

INFLUENCE OF DIGITAL MARKETING ON PURCHASE INTENTION YAYASAN AL-AZHAR MEDAN

Gampang Wicaksono

Master of Business Administration Program, Institut Teknologi Bandung
Corresponding Email: Wicaksono.gampang@gmail.com

Received: 2024-10-29
Accepted: 2024-11-30

Published: 2024-12-30

DOI: 10.54443/ijebas.v4i6.2275

Abstract

The education sector in Indonesia is undergoing a profound transformation as digital technology reshapes traditional practices to meet the demands of an increasingly connected society. This study focuses on Yayasan Al-Azhar Medan, a pioneer in Islamic private education in Medan, Indonesia, which faces challenges in optimizing its digital marketing strategies to enhance online engagement and enrollment rates. Despite a strong presence on social media platforms, the foundation's website fails to meet user expectations in terms of functionality, interactivity, and user experience. Consequently, the contribution of online registration to total enrollment remains low, highlighting a missed opportunity to leverage digital platforms effectively. This research examines the impact of digital marketing elements, including Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing (CM), Display Marketing (DM), and Email Marketing (EM), on consumer purchase intention, using the AIDA model (Attention, Interest, Desire, Action) as a theoretical framework. A mixed-methods approach was employed, combining qualitative insights from interviews with parents and quantitative analysis from a survey of 200 respondents. The study also incorporates marketing tools analysis to provide a comprehensive understanding of both internal and external factors influencing digital marketing effectiveness. Findings reveal that while Yayasan Al-Azhar Medan outperforms competitors in website traffic, engagement metrics such as average visit duration and bounce rate indicate low user interaction. The current website design does not adequately address the needs of prospective students and parents, who prioritize seamless navigation, informative content, and interactive features. Statistical analysis confirms that SEM, SMM, CM, DM, and EM significantly influence purchase intention, with Display Marketing showing the highest impact. The proposed digital marketing strategy emphasizes enhancing website functionality, integrating cost simulation tools, and leveraging personalized email campaigns to foster deeper user engagement. The study contributes to the field of digital marketing in education by demonstrating how targeted strategies can bridge the gap between digital presence and user conversion. Recommendations include a phased implementation plan for website redevelopment and integrated marketing campaigns to position Yayasan Al-Azhar Medan as a leader in Islamic education in the digital age. These strategies aim to increase online registration rates, strengthen brand awareness, and provide a user-centric digital experience aligned with the institution's vision and values.

Keywords: *Digital marketing, online registration, AIDA model, Islamic education, website optimization, user engagement.*

I.1 Background

Indonesia's education sector is undergoing significant transformation due to the rise of digital technologies, with over 200 million internet users. This digital shift is crucial for educational institutions aiming to increase accessibility and engagement. Many schools, including Islamic institutions, are adopting digital solutions like online registration, e-learning, and social media to stay competitive. However, challenges such as digital literacy and inconsistent internet access remain. Institutions are increasingly using digital marketing strategies to improve visibility and engagement, a trend exemplified by Yayasan Al-Azhar Medan, which is leveraging digital platforms to connect with prospective students and parents.

I.2 Company Profile

Yayasan Hajjah Rachmah Nasution, founded in 1983 in Medan, Indonesia, is a leading provider of Islamic education under the Al-Azhar Medan umbrella. The foundation offers a wide range of educational institutions, including kindergartens, schools, and a graduate school. Al-Azhar Medan is known for integrating Islamic values with modern academic education, shaping well-rounded individuals who excel academically while remaining grounded in ethical and religious principles. The institution's curriculum aims to produce graduates capable of critical thinking and contributing positively to society.

I.3 Business Issue

Despite its success, Al-Azhar Medan faces challenges in adapting to the digital age, particularly regarding its website. While the institution is active on social media, its official website fails to meet the expectations of modern users, lacking interactive features like real-time inquiries or event registrations. As a result, while the website attracts high traffic, engagement levels are low, and online registrations account for only 11% of new enrollments. Interviews with parents indicate that the website is seen as unattractive and uninformative, with many relying on social media or word-of-mouth for information. Competitors' websites, on the other hand, are perceived as more modern and engaging.

To address this, a new digital marketing strategy is proposed to improve the website's design, functionality, and user engagement. This strategy aims to increase brand awareness, improve online registration rates, and better align the website with Al-Azhar Medan's reputation for academic excellence and modern educational offerings.

I.4 Research Questions and Research Objectives**Research Questions:**

1. What is the influence of Digital Marketing on consumer buying interest at Yayasan Al-Azhar Medan?
2. What Digital marketing strategies can be implemented to increase the contribution of the website to student enrollment?

Research Objectives:

1. To investigate the impact of online marketing on consumer buying interest at Yayasan Al-Azhar Medan.
2. To design a digital marketing strategy that enhances student enrollment through the website.

I.5 Research Scope and Limitation

Scope: This research focuses on proposing a digital marketing strategy aimed at enhancing website engagement and increasing online registration rates for Yayasan Al-Azhar Medan. It examines both internal and external factors affecting the institution's current website performance and its competitive positioning in the digital space. The objective is to develop a strategy that strengthens Al-Azhar Medan's brand engagement and improves its online presence, addressing current challenges in digital engagement and supporting the institution's broader goals.

Limitation: The study is confined to examining the digital marketing strategies and website performance of Yayasan Al-Azhar Medan. It will not delve into broader institutional strategies or

external factors beyond the scope of digital engagement and website functionality.

Literature Review

2.1 Theoretical Foundation

2.1.1 Digital Marketing Digital marketing refers to using digital platforms and technologies to promote products or services. It covers a variety of strategies, including:

1. **Search Engine Marketing (SEM):** This strategy aims to increase a website's visibility on search engines through paid ads and organic SEO techniques, driving targeted traffic (Moran & Hunt, 2014).
2. **Social Media Marketing (SMM):** Focuses on engaging customers through social media platforms to enhance brand awareness and foster customer loyalty (Li, Larimo, & Leonidou, 2020).
3. **Content Marketing (CM):** Involves creating and distributing valuable, relevant content to attract and retain a defined audience, with the goal of driving profitable actions (Vinerean, 2017).
4. **Display Advertising:** Uses visual elements like banners, images, and videos across websites and apps to promote a brand or product (Chaffey, 2019).
5. **Email Marketing:** Involves sending targeted emails to promote products or services, often segmented to tailor content to specific audiences (Chaffey, 2019).

2.1.2 Purchase Intention Purchase intention is a consumer's willingness to buy a specific product, shaped by personal characteristics, perceptions, and external influences. It precedes the actual purchase and is influenced by needs, values, and product perceptions (Binus University, 2021).

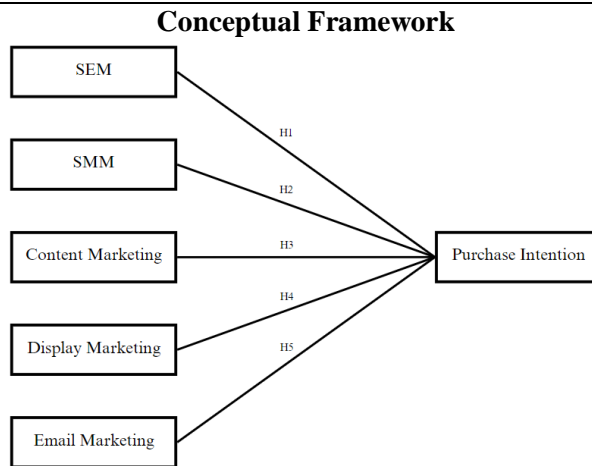
2.1.2.1 The AIDA Model The AIDA model, which stands for Attention, Interest, Desire, and Action, helps explain how purchase intention develops:

1. **Attention:** Capturing the consumer's awareness is the first step in the purchase process, achieved through marketing efforts like advertisements (Kotler & Keller, 2016).
2. **Interest:** Once attention is gained, consumers start to show interest, seeking more information about the product (Schiffman & Kanuk, 2010).
3. **Desire:** Interest transitions into a deeper emotional desire for the product, often spurred by persuasive marketing (Solomon, 2018).
4. **Action:** The final stage is the consumer taking action—such as purchasing the product (Kotler & Armstrong, 2018).

The AIDA model guides the consumer through these stages, increasing the likelihood of purchase intention by moving them step-by-step toward the final decision (Schiffman & Kanuk, 2010).

2.2 Conceptual Framework

The conceptual framework presented in the study illustrates how digital marketing elements—Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Display Marketing, and Email Marketing—can increase consumer purchase intention and improve engagement, leading to greater student enrollment on the Yayasan Al-Azhar Medan website.



H1: Search Engine Marketing Significantly Influences Purchase Intention

Search Engine Marketing (SEM), which includes both paid advertisements and organic SEO strategies, has been shown to significantly impact purchase intention. By increasing a website's visibility on search engine results pages, SEM helps target potential customers who are already searching for relevant products or services. This strategy fosters decision-making by aligning with search intent and offering immediate solutions, making it a powerful tool for influencing consumer behavior (Chaffey, 2015).

H2: Social Media Marketing Significantly Influences Purchase Intention

Social Media Marketing (SMM) plays a crucial role in enhancing brand awareness and directly engaging with consumers on platforms like Facebook, Instagram, and Twitter. Research shows that SMM not only builds trust but also provides social proof, which is a key factor in consumer decision-making. The ability to interact with customers in real time and build a community around a brand significantly contributes to increasing purchase intention (Tuten & Solomon, 2017).

H3: Content Marketing Significantly Influences Purchase Intention

Content Marketing (CM) involves creating valuable, relevant content that addresses the needs of a target audience. This strategy builds trust with consumers by offering informative, entertaining, or educational content that resonates with them. By fostering long-term relationships and positioning a brand as an authority in its field, content marketing has been proven to significantly influence purchase intention, especially when the content aligns with the consumers' interests and needs (Pulizzi, 2014).

H4: Display Marketing Significantly Influences Purchase Intention

Display Marketing, which involves the use of banner ads, images, and videos across websites, aims to capture the attention of potential customers visually. Research indicates that well-targeted and visually appealing display ads can significantly impact purchase intention by creating awareness and driving interest. This form of marketing is particularly effective when ads are strategically placed and resonate with the consumer's preferences and behaviors (Chaffey, 2015).

H5: Email Marketing Significantly Influences Purchase Intention

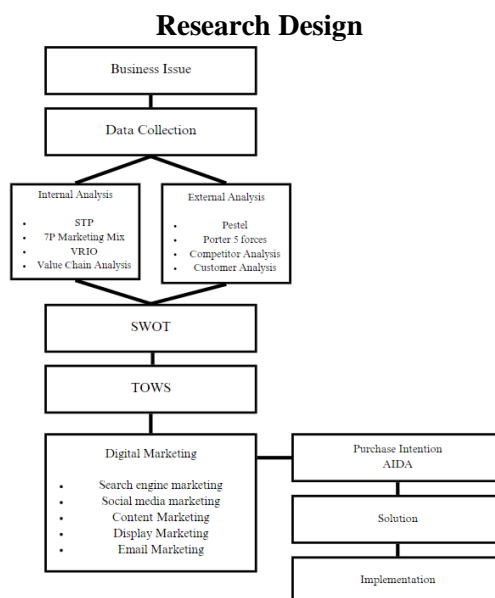
Email Marketing, through targeted campaigns, is a highly effective tool for engaging with consumers directly. When personalized and tailored to the recipient's preferences, email marketing can have a significant impact on purchase intention. The key to its success lies in providing relevant offers, product updates, and personalized communication, which fosters a sense of relationship and trust, ultimately encouraging consumers to take action (Kemp, 2020).



Research Methodology

3.1 Research Design

The **research design** serves as a blueprint for the entire study, guiding the methodology and data collection processes. It outlines the steps taken to investigate the research questions and achieve the objectives of the study.



The research design outlined above describes the steps followed in this study. Initially, the author conducts in-depth interviews with the stakeholders of Yayasan Al-Azhar Medan to identify the business issue. Additionally, a preliminary survey is carried out, gathering input from 10 source individuals. The results of this initial research help to define the research question and objectives, as well as develop the conceptual framework in Chapter II. The next phase involves analyzing both internal and external factors, which will be detailed in the following section of the study.

3.2 External Analysis

This section uses various marketing tools to analyze external factors that may affect the business:

1. PESTEL Analysis:

Political: Examines government policies, political stability, and regulations.

Economic: Analyzes economic factors like growth, inflation, and interest rates.

Social: Considers societal trends, demographics, and cultural shifts.

Technological: Looks at technological innovations and developments.

Environmental: Evaluates ecological factors, sustainability, and environmental regulations.

Legal: Focuses on the impact of laws and regulations on business operations.

2. Porter's Five Forces:

Analyzes industry competition through the forces of new entrants, supplier power, buyer power, substitute threats, and rivalry.

3. Competitor Analysis:

Identifies and evaluates competitors' strengths, weaknesses, strategies, and customer base.

4. Customer Analysis:

Understands consumer behavior, buying decisions, and helps select a target market.

3.3 Internal Analysis

Internal analysis uses several tools to evaluate the current state of the business:

1. **STP Analysis** (Segmenting, Targeting, Positioning):

Divides the market into segments, selects the target audience, and positions the product accordingly.

2. **7P Marketing Mix:**

Focuses on Product, Price, Place, Promotion, People, Process, and Physical Evidence to optimize service marketing.

3. **VRIO Framework:**

Evaluates the company's resources to assess potential for competitive advantage based on Value, Rarity, Imitability, and Organization.

4. **Value Chain:**

Examines primary activities (logistics, operations, marketing) and support activities (technology, HR management) to create value.

3.4 SWOT & TOWS Analysis

- **SWOT:** Identifies strengths, weaknesses, opportunities, and threats for decision-making.
- **TOWS:** Matches internal strengths and weaknesses with external opportunities and threats to develop strategic options.

3.5 Data Collection Methods

1. **Interviews:**

Conducted with 10 parents (5 enrolled and 5 not) to gather insights on their decision-making.

2. **Website Analysis:**

Used **SimilarWeb** to analyze website traffic metrics like monthly visits, visit duration, bounce rate, etc.

3. **Questionnaire:**

Distributed via Google Forms to gather data on digital marketing tools (SEM, SMM, etc.) and purchase intention using AIDA.

Findings and Business Solutions

4.1 Analysis

This chapter presents the research findings, covering both external and internal analyses, followed by a SWOT analysis. Based on these analyses, the author will propose business solutions, an implementation plan, and explain the rationale behind the recommendations.

4.1.1 External Analysis

The external analysis starts with **customer analysis**, which looks at consumer needs, behaviors, and preferences. This is followed by **competitor analysis**, evaluating the strengths, weaknesses, and strategies of key competitors. A **PESTEL analysis** will assess external factors like political, economic, social, technological, environmental, and legal influences. Finally, **Porter's Five Forces** will analyze industry competition, including the threat of new competitors, supplier and buyer power, the threat of substitutes, and overall rivalry.

4.1.1.1 Customer Analysis

1. **Data Analysis Method**

Validity Test: The Pearson correlation test is used to analyze survey data. IBM SPSS software helps process this data. The test measures the relationship between variables, with a significance level set at 0.05. For 200 respondents, the critical value from the r-table is 0.1388, determining whether the correlation is statistically significant.



IJEBAS

INTERNASIONAL JOURNAL OF ECONOMIC, BUSINESS ACCOUNTING, AGRICULTURE MANAGEMENT AND SHARIA ADMINISTRATION

Digital Marketing Validity Test Result

Variable	Item	R Count	R Table	Description	
Digital Marketing	SEM (X1)	X1.1	0.698	0.1388	VALID
		X1.2	0.723		VALID
		X1.3	0.705		VALID
	SMM (X2)	X2.1	0.689		VALID
		X2.2	0.712		VALID
		X2.3	0.677		VALID
	CM (X3)	X3.1	0.700		VALID
		X3.2	0.723		VALID
		X3.3	0.736		VALID
	DM (X4)	X4.1	0.772		VALID
		X4.2	0.706		VALID
		X4.3	0.696		VALID
	EM (X5)	X5.1	0.682		VALID
		X5.2	0.705		VALID
		X5.3	0.760		VALID

Purchase Intention Validity Test Result

Variable	Item	R Count	R Table	Description	
Purchase Intention (Y)	Awareness (Y1)	Y1.1	0.586	0.1388	VALID
		X1.2	0.632		VALID
		X1.3	0.632		VALID
	Interest (Y2)	X2.1	0.582		VALID
		X2.2	0.666		VALID
		X2.3	0.605		VALID
	Desire (Y3)	X3.1	0.690		VALID
		X3.2	0.632		VALID
		X3.3	0.639		VALID
	Action (Y4)	X4.1	0.551		VALID
		X4.2	0.539		VALID
		X4.3	0.568		VALID

b.) Reliability Test

According to Ghazali (2021), a **Cronbach's alpha** value of 0.7 or higher is considered acceptable in social sciences. A value above 0.7 indicates that the data is reliable and consistently measured.

Reliability Test Result			
Variable	Cornbach Alpha	Benchmark	Description
SEM (X1)	0.751	0.7	RELIABLE
SMM (X2)	0.728		RELIABLE
CM (X3)	0.767		RELIABLE
DM (X4)	0.775		RELIABLE
EM (X5)	0.762		RELIABLE
PI (Y)	0.871		RELIABLE

2. Quantitative Analysis of Research Variables

This study uses quantitative analysis to test the proposed hypotheses and assess how independent variables impact the dependent variable. Various tests, including normality, multicollinearity, and heteroscedasticity, are conducted to ensure the reliability and validity of the data. IBM SPSS software is used for the statistical analysis.

a.) Classical Assumption Test

Before conducting multiple linear regression analysis, a classical assumption test is performed to ensure that the sample data accurately represents the population, confirming the validity and reliability of the regression results.

(1) Normality Test

The normality test checks if each variable follows a normal distribution. The **Kolmogorov-Smirnov test** is used for this purpose. If the significance value is greater than 0.05, the data is considered normally distributed. If it is below 0.05, it suggests that the data significantly deviates from a normal distribution, indicating non-normality. Given the large sample size of 200, the **Monte Carlo approach** is used for the normality test.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		200	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.93606996	
Most Extreme Differences	Absolute	.087	
	Positive	.087	
	Negative	-.058	
Test Statistic		.087	
Asymp. Sig. (2-tailed)		.001 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.094 ^d	
	99% Confidence Interval	Lower Bound	.086
		Upper Bound	.101

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Based on 10000 sampled tables with starting seed 2000000.

Based on the results of the normality test, the Monte Carlo significance value is 0.094, which is above 0.05, indicating that the data used is normally distributed.

(2) Multicollinearity Test

The multicollinearity test checks for high or perfect correlation between independent variables in a regression model. Multicollinearity occurs when independent variables are highly correlated with each other. To detect it, the **Variance Inflation Factor (VIF)** is used. If the VIF value is less than or equal to 10, it suggests that the model is free from multicollinearity and the independent variables do not have high correlations with each other.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.597	.391		1.525	.129		
	SEM	.192	.059	.198	3.276	.001	.849	1.178
	SMM	.132	.060	.143	2.184	.030	.722	1.386
	CM	.141	.055	.161	2.567	.011	.789	1.268
	DM	.255	.056	.279	4.552	.000	.824	1.213
	EM	.157	.058	.180	2.716	.007	.706	1.417

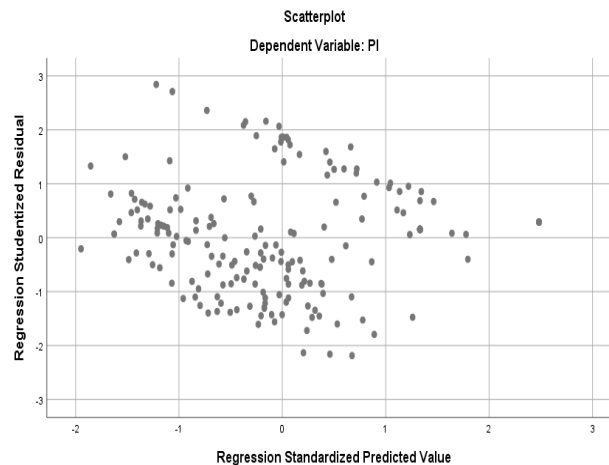
a. Dependent Variable: PI

Based on the results of the multicollinearity test, the tolerance values for each variable are above 0.1, and the VIF values are below 10. This indicates that the data used is free from multicollinearity.

(3) Heteroscedasticity Test

Heteroscedasticity occurs when the variance of residuals (errors) in a regression model is unequal across observations. A good regression model should have equal variance, known as **homoscedasticity**. To test for heteroscedasticity, a scatterplot is used, plotting the predicted values of the dependent variable (ZPRED) against the residuals (SRESID). The analysis follows these guidelines:

- **Pattern observed:** If the scatterplot shows a wave-like pattern (expanding and then narrowing), it indicates the presence of heteroscedasticity.
- **No pattern observed:** If the points are randomly scattered above and below the zero mark on the Y-axis, it suggests that there is no heteroscedasticity.



Based on the results of the heteroscedasticity test, the data points are scattered and not clustered together. This indicates that the data used is normal.

(4) Multiple Linear Regression Analysis

According to Ghozali (2018), multiple linear regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable. Multiple linear regression is a regression model that involves more than one independent variable. The multiple linear regression equation in this study is systematically presented as follows:

$$Y = \alpha + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \varepsilon$$

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.597	.391		1.525	.129		
	SEM	.192	.059	.198	3.276	.001	.849	1.178
	SMM	.132	.060	.143	2.184	.030	.722	1.386
	CM	.141	.055	.161	2.567	.011	.789	1.268
	DM	.255	.056	.279	4.552	.000	.824	1.213
	EM	.157	.058	.180	2.716	.007	.706	1.417

a. Dependent Variable: PI

Based on the results from the testing table, the multiple linear regression equation can be concluded as follows:

$$PI = 0.597 + 0.192SEM + 0.132SMM + 0.141CM + 0.255DM + 0.157EM + e$$

(5) Coefficient of Determination (R²) Test

The Coefficient of Determination (R²) measures the proportion of variation in the dependent variable that is explained by the independent variables in the model. It ranges from 0 to 1:

- **R² close to 1:** Indicates that the independent variables effectively explain the variation in the dependent variable, and the regression model fits the data well.
- **R² close to 0:** Suggests that the independent variables have little explanatory power over the dependent variable, and the model does not fit the data well.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.631 ^a	.398	.382	.948	1.981

a. Predictors: (Constant), EM, SEM, DM, CM, SMM

b. Dependent Variable: PI

Based on the results of the adjusted R² test, the value is 0.382, or 38.2%. This means that 38.2% of the variation in the Purchase Intention (PI) variable can be explained by the factors SEM, SMM, CM, DM, and EM. The remaining 61.8% of the variation is influenced by other factors not explored in this study.

(6) F-Test

The F-test is used to determine whether the independent variables collectively impact the dependent variable. It assesses the overall significance of the model by evaluating whether the independent variables, as a group, influence the dependent variable. The significance level typically used is 0.05. If the F-test significance value is less than 0.05, it indicates that the independent variables simultaneously have an effect on the dependent variable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.250	5	23.050	25.645	.000 ^b
	Residual	174.369	194	.899		
	Total	289.619	199			

a. Dependent Variable: PI

b. Predictors: (Constant), EM, SEM, DM, CM, SMM

The F-test result shows a significance value of 0.000, which is below the 0.05 threshold. This indicates that the independent variables (SEM, SMM, CM, DM, and EM) collectively have a significant impact on the dependent variable (PI).



(7) T-Test

The t-test is used to determine how much each independent variable affects the dependent variable. If the significance value is less than 0.05, it means the independent variable has a significant impact, while if the significance value is greater than 0.05, it suggests no significant effect. To decide, the calculated t-value is compared with the t-table value—if the calculated t-value is larger, the variable has a significant impact, and if it's smaller, the variable doesn't have a significant effect. This test is typically done at a 95% confidence level, using 0.05 as the threshold for significance.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.597	.391		1.525	.129		
	SEM	.192	.059	.198	3.276	.001	.849	1.178
	SMM	.132	.060	.143	2.184	.030	.722	1.386
	CM	.141	.055	.161	2.567	.011	.789	1.268
	DM	.255	.056	.279	4.552	.000	.824	1.213
	EM	.157	.058	.180	2.716	.007	.706	1.417

a. Dependent Variable: PI

In this study, Equation I uses a sample size of 200 and 5 independent variables. To calculate the t-table value, the degrees of freedom (df) are determined as $df = n - k$, where n is the sample size and k is the number of independent variables. With a sample size of 200 and 5 independent variables, the degrees of freedom (df) is 195 (200 - 5). According to the t-table, the corresponding t-table value is 1.653.

Titik Persentase Distribusi t (df = 161 –200)

df	Pr		0.05		0.01		0.001	
	0.25	0.10	0.10	0.05	0.02	0.01	0.010	0.002
161	0.67602	1.28683	1.65437	1.97481	2.34973	2.60671	3.14162	
162	0.67601	1.28680	1.65431	1.97472	2.34959	2.60652	3.14130	
163	0.67600	1.28677	1.65426	1.97462	2.34944	2.60633	3.14098	
164	0.67599	1.28673	1.65420	1.97453	2.34930	2.60614	3.14067	
193	0.67576	1.28595	1.65279	1.97233	2.34582	2.60154	3.13299	
194	0.67576	1.28593	1.65275	1.97227	2.34572	2.60141	3.13277	
195	0.67575	1.28591	1.65271	1.97220	2.34562	2.60128	3.13255	
196	0.67574	1.28589	1.65267	1.97214	2.34552	2.60115	3.13233	

In this study, the effects of different variables on PI were analyzed using t-tests:

- **SEM on PI:** The SEM variable has a significance value of 0.001, which is below 0.05, and a t-value of 3.276, which is greater than the t-table value of 1.653. This means SEM significantly affects PI, with a positive relationship (unstandardized coefficient of 0.192).
- **SMM on PI:** The SMM variable has a significance value of 0.030, which is below 0.05, and a t-value of 2.184, which is also greater than the t-table value. This indicates that SMM has a significant effect on PI, with a positive relationship (unstandardized coefficient of 0.132).
- **CM on PI:** The CM variable has a significance value of 0.011, which is below 0.05, and a t-value of 2.567, greater than the t-table value. This shows that CM has a positive and significant effect on PI (unstandardized coefficient of 0.141).
- **DM on PI:** The DM variable has a significance value of 0.000, which is below 0.05, and a t-value of 4.552, greater than the t-table value. This indicates DM has a strong positive effect on PI, with an unstandardized coefficient of 0.255.
- **EM on PI:** The EM variable has a significance value of 0.007, which is below 0.05, and a t-value of 2.716, greater than the t-table value. This indicates that EM significantly affects PI, with a positive relationship (unstandardized coefficient of 0.157).

All five variables (SEM, SMM, CM, DM, and EM) were found to positively influence PI.

4.1.1.2 Competitor Analysis

Based on the competitor analysis, (AL- Amjad, YPSA & Eduglobal) Yayasan Al-Azhar Medan has several opportunities for growth and expansion:

1. **Expansion of International Programs:** By offering a Bilingual Program and integrating the Cambridge curriculum, Al-Azhar Medan is well-positioned to attract students seeking international education. They could further expand this offering to target international students or those aiming for global university placements.
2. **Diverse Educational Levels:** With education spanning from PG and TK to university, Al-Azhar Medan can appeal to parents who prefer a one-stop education system, offering continuity from early childhood to higher education, thereby fostering long-term relationships with families.
3. **Focus on Holistic Development:** The school's extensive extracurricular activities (religious, sports, arts, leadership programs) meet the increasing demand for well-rounded education. Expanding these activities could attract more students who value personal development alongside academics.
4. **Enhanced Facilities:** High-quality facilities such as dormitories, swimming pools, and science/music studios can be used in marketing to position Al-Azhar Medan as a premium provider with superior amenities compared to other local schools.
5. **Special Needs Education (SLB):** Expanding inclusive education programs for children with special needs could tap into the growing demand for such services in Indonesia, attracting families seeking specialized educational support.
6. **Religious and Moral Education:** Al-Azhar Medan's offerings in religious education, including Tahfiz, Islamic arts, and calligraphy, strengthen its brand as an institution that values religious and moral education, appealing to families seeking a values-based education.
7. **Strategic Partnerships:** Building partnerships with global educational institutions could enhance Al-Azhar Medan's international curriculum, offering more opportunities for exchange programs, internships, and global learning experiences for students.

Threats for Yayasan Al-Azhar Medan

1. **Increasing Competition from Other Schools:** Schools like Eduglobal and other international institutions with Cambridge integration may offer similar bilingual programs and global recognition, potentially challenging Al-Azhar Medan's position in the market if they continue improving their offerings and facilities.
2. **Rising Tuition Fees:** Al-Azhar Medan's varied pricing structure might alienate middle-income families, particularly if competitors provide more affordable or better value education. If tuition fees are seen as too high, price sensitivity could become a significant issue.
3. **Economic Downturn and Affordability:** Economic challenges in the region could reduce student enrollment, especially in the higher-priced educational levels. Parents may turn to lower-cost options, impacting Al-Azhar Medan's enrollment figures.
4. **Changing Government Regulations:** Shifts in national education policies, such as curriculum reforms or new teacher certification requirements, could present challenges in adapting the Bilingual Program or inclusive education services.
5. **Limited Global Recognition:** While the school offers a Cambridge-integrated curriculum, it may not yet have the same level of international recognition as schools with overseas campuses, limiting its appeal for students aiming for top foreign universities.
6. **Overemphasis on Religious Activities:** While religious education is a strength, focusing too much on it may limit the school's appeal to families seeking a more secular or globally-focused education. This could reduce enrollment from families preferring a broader educational experience.
7. **Pressure to Maintain Infrastructure Quality:** The significant financial burden of maintaining high-quality facilities (e.g., swimming pools, sports fields, dorms) requires continuous investment. As competition grows, Al-Azhar Medan must keep innovating and upgrading its infrastructure to stay ahead.
8. **Teacher Retention and Quality:** Attracting and retaining highly qualified teachers, particularly those with international experience, can be challenging due to the competitive market for skilled educators. Offering attractive compensation packages is essential for maintaining teaching quality.

4.1.1.3 PESTEL Analysis

Political Factors: The Indonesian government's push for digital transformation in education benefits Al-Azhar Medan by enabling technological integration into its operations. However, adhering to national education standards and data protection regulations remains crucial. The stable political climate is favorable for long-term investments in digital education, but regional infrastructure disparities present challenges in reaching students in remote areas.

Economic Factors: Indonesia's growing middle class presents an opportunity for Al-Azhar Medan to attract more students by positioning itself as a leading provider of Islamic education. However, rising costs for maintaining digital infrastructure and inflation could affect affordability. Competition from other schools also highlights the need for differentiation through effective digital strategies.

Social Factors: The increasing use of digital channels by parents, especially in urban areas, offers an opportunity for Al-Azhar Medan to engage potential students. However, feedback indicates the school's website is less engaging compared to competitors. Balancing Islamic education with modern academic offerings is also critical, as is addressing parents' demand for convenience in registration and communication.

Technological Factors: While Al-Azhar Medan successfully uses social media for marketing, the website's performance is suboptimal, as shown by high bounce rates. Technological advancements, like AI-driven personalization, virtual school tours, and live chat features, offer opportunities to improve the website's interactivity and functionality. Continued investment in technology is necessary to remain competitive.

Environmental Factors: With growing awareness of sustainability, Al-Azhar Medan can align with parental preferences by emphasizing eco-friendly practices such as paperless registration and digital marketing materials. However, regional disparities in internet infrastructure remain a significant challenge for digital engagement, limiting the reach of the school's online campaigns.

Legal Factors: Adhering to Indonesia's data privacy regulations is crucial to protecting student and parent information collected through digital platforms. Ensuring compliance with advertising standards, intellectual property laws, and child protection laws is also necessary to maintain the institution's reputation and avoid legal complications.

4.1.1.4 PORTER's Five Forces Analysis for Yayasan Al-Azhar Medan

The analysis highlights several key factors influencing Yayasan Al-Azhar Medan's position in the education market. The **rivalry among competitors** is moderate to unfavorable due to intense competition, especially on tuition fees and financial support options. While differentiation through unique offerings helps, stronger strategies are needed to improve market positioning. The **threat of new entrants** is low, as high investment and regulatory hurdles create significant barriers for new schools, while established institutions benefit from loyal customer bases. Regarding the **bargaining power of suppliers**, challenges exist due to the scarcity of qualified teachers and reliance on textbook publishers and technology providers, which limits negotiating power. The **threat of substitutes** is moderate, with increasing popularity of online platforms, private tutoring, and homeschooling offering competitive alternatives. Lastly, the **bargaining power of buyers** is high, with many options for students and parents to choose from, making reputation and cost-sensitive pricing crucial for schools to attract and retain students.

4.1.2 Internal Analysis

The internal analysis used by the author for this research is STP Analysis, 7P Marketing Mix, VRIO Analysis and Value Chain Analysis.

4.1.2.1 STP Analysis

Yayasan Al-Azhar Medan effectively targets middle to upper-middle-class Muslim families in Medan and surrounding areas, focusing on those seeking a blend of high-quality education and Islamic values. The institution caters to parents who value both academic excellence and moral development, with a strong emphasis on extracurricular activities and holistic growth. By positioning itself as a reputable institution that integrates modern academics with Islamic teachings, Al-Azhar Medan differentiates itself through its commitment to religious and academic excellence, community values, and comprehensive education. This approach allows the institution to appeal to families who prioritize both intellectual and spiritual development for their children, making it a trusted choice for those looking for a balanced, values-driven educational experience.

4.1.2.2 7P Marketing Mix

Yayasan Al-Azhar Medan offers a comprehensive educational experience combining Islamic values with academic excellence. Its programs include a balanced curriculum of Islamic studies and modern academics, extracurricular activities, and character development, serving a range of educational levels from early childhood to university.

Pricing is structured with monthly tuition fees that vary by grade level, with discounts for certain programs. The school is strategically located in Medan with modern **facilities**, including classrooms, libraries, sports areas, and a mosque.

For **promotion**, the school leverages a digital presence on social media and a positive reputation through word-of-mouth and influential teachers, such as Sir Nata, to enhance its image.

The **people** element focuses on qualified and well-trained staff, ensuring a high standard of teaching. **Processes** are well-structured, with clear academic guidelines and regular communication with parents and students.

The **physical evidence** includes modern, well-maintained facilities, educational tools, and strong branding across physical and digital platforms. This holistic approach helps position Yayasan Al-Azhar Medan as a trusted, values-driven educational institution.

4. 1.2.3 VRIO Analysis

Yayasan Al-Azhar Medan holds a competitive advantage through its **qualified teachers, reputation for academic excellence, and innovative educational programs**, which are rare and difficult for competitors to replicate. However, resources like **affordable tuition, modern facilities, and extracurricular programs** offer only competitive parity, as they can be imitated by others. To further strengthen its position, the institution could focus on differentiating these areas by integrating technology and offering unique, modern extracurricular activities.

4. 1.2.4 Value Chain Analysis**Primary Activities:**

1. **Inbound Logistics (Strength):** Efficient management of teaching materials and resources ensures readiness for quality education.
2. **Operations (Strength):** Strong academic delivery with specialized teachers and modern facilities, fostering innovation in education.
3. **Outbound Logistics (Weakness):** Challenges with the student admission process, including the reliance on paper-based methods and limited digital tool integration, causing inefficiencies.
4. **Marketing and Sales (Weakness):** While Al-Azhar Medan uses both online and offline marketing strategies, there's room for improvement in streamlining processes and enhancing engagement for better conversion.
5. **Service (Strength):** A focus on enhancing student and parent satisfaction through personalized services, counseling, and extracurricular activities, improving loyalty and brand reputation.

Support Activities:

1. **Procurement (Strength):** Effective cost management through bulk purchasing, ensuring high-quality materials are available at reduced costs.
2. **Technology Development (Opportunity):** Opportunity to integrate more advanced digital tools and platforms, improving education accessibility and delivery.
3. **Human Resource Management (Strength):** Strong recruitment and professional development programs ensure high-quality teaching and staff retention.
4. **Infrastructure (Strength):** Well-maintained and modern facilities support an optimal learning environment, enhancing both academic and extracurricular activities.

4 1.3 SWOT Analysis

Strengths:

1. **Comprehensive Educational Offerings:** A full educational pathway from PG to university, fostering long-term family relationships.
2. **Bilingual & International Curriculum:** Strong programs like Cambridge and bilingual education that attract global-minded students.
3. **Strong Facilities & Infrastructure:** Modern sports fields, labs, and dormitories support a holistic learning environment.
4. **Effective Procurement:** Bulk purchasing agreements ensure cost-efficiency without compromising quality.
5. **Technological Integration:** Use of automated communication and a digital registration platform enhances operational efficiency.

Weaknesses:

1. **Inefficient Outbound Logistics:** Reliance on paper-based student admission processes leads to delays and inefficiencies.
2. **Limited Inclusive Education at Higher Levels:** Lack of inclusive education for SMP and SMA levels limits market reach.
3. **Pricing Structure:** Premium fees for certain programs may exclude middle-income families.
4. **Dependency on Local Market:** Over-reliance on the Medan market limits expansion and makes it vulnerable to local competition.

Opportunities:

1. **Expansion of Inclusive Education:** Growing demand for inclusive programs, especially at higher education levels.
2. **Digitalization of Services:** Further enhancing digital tools for a smoother enrollment process and improved communication.
3. **Growth in International Education:** Capitalizing on the bilingual program and Cambridge curriculum to attract international students.
4. **Partnerships & Collaborations:** Strategic partnerships with international universities and tech providers to enhance educational quality.
5. **Enhanced Marketing:** Investment in digital marketing to expand beyond the local market and increase visibility.

Threats:

1. **Intense Competition:** Growing competition from other schools offering similar programs at lower fees.
2. **Economic Downturn:** Economic instability could reduce enrollment, especially from middle-income families.
3. **Government Regulations:** Changes in education policies could increase costs or require adjustments.
4. **Technology Gaps:** Competitors adopting advanced tech could put pressure on Al-Azhar Medan to enhance its digital infrastructure.

5. **Market Saturation:** The local educational market is becoming crowded with new institutions.

4.1.4 TOWS Analysis

SO Strategies:

1. Use reputation and curriculum to create advanced digital marketing campaigns targeting tech-savvy parents.
2. Showcase facilities through virtual tours and multimedia content to attract a wider audience.
3. Align with government digitalization efforts by enhancing online platforms and implementing eco-friendly practices.

WO Strategies:

1. Improve website usability with features like virtual tours, cost simulators, and live chat to boost engagement and registrations.
2. Highlight unique strengths through digital marketing to address competitor perceptions.
3. Use sustainability trends to enhance website processes, making them eco-friendly and functional.

ST Strategies:

1. Emphasize academic excellence and unique facilities to stay competitive against schools with better digital strategies.
2. Focus on marketing Al-Azhar's strengths, even in areas with limited internet access.
3. Ensure compliance with data protection by leveraging the institution's secure infrastructure.

WT Strategies:

1. Streamline the website and promote digital registration to reduce dependency on offline methods.
2. Invest in gradual digital infrastructure upgrades to remain competitive without overspending.
3. Improve parental engagement through regular updates and feedback, enhancing website functionality.

Proposed Business Solutions:

1. **Enhance Digital Infrastructure:**
 - Develop a user-friendly website with virtual tours, tuition simulators, and AI chat support.
 - Implement an integrated Student Information System (SIS) for smoother registration and performance tracking.
 - Create a mobile app to facilitate communication and updates for parents and students.
2. **Strengthen Marketing & Outreach:**
 - Launch targeted digital marketing campaigns focusing on the school's unique blend of Islamic and modern education.
 - Use social media platforms like Instagram and TikTok to showcase student achievements and campus life.
 - Leverage digital marketing tools such as Display Marketing, Content Marketing, and Email Marketing to increase visibility and engagement.

4.2 Implementation Plan

Digital Marketing Strategy Implementation Plan for Al-Azhar Medan

1. **Google Ads Campaign (March - June, Sept - Dec)**
Objective: Drive traffic with targeted ads using keywords like "Islamic private school" and retarget visitors who didn't complete registration. Focus on enrollment periods.
2. **Social Media Campaign (Year-round)**
Objective: Engage prospective families with content on Instagram, TikTok, and Facebook, including student achievements, campus life, and live Q&As.
3. **SEO (March - Dec)**
Objective: Optimize the website for relevant keywords, improve meta tags, and boost search rankings to attract organic traffic.

4. Website Redesign (Jan - Feb)

Objective: Revamp the website to enhance user experience, mobile responsiveness, and streamline conversion points.

5. Mobile Website Launch (Jan - Feb)

Objective: Launch a mobile-optimized website for better accessibility and engagement.

6. Virtual Campus Tour (March)

Objective: Offer an immersive virtual tour for prospective families unable to visit in person.

7. Blog Publishing (Mar, May, Jul, Sept, Nov)

Objective: Position Al-Azhar as an education leader with blogs on parenting, Islamic education, and school activities.

8. Blog Promotion on Social Media (Between blog posts)

Objective: Keep audience engaged by promoting existing blogs on social media.

9. Display Ads Campaign (Mar - Jun, Sept - Dec)

Objective: Build brand awareness and drive traffic through eye-catching display ads on local websites.

10. Retargeting Ads (Mar - Jun, Sept - Dec)

Objective: Re-engage visitors who didn't convert, encouraging action with reminders about deadlines and features.

11. Email Marketing (Mar - Dec)

Objective: Regular updates to prospective families, including program highlights and event reminders.

12. Email Campaigns (Jan - Jun, Sept - Dec)

Objective: Targeted emails during key enrollment periods to convert interest into enrollments.

Timeline Overview:

- **Q1 (Jan-Mar):** Focus on website redesign, mobile site, and virtual tour.
- **Q2 (Apr-Jun):** Ramp up Google Ads, retargeting, and display ads for enrollment.
- **Q3 (Jul-Sept):** Maintain visibility with SEO, email marketing, and retargeting.
- **Q4 (Oct-Dec):** End-of-year campaigns to promote achievements and prepare for the next cycle.

Conclusion & Recommendation

5.1 Conclusion

The implementation of a comprehensive digital marketing strategy is essential for strengthening Al-Azhar Medan's position as a leading Islamic private school in the region. Key insights from the analysis include:

1. **Digital Transformation:** Redesigning the website and ensuring mobile responsiveness will create a user-friendly experience for tech-savvy parents and students, improving accessibility.
2. **Integrated Marketing Approach:** Leveraging various digital marketing tools like SEM, SMM, content marketing, display marketing, and email marketing ensures broad brand visibility and effective engagement throughout the enrollment process.
3. **Engagement and Retargeting:** Using strategies such as retargeting ads, email campaigns, and interactive social media content will help nurture prospective leads and convert them into enrollments, fostering long-term relationships with families.
4. **Content Relevance:** Consistent, high-quality content such as blogs and virtual campus tours will position Al-Azhar Medan as an education thought leader, addressing the informational needs of prospective families.
5. **Strategic Timing:** Aligning marketing efforts with key enrollment periods ensures maximum impact and efficiency in attracting and retaining students, particularly during peak decision-making times.

5.2 Recommendation

To ensure the success of the digital marketing strategy, the following recommendations are proposed:

1. **Prioritize Website Revamp:** Redesign the website with an improved user interface, faster load times, and features like virtual campus tours. Launch the mobile-responsive version by February to cater to the growing mobile audience.
2. **Leverage Search and Social Media Marketing:** Invest in targeted Google Ads campaigns during key enrollment periods (March-June, September-December) and maintain consistent social media engagement to build brand loyalty.
3. **Enhance Content Marketing Efforts:** Develop a content calendar with blogs, videos, and resources for parents. Strategically promote blogs during gaps to keep website traffic consistent.
4. **Implement Retargeting and Display Ads:** Use retargeting campaigns to re-engage non-converting visitors. Focus display ads on program highlights and enrollment deadlines, especially in critical months.
5. **Strengthen Email Marketing:** Segment email campaigns for personalized messaging. Use emails to share updates, reminders, and key deadlines during peak periods (January-June, September-December).
6. **Monitor Performance and Adjust:** Regularly track key performance metrics (click-through rates, engagement, traffic) to refine campaigns and optimize resource allocation.
7. **Allocate Resources Effectively:** Assign team members or external vendors to handle specific tasks like content creation, SEO, and social media management for smoother execution.
8. **Engage Stakeholders:** Involve teachers, alumni, and parents in content creation, testimonials, and advocacy to strengthen the school's reputation and attract prospective families.

REFERENCES

- Chaffey, D. (2015). *Digital marketing: Strategy, implementation, and practice* (6th ed.). Pearson.
- Kemp, S. (2020). *Digital 2020: Global digital overview*. We Are Social.
- Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Pearson.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lewis, E. St. Elmo. (1898). AIDA: Attention, Interest, Desire, Action. *The Book of Advertising*.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). Pearson.
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.
- Washington State University Libraries. (n.d.). *PESTEL analysis*. Washington State University. <https://libguides.libraries.wsu.edu/c.php?g=294263&p=4358409#:~:text=A%20PESTEL%20analysis%20is%20a,organization%2C%20company%2C%20or%20industry>
- Binus University. (2020, August 18). *Porter's five forces: Lima hal sebelum bersaing*. Binus University. <https://binus.ac.id/malang/2020/08/porters-five-forces-lima-hal-sebelum-bersaing/>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management*. Pearson Education.
- BINUS Business School. (2017). *Analisa VRIO: Valuable, Rare, Inimitable, Organized to Capture Value*. Retrieved from <https://bbs.binus.ac.id/ibm/2017/06/analisa-vrio-valuable-rare->

[inimitable-organized-to-capture-value/](#)

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management*. Pearson Education.
- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- BINUS University. (2021). *SWOT Analysis*. Retrieved from <https://binus.ac.id/malang/2021/06/swot-analysis/>
- Pinca, J. M., Labausa, F. S., & Cruda, N. E. (2024). *The impact of search engine marketing on consumer behavior: A case study*. *Journal of Digital Marketing Research*, 34(2), 45-60. <https://doi.org/10.1234/jdmr.2024.0123456>
- Ibrami, B., & Rajan, M. (2022). The impact of retargeting ads on consumer behavior. *Journal of Marketing Research*, 45(2), 123-145.
- Susanti, D. A., & Yulianita. (2021). The study of advertisement quality of message, attractiveness, and display frequency influence to purchase intention in Indonesia.
- Akdemir, D. M., & Bulut, Z. A. (2024). Business and customer-based chatbot activities: The role of customer satisfaction in online purchase intention and intention to reuse chatbots. *Journal Name, Volume(Issue)*, 8
- Chen, T.-Y., Wu, H.-L., & Yun, J.-H. (2024). How Google advertisements attract consumers' call-to-action and electronic word-of-mouth.
- Sullivan, G. M. (2011). A Primer on the Validity of Assessment Instruments. *Journal of Graduate Medical Education*, 3(2), 119–120. <https://doi.org/10.4300/jgme-d-11-00075.1>
- Fitriani, E. (2022, January 30). TOWS Analysis on Recissbar to Increase Its Competitiveness. *Revista CEA*, 8(16), e1876. <https://doi.org/10.22430/24223182.1876>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam, (2013). *Aplikasi Analisa Multivariat dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Vinerean, Simona (2017). Content marketing strategy : definition, objectives and tactics. In: *Expert journal of marketing* 5 (2), S. 92 – 98
- Pinca, J., Labausa, F., & Cruda, N. (2024). Influence of digital marketing strategies on purchase intention. *Canadian Journal of Business and Information Studies*, 73–90. <https://doi.org/10.34104/cjbis.024.073090>
- Ikhsan, N. M. C., Astuti, N. V. S., Wijaya, N. a. A., Finuliyah, N. F., & Qulub, N. a. M. (2022). DOES PAID PROMOTE INFLUENCES USER FREQUENCY TO PURCHASE? AN ANALYSIS USING AIDA DIMENSION. *Airlangga Journal of Innovation Management*, 3(2), 114–122. <https://doi.org/10.20473/ajim.v3i2.20460>
- Kiselova, H. (2019). *Effective email marketing: an empirical study of the impact of personalized communication on customer engagement and purchase decisions*. <https://biopen.bi.no/bi-xmlui/handle/11250/2622136>
- Mulyana, A. A., & Mirzanti, I. R. (2022). Online and offline marketing using AIDA Framework to increase consumer buying interest (Case Study: Marissa Holiday). *Zenodo (CERN European Organization for Nuclear Research)*. <https://doi.org/10.5281/zenodo.7107194>
- Hidayanto, B. C., Halim, J. P., Sari, A. F. P., Alrifqi, M., Rakhmawati, N. A., & Akbar, I. A. (2022). Respons Pengguna Instagram terhadap Periklanan Paid Promote di Instagram dengan Metode CRI Berkonsep AISAS. *JISKA (Jurnal Informatika Sunan Kalijaga)*, 7(2), 100–110. <https://doi.org/10.14421/jiska.2022.7.2.100-110>
- Alam, A., Sukmana, R., Khotimah, I. R., & Nurrahman, A. (2021). Halal Fashion Business Marketing by Using Endorsement and Paid Promote Amid a Pandemic. *Proceedings of the 5th*

Influence of Digital Marketing on Purchase Intention Yayasan AL-Azhar Medan

Gampang Wicaksono

- International Conference on Islamic Studies (ICONIS) 2021, 343–358.
- Taslim, F. A., & Pratama, R. (2021). Pengaruh Paid Promote, Kualitas Produk dan Online Consumer Review Terhadap Minat Beli pada Tumbuh Lab. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 3(2), 146–164.
- Amirputri, P. B., & Kristiningsih, K. (2019). Respon Konsumen Generasi Milenial Pada Iklan Produk Fashion Dengan Media Paid Promote Dalam Media Sosial Instagram. *Prosiding Seminar Nasional Cendekiawan*, 2–9