How to Cite:
Yudhari, I. D. A. S. ., & Anggreni, I. G. A. A. L. (2024). The influence of digital marketing on purchasing decision for fruit plant seedlings in Bali Province. *International Journal of Economic Perspectives*, *18*(2), 544–559. Retrieved from https://ijeponline.org/index.php/journal/article/view/576

The influence of digital marketing on purchasing decision for fruit plant seedlings in Bali Province

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***Abstract*---**Entrepreneurs involved in fruit plant seedling business in Bali Province utilize various digital marketing platforms. This study aims to examine the most widely used digital marketing platform in the purchase of fruit plant seedlings in Bali. Additionally, to analyze the influence of digital marketing in terms of convenience, content, response, security, and trust on the purchasing decisions of fruit plant seedlings. The research was conducted in Bali Province using both online and offline media. The sampling technique used was purposive sampling. The data analysis method involved qualitative descriptive analysis and Structural Equation Modelling-Partial Least Square (SEM-PLS). The results revealed that the most widely used digital marketing platform among fruit plant seedling entrepreneurs in Bali Province is a social media, WhatsApp. Factors such as convenience, responsiveness, and trust significantly influence purchasing decisions in the digital marketing of fruit plant seed business products in Bali Province. However, content and security have no significant effect. Fruit plant seedling businesses that utilize digital marketing should pay more attention to aspects of convenience, response, and customer trust to enhance purchasing decisions. This research provides insights the use of digital marketing and the factors influencing purchasing decisions of the fruit plant seedling business in Bali Province.

***Keywords*---**Digital marketing, fruit plant seedlings, social media, SEM-PLS.

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Submitted: 27 June 2024, Revised: 09 July 2024, Accepted: 18 August 2024

Introduction

Plant nursery is a process of cultivating seeds into baby plants, starting from seeds to germinating into seedlings with root shoots and some small leaves, conducted over several days, eventually becoming ready for transplantation to grow into mature fruit-bearing plants. The plant nursery business involves propagating fruit plants through vegetative methods such as cutting, grafting, budding, layering, and tissue culture (Gunawan and Suhartanto, 2012). Through internet, seedling sellers can sell their products online with various e-commerce platforms, including vegetable seedlings, fruit plants, and perennial plants. Wardhana (2015) stated that digital technology changes on how people communicate, taking actions and decision making. Therefore, businesses nowadays is increasingly adapting to advancement in information technology, making digital marketing a prospective and effective way to attract consumers by providing product information and transactions via the internet.

Digital marketing is more promising as it allows potential customers to access diverse product information and conduct transactions via the internet. It is an effective strategy for customer acquisition and considered a vital component of contemporary business. Rapid technological advancements in information technology spurred opportunities for creativity and innovation in fruit plant businesses. While digital marketing doesn't entirely eliminate offline business development, both methods need to coexist to provide customers with optimal experiences. Offline methods facilitate physical interactions, while online methods offer various conveniences in information and communication for both sellers and customers. However, considering the vulnerability of agricultural products to damage, consumers need to be cautious and wise in their selection and purchase decisions regarding fruit plant seedlings.

Based on the explanation above, the goals of this study are to 1) examine the most widely used digital marketing platform in the purchase of fruit plant seedlings in Bali, and 2) analyze the influence of digital marketing in terms of convenience, content, response, security, and trust on the purchasing decisions of fruit plant seedlings.

Methods

This study is conducted in Bali Province and focuses on both online and offline methods. Online media such as WhatsApp and/or any social media platforms are used to reach respondents, while offline methods involve physically meeting with the respondents. The data collected is qualitative, gathered through in-depth interviews with both fruit plant seedling business owners and customers. The research instrument used is a questionnaire. Secondary data was gathered from various sources including books, business data, and other publications related to studies on digital marketing utilization.

There are two types of samples in this research; the fruit plant seedling business owners residing in Bali and customers who have purchased fruit plant seedlings from the owners utilizing digital marketing. The sampling technique employed was purposive sampling, with specific criteria for the population of business owners: 1) Is a fruit plant seedling seller residing in Bali, 2) Active utilizing digital marketing platforms for marketing their products.

The analysis for research objective (1) is analyzed using the method involved qualitative descriptive analysis. This analyzes types of digital platforms used by the sellers to promote their products. The variable of digital marketing platforms proposed for fruit plant seedling sellers includes indicator such as various types of digital platforms currently available for digital marketing.

The analysis for research objective (2) is analyzed using the Structural Equation Modelling-Partial Least Square (SEM-PLS). This analyzes the influence of digital marketing in terms of convenience, content, response, security, and customer trust on the decision to purchase fruit plant seedlings. These variables with their respective indicators are measured using an ordinal scale ranging from 1 to 5. A score of 1 indicates strongly disagree; a score of 2 indicates disagree; a score of 3 indicates uncertain; a score of 4 indicates agree; and a score of 5 indicates strongly agree. For further clarity, the variables and indicators are elaborated in the Table 1

Table 1. Variables and Indicators based on Research Objectives

Code	Variable	Indicator	Measurement
X1	Convenience	1. Easy to operate 2. Easy to find seller information 3. Easy to find product information 4. Easy to place order 5. Easy to choose payment method 6. Easy to choose delivery method 7. Easy to access	Ordinal
X2	Content	1. Accurate product information 2. Comprehensive product information 3. Presented information is accurate 4. Attractive product information 5. Information is easy to understand 6. Clear transaction guidance	Ordinal
X3	Response	1. Well inquiries service 2. Quick respond to customer inquiries 3. Handles complaints effectively 4. Responds to complaints	Ordinal

Code	Variable	Indicator	Measurement
		promptly 5. Good communication 6. Other testimonials are helpful	
X4	Security	1. Guaranty of customer data confidentiality 2. Platform is secured for transactions operation 3. Payment method security 4. Guaranteed customer data security	Ordinal
X5	Trust	1. Trustworthy platform 2. Trustworthy seller 3. Seller provides good customer service 4. Product information is reliable 5. Seller has good reputation 6. Seller sends products according to orders 7. Seller delivers order on time	Ordinal
Y	Purchasing decision	1. Ease of operation 2. Easy transaction process 3. Clear product information 4. Attractive product information 5. Good response to customer feedback 6. Testimonials from other customer 7. Assured customer data security 8. Guaranteed transaction security 9. Platform used is trustable 10. Seller is trust worhty 11. Would recommend the platform to others 12. Satisfactory services	Ordinal

Result and Discussion

Most widely used digital marketing platform in fruit plant seedling businesses in Bali

Promoting through digital media is an effort to implement technology to create online channels for reaching the market. It leverages platforms like websites, email, YouTube, Instagram, Facebook, and other social networks providing advantages in marketing activities by generating profits and fostering customer relationships. By utilizing the digital platforms, marketing can efficiently save time and effort since it can be done anytime and anywhere by the seller.

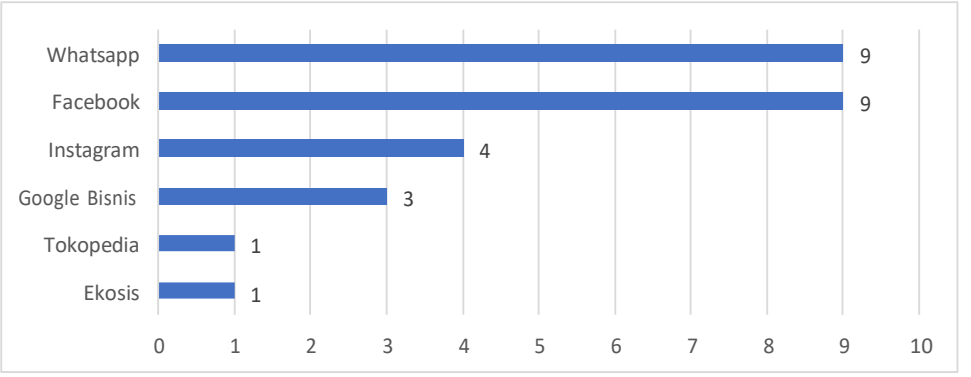

Figure 1. Number of Digital Marketing Platforms Used by Fruit Plant Seedling Business Owners in Bali Province

Based on Figure 1, it shows that the most commonly used digital marketing platforms by fruit plant seedling business owners in Bali Province as respondents, the following are several types of social media as digital marketing platforms that have been used, in orders; WhatsApp, Facebook, YouTube, and Instagram, with a total of four platforms. Followed by one marketplace platform (Tokopedia), Google Business, and Ekosis.

A sum of 90% fruit plant seedling business respondents have used WhatsApp as their platform for digital marketing. WhatsApp allows to exchange messages, videos, and images that specifically helps business owners to increase their business efficiency. This is supported by data from Indonesian Digital Report in 2019, which indicates that WhatsApp is one of the most actively used social media platforms in Indonesia with a usage rate of 83%. The high number of users and various advantages of the application have led many fruit plant seedling business owners in Bali to use WhatsApp, not only as a media of communication but also for business activities.

A total of 9 respondents or 90% respondents have used Facebook as their platform for digital marketing. Facebook is a social network optimized online business by providing unique benefits for fruit plant

seedling business owners. As a platform, it serves to find customers, a communication media between sellers and buyers, and positively impacts sales growth. Entrepreneurs can use the homepage features, like using the product photo as the backgrounds on their homepage and the bio section to direct potential customers to order through comments or listed phone numbers. This aligns with Wahyuni's (2015) research, which shows that Facebook is widely used by Indonesians and offers significant business opportunities and marketing potential.

Instagram is one of marketing platform that has various features to support the delivery of information to be conveyed. Instagram can be utilized for online business by promoting products through uploaded photos and videos. Figure 1 shows that 50% of respondents use Instagram as digital platform for selling fruit plant seedlings in Bali. This media provides many opportunities to support business activities such as sharing detailed product information through caption uploaded when posting photos and videos. Additionally, Instagram also provides special features for users with business accounts to facilitate promotions marketed and display advertisements, in this case for fruit plant seedlings by adjusting the desired target audience.

Figure 1 depicts one of the fruit plant seedlings businesses in Bali has utilized Tokopedia as the marketplace platform. Tokopedia is one of the marketplace that allows every business owner to manage their business online, easily accessible from offering various products for various needs. In addition, the marketplace also provides various attractive offers for customers, such as discounts and free shipping services. Based on the findings, only 1 respondent or 10% used Tokopedia in their fruit plant seedlings business sales process. This indicates that Tokopedia is less used by owners in their fruit plant seedling businesses in Bali Province.

YouTube is an expected social media to contribute to customer's purchasing decisions regarding products offered by entrepreneurs. According to Permata et al. (2018), YouTube is a social platform for many people from various backgrounds can upload videos, making it the best option to promote ideas cost-effectively and an integral part of online business marketing. However, the results of this research shows that only 10% of business owners respondents utilize YouTube to market their fruit plant seedling businesses in Bali Province. Through this video based social media platform, anyone can upload, watch, like, subscribe and leave comments on videos uploaded for free (Zulfa, 2021). The current digitalization presence is expected to support fruit plant seedling businesses by creating content of their products, tips and tricks for the seedling maintenance and supporting business growth.

There is 1 respondent, or 10% who uses the Ekosis platform to do their marketing digitally. Ekosis serves as an agribusiness marketplace application providing digital solutions for players and industries in Indonesian agribusiness sector. Ekosis covers various agribusiness

sectors including agriculture, plantations, fisheries, livestock, forestry, and mining. This application facilitates fruit plant seedling entrepreneurs to market and sell their products with easy and secure features, making it practical for all users. EkosisMart features include direct marketing of agribusiness commodities to buyers, promoting products, and businesses to all Ekosis users, also facilitating transactions for customer. However, many entrepreneurs are still not aware of the platform existence to be used as a promotional tool for their business.

Google My Business is a service provided by Google for entrepreneurs to utilize, so they can enhance the digital presence of their business on search engines. Among all respondents, 2% have used this platform service. Through Google My Business, fruit plant seedling entrepreneurs can manage information about their business and products to establish a stronger presence online when potential customer search for the products on search engines. The most sought-after information by customers in making purchasing decisions is ratings and reviews from other internet users. In Google My Business, the information provided can include product photos or catalogs, address and contact details, which are often sought to strengthen potential customer's perception of a business's credibility.

The influence of digital marketing in terms of convenience, content, response, security, and trust on the purchasing decision

Structural Equation Modelling – Partial Least Square (SEM-PLS) is used to examine the relation between digital marketing factors; convenience, content, response, security, and trust on the purchasing decision of fruit plant seedlings in Bali. This analysis involves five independent variables and one dependent variable with two stages of evaluation:

1. Measurement Model Evaluation (Outer Model)

The measurement model is evaluated through two stages: validity test and reliability test. The evaluation purpose is to depicts the relation between latent variables with each the indicators. The SEM-PLS early path scheme of this research measurement model (outer model) is shown in Figure 2 below.

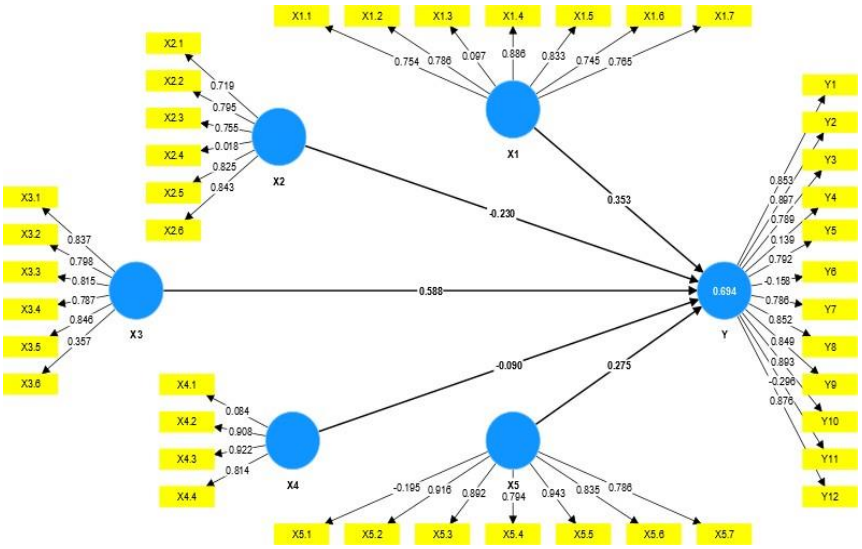

Figure 2. Early Path Scheme of Measurement Model

a. Convergent Validity Test

Convergent validity is evaluated based on Average Variance Extracted (AVE) score and loading factor value from each data. The result of this test can be seen in Table 2 below.

Table 2. Convergent Validity Value First Result

Variable	Indicator	Loading factor	AVE
Convenience	X1.1	0,754	0,545
	X1.2	0,786	
	X1.3	0,097	
	X1.4	0,886	
	X1.5	0,883	
	X1.6	0,745	
	X1.7	0,765	
Content	X2.1	0,719	0,519
	X2.2	0,795	
	X2.3	0,755	
	X2.4	0,018	
	X2.5	0,825	
	X2.6	0,843	
Response	X3.1	0,837	0,577
	X3.2	0,798	
	X3.3	0,815	
	X3.4	0,787	
	X3.5	0,846	
	X3.6	0,357	
Security	X4.1	0,084	0,586
	X4.2	0,908	

Variable	Indicator	Loading factor	AVE
	X4.3	0,922	
	X4.4	0,814	
Trust	X5.1	-0,195	0,644
	X5.2	0,916	
	X5.3	0,892	
	X5.4	0,794	
	X5.5	0,943	
	X5.6	0,835	
	X5.7	0,786	
Purchasing Decision	Y1	0,853	0,545
	Y2	0,897	
	Y3	0,789	
	Y4	0,139	
	Y5	0,792	
	Y6	-0,158	
	Y7	0,786	
	Y8	0,852	
	Y9	0,849	
	Y10	0,893	
	Y11	-0,296	
	Y12	0,876	

In Table 2, it is evident that although AVE scores comply with the rule of thumb (> 0,5), some variable indicators have a loading factor less than 0,7. A loading factor below 0,7 indicates that the indicator is not strong enough to support the variable. Therefore, indicators that do not meet the criteria must be removed from the model. The variables to be excluded are X1.3 (easy to find product information), X2.4 (attractive product information), X3.6 (helpful other testimonials), X4.1 (Guaranty of customer data confidentiality), X5.1 (trustworthy platform), Y4 (attractive product information), Y6 (testimonials from other customer), and Y11(would recommend the platform to others). After those indicators were removed, the results of recalculation shown in Table 3 below.

Table 3. Convergent Validity Value Second Result

Variable	Indicator	Loading factor	AVE
Convenience	X1.1	0,754	0,635
	X1.2	0,786	
	X1.4	0,886	
	X1.5	0,835	
	X1.6	0,742	
	X1.7	0,768	
Content	X2.1	0,731	0,625
	X2.2	0,805	
	X2.3	0,756	
	X2.5	0,819	
	X2.6	0,837	
Response	X3.1	0,833	0,669

Variable	Indicator	Loading factor	AVE
	X3.2	0,803	
	X3.3	0,819	
	X3.4	0,784	
	X3.5	0,849	
Security	X4.2	0,908	0,779
	X4.3	0,921	
	X4.4	0,816	
Trust	X5.2	0,916	0,752
	X5.3	0,900	
	X5.4	0,783	
	X5.5	0,948	
	X5.6	0,836	
	X5.7	0,806	
Purchasing Decision	Y1	0,858	0,714
	Y2	0,895	
	Y3	0,798	
	Y5	0,793	
	Y7	0,786	
	Y8	0,853	
	Y9	0,848	
	Y10	0,893	
	Y12	0,873	

Based on recalculation result in Table 3, both variables and indicators in this research has fulfill the rule of thumbs that is loading factor > 0,7 and AVE > 0,5. Now that the criteria for convergent validity has been fulfilled, then continue to the next test for discriminant validity.

b. Discriminant Validity Test

This test can be measured in two ways; by examining the cross-loading values which each loading factor is greater than 0,7 for each variable, and by comparing the square root of the AVE for each latent variable with the correlations between the variables in the model. The discriminant validity is confirmed if the square root of AVE is greater than the AVE value itself. If this condition is met, the indicators for that particular variable have a good discriminant validity. The results of the discriminant validity test in this study shown in Table 4.

Table 4. Discriminant Validity Test Result

Variables	AVE	Square root of AVE
Convenience	0,635	0,796
Content	0,625	0,790
Response	0,669	0,818
Security	0,779	0,882
Trust	0,752	0,867
Purchasing Decision	0,714	0,845

The results in Table 4 shows that all six variables have AVE values greater than 0,5 and the square root AVE values are greater than the correlations of the latent variables. This confirms that all variables used in this study are valid according to the discriminant validity test. With all the discriminant validity requirements met, the next step is to conduct the reliability test.

c. Reliability Test
Reliability testing of a variable with indicators in PLS can be done using the composite reliability method and Cronbach's alpha. The rule of thumb for both criteria is the values should be greater than 0,7. The results of this test are shown in Table 5.

Table 5. Reliability Test Results

Variables	Cronbach's alpha	Composite reliability (rho_a)
X1	0,884	0,893
X2	0,851	0,863
X3	0,876	0,878
X4	0,859	0,889
X5	0,933	0,948
Y	0,950	0,952

Based on the results in Table 5, it can be stated that the variables are reliable for measurement in this research. This is because all variables have met the rule of thumb of both Composite Reliability and Cronbach's Alpha, each value are greater than 0,7.

With all the rule of thumb for convergent validity test, discriminant validity test, and reliability test have met, it can be concluded that the indicators and variables in this study are valid and reliable to measure this research. This also defined that the evaluation for measurement model is completed.

2. Inner Model Evaluation

After completing the measurement model evaluation, the next step is to evaluate the structural model with bootstrapping technique in SEM-PLS 4.0 software. The structural model evaluation is conducted by examining the R-square values for dependent variable and the path coefficient values to test the significance between variables. The path scheme of this research structural model is presented in Figure 3 below.

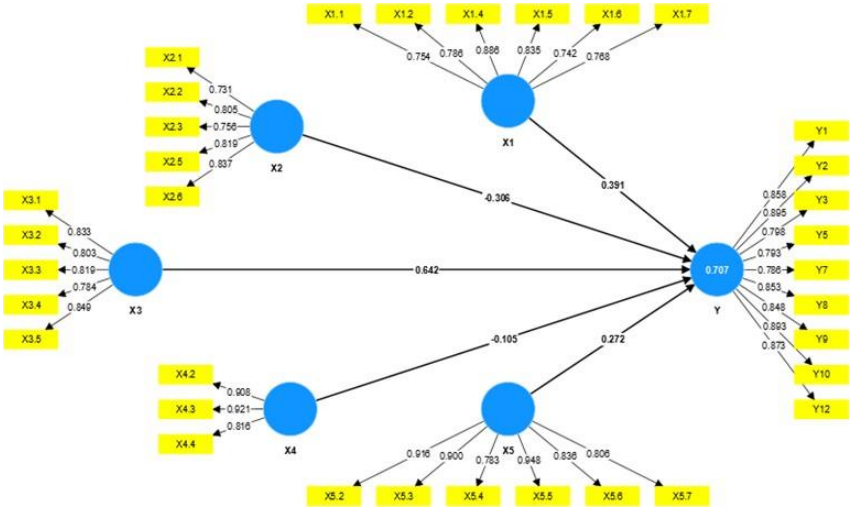

Figure 3. Last Path Scheme of Structural Model

a. R-square (R^2)

The determination coefficient (R^2) measures how well the exogenous latent variables (convenience, content, response, security, trust) can explain the endogenous latent variable (purchase decision). The R^2 value ranges from 0 to 1, where a value closer to 1 indicates a better explanatory power of the exogenous variables for the endogenous variable. In this study case, the R^2 value is 0,707 meaning 70,7% of the variation in the purchase decision is explained by the exogenous variables, while the remaining 29,3% is explained by other factors that are not included in this study. This result indicates that the proposed prediction model is good.

b. Path Coefficient

The values of path coefficient indicate on how independent variables (convenience, content, response, security, trust) influence the dependent variable (purchase decision). Path coefficient values are shown in t-statistic table. To determine whether a hypothesis can be accepted or not, the significance value in t-statistic table is examined. This study's hypothesis testing is conducted using the SEM-PLS 4.0 software. According to the rules of thumb used in this study, a t-statistic value that is greater than 1,96 indicates a significant relationship between variables. The hypothesis test results are presented in Table 6 below.

Table 6. Path Coefficient Values

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0,391	0,173	2,262	0,024
X2 -> Y	-0,306	0,213	1,437	0,151
X3 -> Y	0,642	0,243	2,646	0,008

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X4 -> Y	-0,105	0,154	0,681	0,496
X5 -> Y	0,272	0,127	2,149	0,032

Based on the test results shown in Table 6, there are two variables that is lesser than 1,96; X2 (content) and X4 (security). This indicates that only three independent variables give significant influences to dependent variable, that is X1 (convenience), X3 (response), and X5 (trust).

The hypothesis of X1 is accepted since the t-statistic value is 2,262 which is greater than 1,96. This finding proves that X1 (convenience) has significantly influences Y (purchase decision) and aligns with studies conducted by Sudjatmika (2017) and Irawan (2020), which state that convenience or ease to use significantly impacts online purchasing decisions. The convenience variable is supported by six indicators: easy to operate platform, easy to find seller information, easy to place order, easy to choose payment method, easy to choose delivery method, and easy to access platform. The highest scoring indicator is easy to place order, while the lowest scoring indicator is easy to choose delivery method. Thus, fruit plant seedling business owners in Bali need to enhance customer convenience in marketing purchases. They can address this by providing easy access to information and more options for payment and delivery methods, facilitating simpler purchases through digital marketing. By offering such conveniences can create a practical shopping experience, encouraging frequent purchases.

The hypothesis of X2 is rejected since the t-statistic value is 1,437 which is lesser than 1,96 and indicates that X2 (content) does not significantly influences Y (purchase decision). This discovery is different from the study conducted by Irawan (2020) which stated that content does significantly influences online purchasing decisions.

The hypothesis of X3 is accepted since the t-statistic value is 2,646 which is greater than 1,96. This finding proves that X3 (response) has significantly influences Y (purchase decision) and aligns with Irawan (2020)'s finding which stated that response does significantly influences online purchasing decisions. This independent variable is supported by five indicators: well inquiries service, quick respond to customer inquiries, handles complaints effectively, responds to complaints promptly, and good communication. Hence, fruit plant seedling business owners in Bali should pay more attention and improve responsiveness in their sales activities. To address this issue, sellers can provide good responses to every question or complaint from customers. Additionally, sellers should use polite and respectful language in responding to make customers feel comfortable. Based on the positive responses given, a comfortable shopping experience is created. If customers feel comfortable shopping, they will shop more frequently.

The hypothesis of X4 is rejected since the t-statistic value is 0,681 which is lesser than 1,96 and indicates that X4 variable (security) does not significantly influences Y variable (purchase decision). This result contradicts the research conducted by Sudjatmika (2017) and Irawan (2020), which indicated that security does influences online purchasing decisions significantly. Both Harahap and Amanah (2018) revealed that security is not the primary factor influencing consumer's online shopping behavior.

The hypothesis of X5 is accepted since the t-statistic value is 2,149 which is greater than 1,96. This discovery demonstrates that X5 variable (trust) notably influences Y variable (purchase decision), consistent with Irawan's (2020) research indicating that trust affects significantly to online purchasing decisions. In addition, this result is supported by the findings of Harahap and Amanah (2018), stating that trust is the primary factor influencing consumer's online shopping behavior. The trust variable is supported by six indicators: trustworthy seller, good customer service, reliable product information, good seller reputation, accurate product delivery orders, and time order fulfillment. The highest scoring indicator is good seller reputation, while the lowest value is accurate product delivery. Therefore, fruit plant seedling sellers in Bali should pay more attention to enhancing customer trust in seller by providing service that meets or exceeds customer expectations when shopping through digital platforms. A pleasant shopping experience is created through a good service from sellers, hence the customer trust in the seller will increase.

Conclusion

Based on the analysis conducted, it is known that most fruit plant seedling business owners in Bali widely used digital marketing platforms, in order, WhatsApp, Facebook, Instagram, Google My Business, Tokopedia, Ekosis, and YouTube. The factors that influence the purchase decisions in fruit plant seedlings products are convenience, response, and trust. At the same time, content and security have no significant impact on purchasing decision for fruit plant seedling products in Bali.

Recommendation

Every fruit plant seedling entrepreneur in Bali Province should utilize multiple digital platforms to maximize the marketing effectiveness to approach more audience of potential buyers so that the fruit plant seedling products marketing can run optimally and boost customer purchasing decisions in the future. Business owners that have utilized digital marketing should pay more attention to the aspects of convenience, response, and customer trust. Entrepreneurs need to focus on enhancing indicators of customer trust in fruit plant seedling sellers in Bali Province.

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