conventional methods such as giving discounts and offering benefits or incentives to consumers who buy many products. Apart from that, MSMEs also promote products via social media sites such as Instagram, TikTok, and Facebook with interesting content. For example, by holding a giveaway and posting content, consider that this is a company with moderate basics, namely selling products.

Personal communication channels are marketing communications carried out individually. Personal selling is one of the marketing communications carried out. The form of this strategy is by opening outlets. In reality, customers can see the location and shape for themselves. In the process, interaction occurs between consumers and sales promotion. Because communication is carried out face-to-face, personal selling allows for direct and more precise feedback because the impact of the sales presentation can be assessed from the reactions of potential buyers or customers. Sales can be made via Instagram Direct Message, which allows Instagram admins and users to interact with each other. Use advertising as a promotional tool. Advertising is a form of non-personal presentation and promotion of ideas for goods or services by certain sponsors who incur costs. Advertising is an effective way to spread messages, either to build brand preference or to educate people. Of the several types and forms of advertising, many MSMEs use Instagram for advertising purposes, such as creating creative content that can attract customers' attention. Instagram is also used for non-paid advertising. In paid advertising, using the Instagram Adsense feature or advertising on Instagram can help reach Instagram users so they are interested in visiting Instagram profiles. Using creative advertising in the form of logos published in product cups, takeaway bags, and logo publications on social media. In practice, it does not have a public relations division. Currently, public relations activities are still under the responsibility of the marketing division. Meanwhile, by utilizing publicity to promote its products. The publicity used is through the main social media platform, namely Instagram.

Until now, MSMEs have had a wide network. The existence of devoted customers who frequently make purchases and request products as proof of this. According to observations, word-of-mouth marketing communications support the majority of customers. Basically, this strategy can also be offline or online. Word-of-mouth promotional activities have been carried out through friends and closest relatives. As for online, many people use the Instagram Direct Message (DM) feature. This feature allows users to send content from other users. So some customers will send Instagram catalogs to other users. In carrying out marketing communications, he has also participated in events and partnered with other companies. However, since the COVID-19 pandemic, they have never participated in events or partnerships. This is based on interviews by researchers with research subjects and sources who have attended the events. This strategy is quite helpful in expanding communication networks with other women's brands so that fellow brands can get to know each other. Based on the data and findings above, the researcher concluded that in practice, MSMEs implemented marketing communication strategies well, although there was one element that was not implemented, namely public relations.

To measure the success of a marketing communications strategy, it is necessary to have final results that show the success of marketing communications. Based on interviews, observations, and documentation studies conducted by researchers, MSMEs measure promotional results by calculating the number of products sold recorded in a database or stock book, both offline and online. In this way, of course, the evaluation results found are not significant and not yet detailed. Apart from that, when looking at promotional results, you also look at the results of interactions and insights on Instagram social media. Counting how many people like, comment on, and share the content presented on Instagram. The development of various types of new media and increasingly sophisticated technology has made all elements of communication modern. However, even so, to get perfect marketing communication strategy results and promotional results, a company must be able to manage and coordinate the tools or elements of its marketing strategy. If we look at the marketing communication strategy, it can be concluded

that MSMEs use and utilize communication tools well. For example, I will post a new product on Instagram. Social media has become the main promotional medium in marketing communications. This means being able to manage and coordinate promotional media well. Based on researchers' observations regarding the promotional media used, namely Instagram. There are shortcomings, namely the lack of Instagram followers, so there is a lack of interaction between followers. From the explanation above, it can be concluded that the marketing communication strategy used has some conformity with the Integrated Marketing Communication Strategy (IMC) theory put forward by Philip Kotler and Keller. By using social media like Instagram as a means of building brand awareness.

#### **4. Conclusion**

Before entering the planning stage, the researcher wants to describe the brand that is the subject of the research, namely, a local brand that produces various types of clothing and markets its products in two areas, namely Bekasi City and Central Jakarta. In this planning stage, conduct audience analysis by identifying it into three points, namely segmentation by dividing the audience based on geographic and demographic location. Positioning using the tagline to build brand characteristics, namely that all women can do any activity in clothing. Targeting: have a target market with socioeconomic status qualifications, namely medium (middle) to high (upper). In determining communication goals, use Instagram as a branding tool. Meanwhile, in designing the message, link the positioning activities with the message you want to convey as a brand with products that can be used in any activity; therefore, it has a tagline on Instagram. Choose communication channels via Instagram social media as the main communication channel for carrying out marketing communication activities. Meanwhile, in determining the promotional budget, calculate the net profit and estimated capital. Considering that this uses Instagram social media, the budget spent is relatively cheap because it is only spent on Instagram AdSense. Therefore, in carrying out marketing communications, MSMEs make decisions regarding the marketing communications mix, which prioritizes marketing on the internet because the costs are cheap. In marketing, utilize the main social media, namely Instagram.

In its implementation, marketing communication activities are carried out through social media, namely Instagram. Use this medium as a means of promoting their products. The marketing communications strategy in the implementation stage of integrated marketing communications is to carry out direct marketing. MSMEs open two offline store branches. As for interactive marketing, use existing social media. With the main social media platform, Instagram. As well as collaborating with several e-commerce companies. When carrying out promotions, sales promotion methods are used as a tool for marketing communication activities that are carried out conventionally, such as discounts when purchasing and discounts in e-commerce. Apart from that, in promotions via Instagram, hold giveaways so that the brand can become famous. In advertising, utilizing creative content on Instagram and using Instagram AdSense to reach a wider range of users. In public relations and publicity activities, it does not have a PR division. As a result, the marketing division continues to be in complete control. As for publicity, use Instagram as the main means of conveying information. In building brand awareness on Instagram and social media, use communication tools well. The following are the steps to building brand awareness through Instagram social media: Creating content, holding giveaways, and interacting with followers on Instagram; varying photos and videos in promotional content; and using Instagram AdSense as a promotional tool so that it can reach the audience and Instagram users to view products.

In measuring promotional results, MSMEs measure promotional results by calculating the number of products sold recorded in a database or stock book, both offline and online. Meanwhile, we also looked at the results of interactions and insights on Instagram social media. Counting how many people like, comment on, and share the content presented on Instagram. Apart from that, in managing and coordinating the marketing communications process, we have used and utilized communication tools well. The fact that they will promote a new product right away is evidence of this. However, there are several shortcomings, such as the absence of a public relations division and being combined with the marketing division. Therefore, marketing via Instagram is still not perfect. Judging from the conclusions that the researcher has presented, there is a match between the concept or theory regarding integrated marketing communication strategy and the marketing communication strategy carried out in the field. However, there is one element that is not implemented, namely the public relations element, because it is still part of the marketing division, but regarding publicity, using Instagram as a publicity medium.

MSMEs are quite good at implementing marketing communication strategies to build brand awareness. However, the researcher would like to give suggestions to be more active on social media, especially Instagram, because the results of observations and interviews show that Instagram is the main social media for company branding and promotion. Promotional activities via Instagram social media are of many kinds and varieties, such as frequently uploading Instagram stories by holding quizzes to increase Instagram engagement, making detailed schedules regarding when is the right time to post content, and promoting products more intensively so that people know what products are available and will be traded. Apart from that, for interactive media, Instagram social media admins should invite users to be more intimate by replying to comments and direct messages on Instagram. Apart from that, the researcher suggests establishing a public relations and publicity division so that it will be more

effective compared to just having a marketing division. Therefore, marketing activities will be better and of better quality. Suggestions for future research: In this research, marketing communication strategies have been explained for building brand awareness through Instagram social media using marketing communication theory. It would be better if future researchers could conduct research that examines marketing communications, using other marketing communications theories as well as different case studies, so that the research can be useful in solving problems in society.

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