Multidisciplinary Output Research For Actual and International Issue (MORFAI Journal) ISSN (e): 2808-6635
Volume 5 No 3 (2025)

# THE INFLUENCE OF SOCIAL MEDIA PLATFORMS, MARKETING TECHNIQUES AND E-COMMERCE ON CUSTOMER BUYING INTEREST IN COFFEE SHOPS PICKING IN BINJAI

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| Received | : 01 August 2025 | Published | : 20 September 2025 |
| Revised | : 15 August 2025 | DOI | : https://doi.org/10.54443/morfai.v5i3.4052 |
| Accepted | : 11 September 2025 | Link Publish | : https://radjapublika.com/index.php/MORFAI/article/view/4052 |

**Abstract**

This study aims to determine the extent to which social media platforms, marketing techniques, and e-commerce influence customer purchasing interest at the Kopi Petik coffee shop in Binjai, both individually and simultaneously. This study uses a quantitative approach, with data analysis using multiple linear regression. According to the analysis results, each variable partially influences customer purchasing interest. In addition, simultaneously, the three variables also show a significant influence. The coefficient of determination ($R^2$) value is 0.727 or 72.7% of the variation in consumer purchasing interest can be explained by social media platforms, marketing techniques, and e-commerce, while the remaining 27.3% is caused by other factors not examined.

**Keywords:** ***social media platforms, marketing techniques, e-commerce, purchasing power of coffee shop customers***

## INTRODUCTION

Coffee is a beverage made from roasted coffee beans to create a distinctive flavor and aroma before being consumed by coffee lovers. Coffee contains a relatively high caffeine content, around 40 mg, and it is calorie-free. Many believe that coffee offers various benefits, including increased energy during exercise, preventing fatigue, weight loss, and a reduced risk of diabetes. Coffee shops are now becoming more popular due to the influx of young people who gather and work there. Therefore, coffee shop owners need to consider the price of their menu and provide excellent service to attract customers to their Kopi Petik coffee shop in Binjai. Kopi Petik is a coffee shop that offers local coffee as part of its menu. For customers who don't drink coffee, they also offer non-coffee drinks like matcha and milkshakes, as well as refreshing mocktails. Kopi Petik also offers main courses like instant noodles and snacks like cireng and toast. Kopi Petik also has both indoor and outdoor spaces. Social media platforms are interactive digital platforms that allow users to participate in various social activities online. The rapid development of information technology has propelled social media into one of the most popular and effective communication platforms in various fields, including the business world. Through social media, users can interact with each other, establish two-way communication, and share various types of content, including text, images, audio, and video. Information shared through social media is generally widely accessible, even to users worldwide, giving it a very broad, even global reach. In our observation, Kopi Petik has not fully utilized social media platforms.

Marketing techniques are ways to promote a product or service using the best strategies to achieve success. A well-executed marketing strategy will generate positive feedback for business sustainability. The goal of marketing techniques is to generate profits and even increase product recognition. Effective marketing methods to increase sales and increase product recognition include identifying the target market, planning a product, setting prices, promoting it on social media, and selecting a strategic location. Until now, traditional coffee farmers have used very simple (conventional) marketing techniques. E-commerce refers to all forms of sales transactions conducted online via the internet or other electronic networks. The advent of e-commerce has brought about significant changes in the trading process. While previously transactions were conducted directly between sellers and buyers, e-commerce now allows transactions to take place without face-to-face interaction. Some of the advantages of e-commerce include broad market reach, relatively low operational costs, ease of transaction and

delivery processes, and the flexibility to run a business from anywhere. Until now, e-commerce has been rarely used in day-to-day operations. Purchasing power reflects consumers' desire to purchase goods based on their preferences, their desire to own, use, or enjoy the product. However, the current state of people's purchasing power still falls short of expectations.

## LITERATURE REVIEW

### Social Media Platform Theory

According to Hidayatullah (2020), "Social media is a form of internet-based communication media that facilitates various social activities, such as sharing content, communicating, and building networks between individuals and groups." Indriyani and Suri (2020), "Social media refers to the activities and behaviors of internet users who interact in online communities to exchange information, knowledge, and opinions through web-based communication platforms. Currently, many users rely on social media as a primary reference before making purchasing decisions." Social media has several important indicators:

1. Content that is able to attract attention and entertain at the same time.
2. There is an interactive relationship between the seller and the buyer.

### Marketing Engineering Theory

According to Kurtz (2021), "Marketing techniques are the overall program of a company to reach its target market and meet customer needs, known as a marketing strategy. This strategy combines elements of the marketing mix, such as price, promotion, distribution, and product."

According to Wibowo (2022), "Marketing technique indicators are as follows":

1. Determine product strategy.
2. Determine the price.

### E-Commerce Theory

According to Riswandi (2019), "E-commerce can be defined as a series of dynamic business processes and economic applications, which enable relationships between companies and certain community groups through electronic transaction activities, whether in the form of buying and selling goods, services, or information."

According to Sopanah et al. (2020:301), "Defining e-commerce consists of several indicators, namely":

1. System reliability level.
2. The quality and accuracy of the information provided.
3. Quality of service provided.
4. Level of system use or utilization.
5. Satisfaction felt by users.
6. The value or benefits obtained from using the system.

### The Influence of Customer Purchasing Interest at Kopi Petik Coffee Shops in Binjai

Priansa (2017:164) said "Purchase interest refers to consumers' desire to buy a product, as well as the number of items planned to be purchased in a certain time period."

Ferdinand in Septyadi et al. (2022) said, "Factors that identify purchasing interest include":

1. Interest in transacting.
2. Interest in recommending.
3. Interest in preferences.
4. Interest in exploring.

### Hypothesis

The conceptual framework of this research hypothesis is:

H1: Social Media Platforms Influence Customer Purchasing Interest at Kopi Petik Coffee Shop in Binjai.
H2: Marketing Techniques Influence Customer Purchasing Interest at Kopi Petik Coffee Shop in Binjai.
H3: E-commerce has an effect on customer purchasing interest at the Kopi Petik coffee shop in Binjai.
H4: Social Media Platforms, Marketing Techniques and E-Commerce Influence Customer Purchasing Interest at the Kopi Petik Coffee Shop in Binjai.

## METHOD

This research took place at the Coffee Shop KOPI PETIK on Jl. Jendral Sudirman No. 27, Tangsi Village, Binjai Kota District, Binjai City, North Sumatra Province, held for the period April - December 2025. Quantitative is the method used by the researcher as the type of research because the approach emphasizes theory testing through numerical data collection, variable measurement, and statistical analysis. The type of research used in this study is associative, namely research that aims to determine the relationship between two or more variables. The population is all individuals who have certain characteristics. Population determination is done based on parameters such as demographic data. The population of this study was 90 customers of the Coffee Shop Kopi Petik. The sample is defined as a representation of several populations that have comparable characteristics. Data collection in this study used several techniques such as observation, using questionnaires, documents. In this study, the researcher used primary data and secondary data. Primary data is information obtained by researchers directly from the first source. Secondary data is information presented to researchers indirectly, usually in the form of documents.

## RESULTS AND DISCUSSION

### Description of Research Variables

The purpose of this study is to conduct data analysis involving variables such as social media platforms, marketing strategies, and e-commerce, involving 90 respondents as research samples.

**Table 1 Statistical Description Test Results**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Platform Media Sosial (X1) | 90 | 4.00 | 16.00 | 12.7444 | 2.54647 |
| Teknik Pemasaran (X2) | 90 | 5.00 | 16.00 | 11.8111 | 2.51688 |
| E-Commerce (X3) | 90 | 24.00 | 48.00 | 35.8333 | 6.65397 |
| Daya Minat Beli (Y) | 90 | 14.00 | 32.00 | 23.1778 | 4.86348 |
| Valid N (listwise) | 90 | | | | |

Source: Research data processed by SPSS (2025)

Table 1. Shows that the social media platform variable has a minimum value of 4.00 and a maximum of 16.00, with an average of 12.7444, a standard deviation of 2.54647. The marketing technique variable has a minimum value of 5.00 and a maximum of 16.00, with an average of 11.8111, a standard deviation of 2.51688. The e-commerce variable has a minimum value of 24.00 and a maximum of 48.00, with an average of 35.8333, a standard deviation of 6.65397. In the purchasing power variable, the minimum value is 14.00 and a maximum of 32.00, with an average of 23.1778 and a standard deviation of 4.86348.

### Validity and Reliability Test

Before the questionnaire was distributed to the main sample, validity and reliability tests were conducted to assess the extent to which the instrument was appropriate and reliable in measuring the research variables.

### Validity Test

To determine the validity of the questionnaire, a validity test was conducted on 90 respondents. The test results are presented below.

**Table 2 Results of X1 Validity Test**

| Statement | *Pearson Correlation* | *Sig (2 tailed)* | Information |
|---|---|---|---|
| X1.1 | 0.691 | 0,000 | Valid |
| X1.2 | 0.829 | 0,000 | Valid |
| X1.3 | 0.801 | 0,000 | Valid |
| X1.4 | 0.793 | 0,000 | Valid |

**Table 3 Results of X2 Validity Test**

| Statement | *Pearson Correlation* | *Sig (2 tailed)* | Information |
|---|---|---|---|
| X2.1 | 0.690 | 0,000 | Valid |
| X2.2 | 0.640 | 0,000 | Valid |
| X2.3 | 0.756 | 0,000 | Valid |
| X2.4 | 0.678 | 0,000 | Valid |

**Table 4 Results of X3 Validity Test**

| Statement | *Pearson Correlation* | *Sig (2 tailed)* | Information |
|---|---|---|---|
| X3.1 | 0.556 | 0,000 | Valid |
| X3.2 | 0.638 | 0,000 | Valid |
| X3.3 | 0.623 | 0,000 | Valid |
| X3.4 | 0.631 | 0,000 | Valid |
| X3.5 | 0.620 | 0,000 | Valid |
| X3.6 | 0.556 | 0,000 | Valid |
| X3.7 | 0.667 | 0,000 | Valid |
| X3.8 | 0.661 | 0,000 | Valid |
| X3.9 | 0.762 | 0,000 | Valid |
| X3.10 | 0.675 | 0,000 | Valid |
| X3.11 | 0.529 | 0,000 | Valid |
| X3.12 | 0.620 | 0,000 | Valid |

**Table 5 Results of Y Validity Test**

| Statement | *Pearson Correlation* | *Sig (2 tailed)* | Information |
|---|---|---|---|
| Y1.1 | 0.689 | 0,000 | Valid |
| Y1.2 | 0.683 | 0,000 | Valid |
| Y1.3 | 0.758 | 0,000 | Valid |
| Y1.4 | 0.694 | 0,000 | Valid |
| Y1.5 | 0.778 | 0,000 | Valid |
| Y1.6 | 0.709 | 0,000 | Valid |
| Y1.7 | 0.675 | 0,000 | Valid |
| Y1.8 | 0.670 | 0,000 | Valid |

The results of the analysis show that all statement items given to 90 respondents meet the validity criteria, as indicated by a Pearson Correlation value greater than 0.2072.

**Reliability Test**

To ensure that each variable in the study has an adequate level of consistency, a reliability analysis was conducted. This test covers the following variables:

**Table 6 Reliability Test Results**

| Variables | *Cronbach's Alpha* | *N of Item* | Information |
|---|---|---|---|
| Social Media Platforms (X1) | 0.779 | 4 | Reliable |
| Marketing Techniques (X2) | 0.634 | 4 | Reliable |
| *E-Commerce* (X3) | 0.860 | 12 | Reliable |
| Purchasing Power (Y) | 0.855 | 8 | Reliable |

Source: Research Data Processed by SPSS (2025)

Based on the data analysis carried out, it can be seen that all statements given to 90 respondents as a whole are valid because they meet the criteria with a value of more than 0.2072.

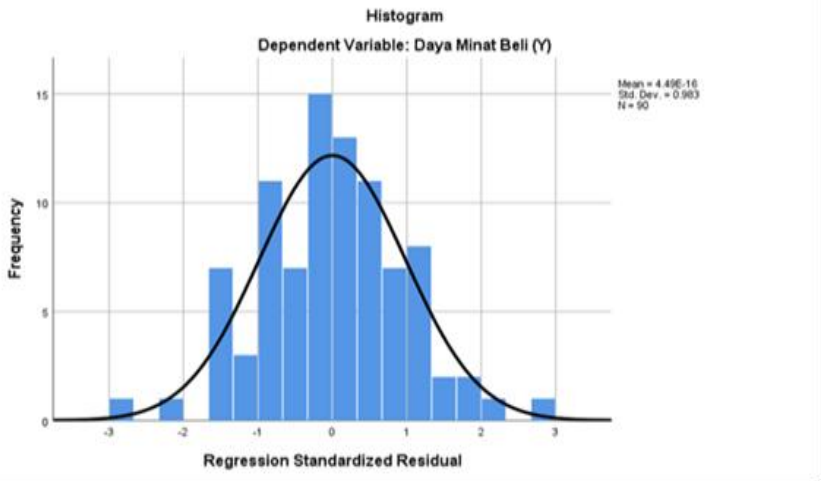
**Classical Assumption Test**

The classical assumption tests in this study cover three main aspects: normality, heteroscedasticity, and multicollinearity. These three types of tests are conducted to ensure the regression model meets the required statistical criteria. These tests serve as the primary method in this study's data analysis approach.

**Normality Test**

To ensure the data were normally distributed, normality tests were performed using histograms, normal PP plots, and the one-sample Kolmogorov-Smirnov test. The results of these tests are as follows:

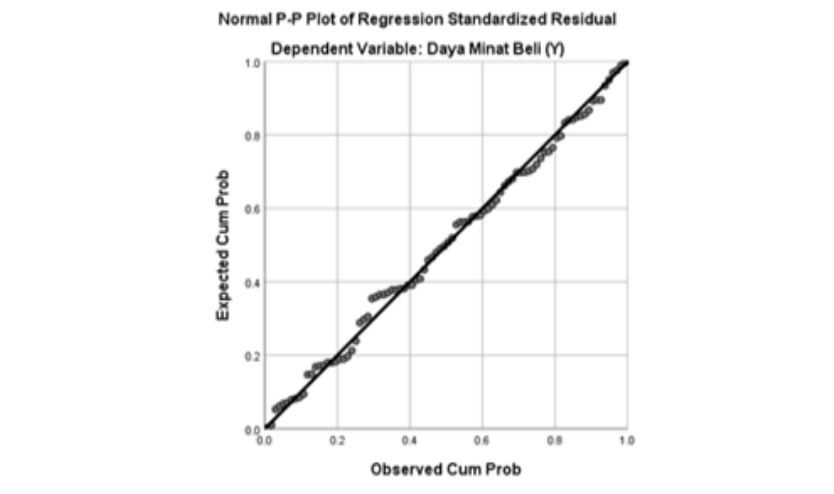
**Figure 1 Normality Test of Histogram Graph**




Source: Research Data Processed by SPSS (2025)

Histogram analysis shows that the data form a pattern resembling a normal curve (bell curve), supporting the assumption of normality. A more detailed visualization can be seen in the normal probability plot below.

**Figure 2 Normality Test of Normal Plot Graph**




Source: Research Data Processed by SPSS (2025)

From the normal probability plot, it appears that the data are not linearly distributed along the diagonal line, but rather are more concentrated around it. This finding indicates a possible violation of the normality assumption. Further statistical testing was performed using the Kolmogorov-Smirnov test on the first sample.

**Table 7 Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 90 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.49571219 |
| Most Extreme Differences | Absolute | .063 |
| | Positive | .040 |
| | Negative | -.063 |
| Test Statistic | | .063 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Data Processed by SPSS (2025)

Based on the results of the One-Sample Kolmogorov-Smirnov test, a significance value of 0.200 was obtained, which is greater than 0.05. This indicates that the data meets the assumption of normality, thus concluding that the data distribution is normal.

**Multicollinearity Test**

Multicollinearity testing was conducted to ensure that there was no strong relationship between independent variables, as indicated by a tolerance value above 0.10 and a VIF below 10. The evaluation results are presented below.

**Table 8 Multicollinearity Test Results**

**Coefficients[a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | Platform Media Sosial (X1) | .681 | 1.469 |
| | Teknik Pemasaran (X2) | .597 | 1.676 |
| | E-Commerce (X3) | .513 | 1.950 |

a. Dependent Variable: Daya Minat Beli (Y)

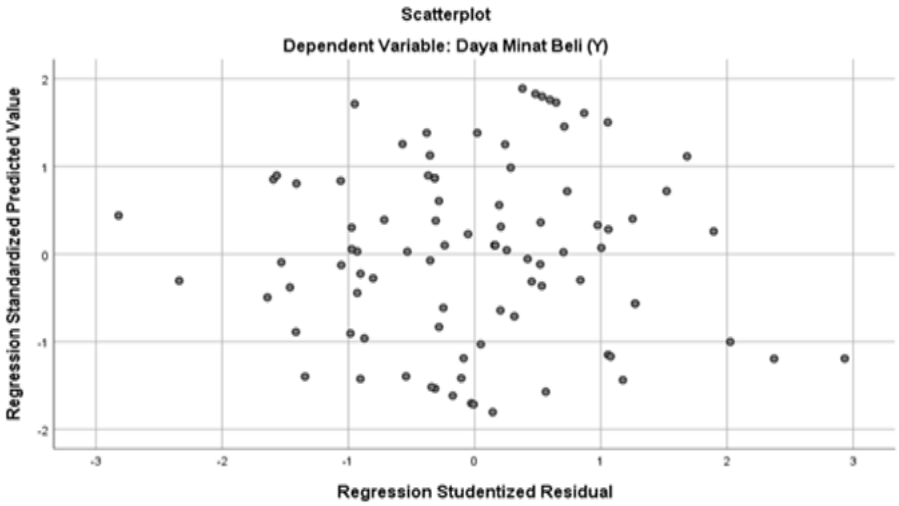
Source: Research Data Processed by SPSS (2025)

Multicollinearity analysis showed that all independent variables had tolerance values above the 0.10 threshold, namely 0.681 (social media platforms), 0.597 (marketing techniques), and 0.513 (e-commerce). The VIF values were also below the critical value of 10, with values of 1.469, 1.676, and 1.950, respectively. Therefore, this regression model does not experience significant multicollinearity issues.

**Heteroscedasticity Test**

This study aims to identify the presence or absence of heteroscedasticity. Analysis was conducted through observation of scatterplot graphs and the Glejser statistical test to detect residual variance patterns in the regression model.

**Figure 3 Heteroscedasticity Test Scatterplot Graph**




Source: Research Data Processed by SPSS (2025)

From the distribution pattern of the points on the graph, there is no clear or consistent pattern that indicates a particular relationship, either above or below the zero line on the Y axis. To complete this analysis, a heteroscedasticity test was also carried out using the Glejser method as explained below:

**Table 9 Glejser Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.334 | .928 | | 2.515 | .014 |
| | Platform Media Sosial (X1) | -.110 | .066 | -.252 | -1.675 | .098 |
| | Teknik Pemasaran (X2) | .015 | .068 | .035 | .227 | .821 |
| | E-Commerce (X3) | .023 | .028 | .101 | .850 | .398 |

a. Dependent Variable: ABS_RES

Source: Research Data Processed by SPSS (2025)

Based on the table data, it shows that all independent variables have a probability value (sig) > 0.05 where the sig value of the social media platform is 0.098, marketing techniques is 0.821 and e-commerce is 0.398 so that the regression model does not experience heteroscedasticity.

**Multiple Linear Regression Analysis**

This study, which involved more than one variable, used multiple linear regression. To determine the regression in this study, a multiple regression analysis was performed, as shown in the following table.

**Table 10 Multiple Linear Regression Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.753 | 1.654 | | -.455 | .650 |
| | Platform Media Sosial (X1) | .245 | .128 | .128 | 1.914 | .059 |
| | Teknik Pemasaran (X2) | .127 | .138 | .066 | .917 | .362 |
| | E-Commerce (X3) | .539 | .056 | .737 | 9.539 | .000 |

a. Dependent Variable: Daya Minat Beli (Y)

Source: Research Data Processed by SPSS (2025)

Based on the table data, the following multiple linear regression equation can be formulated:
Y = -0.753 + 0.245 (Social Media Platform) + 0.127 (Marketing Technique) + 0.539 (E-Commerce)
For example, consider the following explanation of the return policy.

a. The constant -0.753 means that other independent variables are considered constant with Purchasing Interest having a value of -0.753.
b. The Social Media Platform value is 0.245, meaning that for every one unit increase in the Social Media Platform with other independent variables having a value of 0, the Purchasing Interest increases by 0.245.
c. Marketing Techniques has a value of 0.127, meaning that for every one unit increase in Marketing Techniques with other independent variables having a value of 0, Purchasing Interest increases by 0.127.
d. E-Commerce has a value of 0.539, meaning that for every one unit increase in E-Commerce with other independent variables having a value of 0, the Interest in Purchasing Power increases by 0.539.

**Hypothesis Testing**

**Partial t-test**

Partial tests are used to examine the relationship between research variables partially. Below are the results of the partial tests.

**Table 11 Partial Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -.753 | 1.654 | | -.455 | .650 |
| | Platform Media Sosial (X1) | .245 | .128 | .128 | 1.914 | .059 |
| | Teknik Pemasaran (X2) | .127 | .138 | .066 | .917 | .362 |
| | E-Commerce (X3) | .539 | .056 | .737 | 9.539 | .000 |

a. Dependent Variable: Daya Minat Beli (Y)

Source: Research Data Processed by SPSS (2025)

At degrees of freedom (df) = 90-(3+1) = 86. The t table value and significance level of 0.05 is 1.987. The partial test results are as follows.

1. Social Media Platform with t $^{\text{count value}}$ <t $^{\text{table}}$ ; 1.914 > 1.987 with significance 0.059 > 0.05, then Social Media Platform has no effect on Purchasing Interest.
2. Marketing Techniques with a $^{\text{calculated t value}}$ <t $^{\text{table}}$ ; 0.917 < 1.987 with a significance of 0.362 > 0.05, then Marketing Techniques have no effect on Purchasing Interest.
3. E-Commerce with a $^{\text{calculated t value}}$ > t $^{\text{table}}$ ; 9.539 > 1.987 with a significance of 0.000 < 0.05, then E-Commerce has an effect on purchasing power.

**Simultaneous F Test**

The F statistic test on the dotted line shows whether each independent variable entered in the model has a simultaneous influence on the dependent variable.

**Table 12 Simultaneous Test Results**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1550.812 | 3 | 516.937 | 80.197 | .000[b] |
| | Residual | 554.344 | 86 | 6.446 | | |
| | Total | 2105.156 | 89 | | | |

a. Dependent Variable: Daya Minat Beli (Y)

b. Predictors: (Constant), E-Commerce (X3), Platform Media Sosial (X1), Teknik Pemasaran (X2)

Source: Research Data Processed by SPSS

Based on df, the F table value at the significance threshold (0.05) is 2.71. The test results obtained F $^{\text{count}}$ (80.197) > F $^{\text{table}}$ (2.71) and a significance level of 0.000 < 0.05 indicating that Ha is accepted and Ho is rejected. This means that simultaneously social media platforms, marketing techniques and e-commerce have a significant effect on purchasing interest.

**Coefficient of Determination**

The coefficient of determination test is conducted to understand the significant relationships between one variable and another. The results of the specific coefficients are shown below.

**Table 13 Results of the Determination Coefficient Test**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .858[a] | .737 | .727 | 2.53887 |

a. Predictors: (Constant), E-Commerce (X3), Platform Media Sosial (X1), Teknik Pemasaran (X2)

Source: Research Data Processed by SPSS (2025)

Based on the coefficient results, the interest can be explained by the following variables: social media platforms, marketing techniques, and e-commerce. The coefficient of determination test results yielded an Adjusted R Square of 72.7%, while the remaining 27.3% can be explained by other variables not examined in this analysis.

## DISCUSSION AND RESEARCH RESULTS

### The Influence of Social Media Platforms on Purchasing Power

Based on the results of the analysis carried out, it was found that the social media platform variable did not significantly influence consumer purchasing interest, because the significance value of 0.059 exceeded the limit of $\alpha = 0.05$ then the $^{\text{calculated t value}}$ (1.914) < $t^{\text{table}}$ (1.987). However, the positive regression coefficient of 0.245 indicates a weak positive relationship, but it is not statistically supported.

### The Influence of Marketing Techniques on Purchasing Interest

There is no significant influence of these variables on consumer purchasing interest, as evidenced by a sig. value of 0.362 (> 0.05) and a $^{\text{calculated t value}}$ of 0.917 (<$t^{\text{table}}$ 1.987), so Ho is accepted.

### The Influence of E-Commerce on Purchasing Interest

The research results show that e-commerce significantly influences consumer purchasing intention. This is evidenced by the $^{\text{calculated t-value of}}$ 9.539 > t-$^{\text{table}}$ 1.987, and a significant value of 0.000 < 0.05. The regression coefficient of 0.539 indicates a positive influence.

### The Influence of Social Media Platforms, Marketing Techniques and E-Commerce on Purchasing Interest

The F-test results in Table 12 show that the calculated F value of 80.197 exceeds the F-table value of 2.71 with a significant value of 0.000 ($p < 0.05$). This finding proves that simultaneously the variables of Social Media Platform (X1), Marketing Techniques (X2), and E-Commerce (X3) significantly influence Purchasing Interest (Y).

## CONCLUSION

The conclusion of this study is that it was found that the social media platform variable did not contribute significantly to increasing consumer purchasing interest in enjoying coffee at the Kopi Petik Coffee Shop located in Binjai with a sig. 0.059 > 0.05 and t count 1.914 < t table 1.987. Marketing techniques did not significantly affect the purchasing interest in drinking coffee at the Kopi Petik coffee shop in Binjai with a sig. 0.362 > 0.05 and t count 0.917 < t table 1.987. E-Commerce had a significant effect on the purchasing interest in drinking coffee at the Kopi Petik coffee shop in Binjai with a t count of 9.539 > t table 1.987 and sig. 0.000 < 0.05, and a regression coefficient of 0.539. Social media platforms, marketing techniques and e-commerce have a significant influence on the interest in buying coffee at the Kopi Petik coffee shop in Binjai with a calculated F value > F table (80.197 > 2.71).

Based on the phenomena discussed previously, researchers can provide suggestions for a basis for analyzing the extent to which social media platforms, marketing techniques, and e-commerce contribute to increasing customer purchasing power. For future researchers, it is hoped that these findings will be able to integrate additional variables such as promotions and consumer economic aspects to gain a broader understanding. Furthermore, the use of different methodological approaches and taking objects from other sectors, such as manufacturing companies and financial institutions, can be important contributions in developing this study. For Kopi Petik, it can serve as a consideration for social media platforms, marketing techniques, and e-commerce in influencing purchasing power for coffee. For Universitas Prima Indonesia, these findings contribute to forming a conceptual model that can be used as a basis for further studies that want to explore similar variables or develop a broader approach.

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