

THE INFLUENCE OF INSTAGRAM DIGITAL MARKETING AND BRAND IMAGE ON PURCHASE DECISIONS

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Abstract

Since the dawn of the digital era, social media, especially Instagram, has become a key platform influencing customer behavior and purchasing decisions. Previous studies have focused mainly on well-established beauty brands and few are aware of how digital marketing and brand image affect consumer preference towards domestically manufactured beauty products. This study aims to investigate how digital marketing influences Instagram and brand image towards the buying decision of consumers of Namimi beauty products in Denpasar City. Utilizing a quantitative research approach, data were collected via questionnaires from 60 respondents between 18 and 35 years old who had purchased Namimi products at least once. Validity, reliability, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination analysis were employed in the analysis. The results showed that both brand image and Instagram digital marketing both partially and jointly have a significant and positive impact on purchase decision. The adjusted R² of 0.511 indicates that 51.1% of consumer purchase decision is explained by these two variables while the remaining 48.9% is explained by other variables. These results are used to highlight the importance of having a strong brand image and strong online promotion using Instagram to strengthen consumer purchasing behavior. Future research is proposed to use more variables such as product quality, influencer credibility, and customer engagement to provide a complete picture of how consumers make purchasing decisions in the local beauty market.

Keywords: Digital Marketing, Instagram, Brand Image, Consumer Purchasing Decisions, Beauty

Abstrak

Di era digital, media sosial, khususnya Instagram menjadi platform penting yang memengaruhi perilaku dan keputusan pembelian konsumen. Namun, penelitian sebelumnya lebih banyak berfokus pada merek kecantikan besar, sehingga masih terdapat kesenjangan dalam memahami bagaimana digital marketing dan citra merek memengaruhi keputusan pembelian pada produk kecantikan lokal. Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing Instagram dan citra merek terhadap keputusan pembelian konsumen produk kecantikan Namimi di Kota Denpasar. Pendekatan yang digunakan adalah kuantitatif dengan penyebaran kuesioner kepada 60 responden berusia 18–35 tahun yang pernah membeli produk Namimi minimal satu kali. Analisis data meliputi uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, uji t, uji f, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa digital marketing Instagram dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Nilai adjusted R² sebesar 0,511 menunjukkan bahwa 51,1% variasi keputusan pembelian dijelaskan oleh kedua variabel tersebut, sedangkan sisanya 48,9% dipengaruhi faktor lain. Temuan ini menegaskan pentingnya strategi pemasaran digital dan penguatan citra merek melalui Instagram dalam meningkatkan keputusan pembelian konsumen. Penelitian selanjutnya disarankan untuk memasukkan variabel lain seperti kualitas produk, kredibilitas influencer, dan keterlibatan pelanggan guna memberikan pemahaman yang lebih komprehensif tentang perilaku konsumen pada industri kecantikan lokal.

Kata Kunci: Digital Marketing, Instagram, Citra Merek, Keputusan Pembelian Konsumen, Kecantikan

1. Introduction

The development of digital technology has increased rapidly, creating a transformation in the business world, especially in marketing strategies (Hartini et al., 2022). Currently, many companies are competing to market their products by utilizing existing technological advancements. One of the technological advancements used by most companies is marketing their products through digital media. The use of digital media in marketing company products can attract more consumers. To make consumers interested in products marketed through digital media, a strong brand image is needed so that consumers can easily remember the products or services being sold. Marketing products through digital media, or more commonly known as digital marketing, is a marketing activity including branding (brand awareness) that uses various digital channels, such as e-mail, websites, social media, and others (Jasri et al., 2022). Digital marketing is one of the marketing media that is widely favored by the public because interactions and transaction processes can be carried out anytime and anywhere (Permatasari, 2023). This approach can reach more consumers because it is not limited by time or geography (Syukri & Sunrawali, 2022).

Instagram is one of the digital platforms widely used by Gen Z and Millennials (Zhou, 2025). Instagram is not only used as a place to upload daily photos or videos, but it can also be used to market products and build brand image (Wainira et al., 2021). Therefore, it is important to build a good brand image of the products being sold. Brand image is related to consumer behavior in the form of beliefs and preferences toward a brand (Hartono & Tjiptodjojo, 2024). Preferences or evaluations toward a brand are given by consumers according to individual standards. If a brand has a strong and positive image in the eyes of consumers, it will be easier for the brand to influence consumers to decide to purchase the product (Miati, 2020).

Having a good brand image will make consumers trust the products sold by the company. Trust in the brand plays an important role in consumer purchasing decisions (Aeni & Ekhsan, 2020). Purchase decision is an action taken by consumers in deciding whether or not to buy a product being offered (Risnawati et al., 2023). Namimi Skin Lounge has its own skincare products that are marketed through a dedicated Instagram account (@namimi.id) and consistently conducts promotional activities such as uploading posts about product advantages, benefits, and usage. Although Namimi Skin Lounge has been actively marketing its products through its official Instagram account (@namimi.id), the effectiveness of its digital marketing strategy is still uncertain. The unavailability of open sales data limits the evaluation of promotional performance. However, based on observations of social media activity and consumer feedback in comment sections or interaction features, it is evident that there is a need to strengthen brand image to build greater consumer trust.

Theoretical Foundation

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) explains that an individual's behavior is determined by behavioral intentions and perceived control over the behavior (Pakpahan et al., 2025). The theory, developed by Icek Ajzen (1985) as an extension of the Theory of Reasoned Action (Slamet, 2023), emphasizes three key factors influencing behavior: behavioral beliefs, normative beliefs, and control beliefs (Bosnjak et al., 2020). In the context of this study, TPB is relevant because digital marketing on Instagram can shape consumers' perceived behavioral control in purchasing decisions, while brand image reflects normative beliefs that influence consumers' expectations of product benefits. Therefore, TPB provides a strong theoretical foundation for understanding how digital marketing and brand image collectively affect consumers' purchasing decisions by explaining the underlying psychological mechanisms that drive consumer behavior (Diputra et al., 2025).

Development Of Hypotheses

Hypothesis 1 (H1):

Research conducted by Zahra & Sulaeman (2023) stated that digital marketing through Instagram has a positive and significant influence on consumer purchasing decisions for Scarlett Whitening. Based on this study, the following hypothesis is proposed: H1: The preliminary assumption indicates that digital marketing through Instagram has a positive influence on consumer purchasing decisions for Namimi products.

Hypothesis 2 (H2):

Furthermore, research conducted by Puspita & Rahmawan (2021) stated that brand image has a positive and significant influence on purchasing decisions for Garnier products. Based on this study, the

following hypothesis is proposed: H2: The preliminary assumption indicates that brand image has a positive influence on consumer purchasing decisions for Namimi products.

Hypothesis 3 (H3):

Additionally, research conducted by Hayati & Sudarwanto (2024) showed that content marketing on social media and brand image simultaneously influence purchasing decisions for Barenbliss lip tint products. Based on this study, the following hypothesis can be formulated: H3: The preliminary assumption indicates that digital marketing through Instagram and brand image simultaneously have a positive influence on purchasing decisions for Namimi products.

Although previous studies have proven that digital marketing through Instagram and brand image have a positive and significant effect on consumer purchasing decisions, both partially and simultaneously, there are still gaps that justify the need for this study—such as the lack of focus on marketing through Instagram, and the limited number of studies addressing local beauty products that are not yet well-known. Therefore, the novelty of this research lies in examining digital marketing focused on Instagram and the simultaneous effect of brand image built through Instagram on consumer purchasing decisions.

This study contributes theoretically by enriching the literature on digital marketing through Instagram within the beauty industry and on consumer behavior in evaluating and deciding to purchase a desired product. It also provides practical contributions by offering insights for companies to maximize marketing through Instagram and strengthen brand image to influence consumer purchasing decisions. Thus, this research is expected to address challenges in digital marketing and fill gaps related to consumer behavior in making purchase decisions.

2. Research Methods

2.1. Subject, Time and Place of Research

The object of this research is consumers of Namimi beauty products in Denpasar City, Bali, with respondents aged 18–35 years who have purchased Namimi beauty products at least once. The selection of consumers as research objects is based on the consideration that consumers have the authority to make purchasing decisions, thereby providing a realistic overview of the influence of Instagram marketing and brand image on purchase decisions (Maulidar et al., 2025). This research was conducted in Denpasar City over a three-month period, from July 2025 to September 2025, encompassing the stages of preparation, data collection, and data analysis.

2.2. Data Collection Technique

The data collection techniques used in this study include observation, interviews, questionnaires, and literature review. Observation was conducted to obtain an initial understanding of the behavior of Namimi beauty product consumers in Denpasar City, while interviews were carried out to gather deeper insights into consumers' experiences with the products. The main instrument used was a questionnaire with a five-point Likert scale, distributed to 60 respondents who met the criteria, namely individuals aged 18–35 years who had purchased Namimi beauty products at least once. The literature review was used to strengthen the theoretical foundation and support data analysis to ensure alignment with the research objectives.

2.3. Data Analysis Technique

The data analysis technique in this study employed a quantitative approach through several stages. The first stage involved validity testing using the Pearson Product Moment correlation and reliability testing using Cronbach's Alpha to ensure that the instrument was appropriate for use. The second stage involved classical assumption testing, including normality, multicollinearity, and heteroscedasticity tests, as prerequisites for regression analysis. The third stage consisted of multiple linear regression analysis with independent variables: digital marketing (X1) and brand image (X2), and the dependent variable: purchase decision (Y). The fourth stage included hypothesis testing using the t-test to determine the partial influence of the independent variables on the dependent variable and the F-test to determine the simultaneous influence of the independent variables on the dependent variable. Finally, the coefficient of determination was calculated to determine the extent of the independent variables' contribution to the dependent variable.

3. Results And Discussion

3.1 Results

3.1.1 Validity Test Results

The validity test is a process conducted to determine whether a research questionnaire is valid or not, based on the criterion that the calculated correlation coefficient (r-count) must be greater than the table value

(r-table) (Utami et al., 2023). The following table presents the results of the validity test for the data in this study.

Table 1. Validity Test Results

No	Variable	Item	Pearson Correlation (r-count)	r-table	Description
	Digital Marketing (X1)	1.1	0,875	0,254	Valid
		X1.2	0,854	0,254	Valid
		X1.3	0,858	0,254	Valid
		X1.4	0,902	0,254	Valid
		X1.5	0,850	0,254	Valid
		X1.6	0,888	0,254	Valid
	Brand Image (X2)	X2.1	0,908	0,254	Valid
		X2.2	0,896	0,254	Valid
		X2.3	0,844	0,254	Valid
	Purchase Decision (Y)	Y.1	0,880	0,254	Valid
		Y.2	0,875	0,254	Valid
		Y.3	0,898	0,254	Valid
		Y.4	0,879	0,254	Valid
		Y.5	0,915	0,254	Valid
		Y.6	0,935	0,254	Valid

Source: Data processed by authors, 2025

Based on the results shown in Table 1, all statement items for the variables of digital marketing, brand image, and purchase decision have r-count values greater than the r-table value. Therefore, all instruments used in this study can be considered valid.

3.1.2 Reliability Test Results

The reliability test is a research instrument used to determine whether the statements in the questionnaire are consistent, indicated by a Cronbach's Alpha value greater than 0.60 (Susanto, 2021). The results of the reliability test are presented in the following table.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Keterangan
	Digital Marketing (X1)	0,936	Reliabel
	Brand Image (X2)	0,855	Reliabel
	Purchase Decision (Y)	0,951	Reliabel

Source: Data processed by authors, 2025

From the output of Table 2, the results show that all instruments for each variable have a Cronbach's Alpha value greater than 0.6, indicating that the instruments are reliable or consistent.

3.1.3 Multicollinearity Test Results

The multicollinearity test is used to determine whether there is a correlation between independent variables. The tolerance and Variance Inflation Factor (VIF) values are shown in the following table.

Table 3. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.455	2.409		1.434	.157		
Digital Marketing	365	114	.366	3.194	.002	.632	1.582

	Brand Image	.923	.238	.444	3.872	.000	.632	1.582
a. Dependent Variable: Purchase Decision								

Source: Data processed by authors, 2025

From the output of Table 3, all independent variables have tolerance values greater than 0.10 and VIF values less than 10, indicating that no multicollinearity occurs.

3.1.4 Coefficient of Determination (R^2) Test Results

The coefficient of determination (Adjusted R^2) measures the percentage of variation in the dependent variable explained by the independent variables. The results are shown below.

Table 4. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.511	3.230
a. Predictors: (Constant), Brand Image, Digital Marketing				

Source: Data processed by authors, 2025

From table 4, we can read the following results, the Adjusted R^2 value of 0.511 indicates that 51.1% of the variation in purchase decision is explained by digital marketing and brand image, while the remaining 48.9% is influenced by other variables outside this model.

3.1.5 Partial Test (t-Test) Results

The t-test is conducted to examine the partial effect of each independent variable on the dependent variable.

Table 5. Partial Test (t-Test) Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.455	2.409		1.434	.157
	Digital Marketing	.365	.114	.366	3.194	.002
	Brand Image	.923	.238	.444	3.872	.000
a. Dependent Variable: Purchase Decision						

Source: Data processed by authors, 2025

From table 5, we can read the following results:

a. Effect of Digital Marketing on Purchase Decision

The regression coefficient for digital marketing is 0.365, with a t-value of 3.194 > 1.672 and a significance value of 0.002 < 0.05. This means that digital marketing (X1) has a positive and significant effect on purchase decision (Y). Therefore, H0 is rejected and H1 is accepted.

b. Effect of Brand Image on Purchase Decision

The regression coefficient for brand image is 0.923, with a t-value of 3.872 > 1.672 and a significance value of 0.000 < 0.05. This means that brand image (X2) has a positive and significant effect on purchase decision (Y). Therefore, H0 is rejected and H2 is accepted.

3.1.6 Simultaneous Test (F-Test) Results

The F-test is conducted to determine the simultaneous effect of the independent variables on the dependent variable.

Table 6. Simultaneous Test (F-Test) Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	663.137	2	331.568	31.790	.000 ^b
	Residual	594.513	57	10.430		
	Total	1257.650	59			
a. Dependent Variable: Purchase decision						
b. Predictors: (Constant), Brand Image, Digital marketing						

Source: Data processed by authors, 2025

From Table 6, the F-value of 31.790 is greater than the F-table value of 3.16, with a significance value of $0.000 < 0.05$. This indicates that digital marketing (X1) and brand image (X2) simultaneously have a significant effect on purchase decision (Y). Therefore, H0 is rejected and H3 is accepted.

3.2. Discussion

The results of this study indicate that the digital marketing variable (X1) has a significant effect on the purchase decision of Namimi beauty products in Denpasar City, with a calculated t-value of 3.194 > t-table of 1.672. This finding supports the statement by Etty Zuliawati Zed et al. (2025), which emphasizes that companies must be able to adapt by utilizing digital marketing to attract consumer attention, thereby influencing purchase decisions. This result is also consistent with the study by Zahra and Sulaeman (2023), which found that digital marketing through Instagram has a positive and significant effect on consumer purchase decisions for Scarlett Whitening products. Thus, it can be concluded that consumers of Namimi beauty products prioritize marketing strategies conducted through Instagram when making their purchase decisions.

Furthermore, the brand image variable (X2) also has a significant effect on the purchase decision of Namimi beauty products in Denpasar City, with a t-value of 3.872 > t-table of 1.672. This finding supports the statement by Apriani and Bahrin (2021), who argued that a good brand image can influence consumers' purchasing behavior. The result is also in line with the study by Puspita and Rahmawan (2021), which showed that brand image has a positive and significant effect on the purchase decision of Garnier products. Therefore, it can be concluded that Namimi beauty product consumers place greater emphasis on a strong and positive brand image when deciding to purchase. The simultaneous test results reveal that digital marketing and brand image together significantly influence purchase decisions. This finding aligns with Hayati and Sudarwanto (2024), who demonstrated that content marketing on social media and brand image simultaneously influence purchase decisions for Barenbliss lip tint products. In this study, brand image acts as a supporting factor that strengthens consumers' perceptions of products marketed through Instagram.

The coefficient of determination (R^2) value of 0.511 indicates that digital marketing and brand image together explain 51.1% of the variation in purchase decisions, while the remaining 48.9% is influenced by other variables not included in this study. This supports the findings of Apriani and Bahrin (2021), who stated that consumer purchase decisions are influenced by multiple factors, including brand image, product quality, and digital marketing. The implications of this research are that Namimi beauty products need to consistently maintain and enhance marketing strategies through Instagram that influence consumer purchase decisions. Additionally, maintaining a strong brand image can encourage consumers' purchasing behavior. It is also essential to consider other strategies such as continuous product innovation, responsiveness to customer feedback, and improvement of product quality to further influence consumer decision-making.

3.3. Relation to Research Objectives

The findings of this study directly address the research questions stated in the introduction, which investigate the influence of Instagram-based digital marketing and brand image on consumer purchase decisions. The partial test results demonstrate that both digital marketing and brand image have significant partial effects on consumer purchase decisions, thereby supporting the initial hypotheses. Furthermore, the simultaneous test results confirm that digital marketing and brand image jointly have a significant influence on consumer purchase decisions.

The findings also fill a previously identified research gap, namely the limited focus on Instagram-based marketing and the lack of studies on local beauty products that have yet to achieve strong brand recognition. The novelty of this research lies in testing digital marketing strategies focused on Instagram and examining how brand image, built through Instagram, simultaneously affects consumer purchase decisions.

Therefore, this study contributes to the literature by illustrating consumer behavior in purchasing local beauty products, emphasizing the roles of Instagram marketing and brand image in shaping purchasing decisions.

4. Conclusions

Based on the description above, the research findings and discussion are concluded as follows:

The results of this study conclude that Instagram-based digital marketing has a positive and significant effect on the purchase decisions of Namimi beauty products. Likewise, brand image has a positive and significant effect on consumers' purchase decisions. Furthermore, digital marketing through Instagram and brand image simultaneously have a positive and significant influence on the purchase decisions of Namimi beauty products. This study fills the gap identified in previous research by providing a new perspective on local beauty product consumers in Denpasar City. It also highlights the importance of developing effective digital marketing strategies and maintaining a strong brand image through digital media platforms. Future researchers are recommended to explore other factors that may influence consumer purchase decisions so that companies can gain deeper insights and take appropriate actions to enhance consumer purchasing behavior toward Namimi beauty products.

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