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## **Influence of Social Media Marketing and Brand Awareness on Purchasing Decisions on Custom Cake Brand *Oentukmu*** (Study on Follower's Instagram Account *Oentukmu*)

**Humaira Fathma Gardilla<sup>1\*</sup>, Rizky Kurniawan Murtiyanto<sup>2</sup>, Yosi Afandi<sup>3</sup>**

Politeknik Negeri Malang, Indonesia<sup>1</sup>

Politeknik Negeri Malang, Indonesia<sup>2</sup>

Politeknik Negeri Malang, Indonesia<sup>3</sup>

Corresponding Email: [humairafathma86@gmail.com](mailto:humairafathma86@gmail.com)\*

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### **Abstract**

The food and beverage (F&B) business has constantly been growing due to the significant and continuous market potential. With so many cake shops or specialty outlets offering custom cakes or aesthetic cakes in Malang City, each company has begun to present innovations in new concepts or characteristics to meet the tastes of consumers who are increasingly open to the development of existing trends. In order to compete to become the top brand recommendation for custom cake products, Oentukmu needs to create an attractive marketing strategy by utilizing social media marketing to support its promotional activities in order to position the brand in the minds of consumers to encourage the consumer purchasing decision process. This study aims to analyze the effect of social media marketing and brand awareness on purchasing decisions on Oentukmu brand custom cake products. This research was explanatory research with a quantitative approach. The data collection technique used a questionnaire distributed to 100 respondents, namely followers of the Oentukmu Instagram account. Respondents were selected using a purposive sampling technique. The data analysis used a questionnaire test, descriptive analysis, classical assumption test, multiple regression analysis, coefficient of determination analysis and hypothesis testing. The results of this analysis show that social media marketing and brand awareness together had a positive effect on purchasing decisions for Oentukmu custom cake products. This was supported based on the results of hypothesis testing (F test), with the Fcount value being 200.065 > Ftable 3.09 and sig. Value of 0.000 < 0.05. From the results of this study, it is hoped that Oentukmu can increase consumer interest and trust in Instagram social media marketing content created and maintain brand awareness strategies so that it has the opportunity to become the top brand of custom cake products so as to increase consumer purchasing decisions.

**Keywords:** Social Media Marketing, Brand Awareness, Purchase Decision, Oentukmu

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## **Introduction**

Food and beverage (F&B) businesses, or culinary businesses, are among the most popular businesses. The culinary business has always grown over time because of the large and continuous market potential. On the other hand, food is a basic human need. Consuming food every day is everyone's need. The culinary business never dies because of unlimited consumption. The culinary business also varies, including drinks, snacks, fast food, frozen food, coffee shops, and others. In addition to being varied, the culinary industry has long-term prospects because it has a wide target market and high demand.

Quoted from ResearchAndMarkets.com (2020), the global market for cakes and pastries is expected to grow from \$44.9 billion in 2020 to \$60.5 billion in 2025, with a CAGR (Compound Annual Growth Rate) of 6.1%. One of them is the custom cake industry, which has experienced a significant increase driven by social media trends, increasing demand for special events, technological innovation, and young consumer preferences for aesthetic products. These data prove that the custom cake industry is quite in demand and promising. Not only that, the custom cakes that consumers want must also have high aesthetic value. Generation Z really needs products that are considered to have their own aesthetic value. Along with the need for products that have aesthetic value, currently, many businesses emphasize aesthetic value through product design, packaging, branding, and customer experience, all of which play an important role in attracting and retaining customers who value beauty and uniqueness.

Every company must create an attractive marketing strategy to accelerate customer purchasing decisions so that they survive in tight competition. According to Andrian et al. (2022:112), "A purchasing decision is a decision-making process that begins with recognizing a problem, then submitting it and deciding on the product that best suits your needs". This purchasing decision-making process can take place in a short or long time, depending on how complex the product or service is purchased and how emotionally or financially involved the consumer is. In addition, external factors, such as discounts, promotions, and recommendations from other parties, can also influence this process.

Social Media is a phenomenon that plays an important role in the marketing process of a company's products or services. Currently, marketing through social media has become an important part of an effective marketing strategy. Quoted from Idmetafora.com (2023), Many companies rely on social media to promote their products and services in order to reach a wider target market. This phenomenon shows that businesses use social media as part of an online marketing strategy known as social media marketing. The success of marketing on social media shows that social media is an important component in marketing because it allows customers to get information about products.

In addition to social media marketing, a factor that influences purchasing decisions is brand awareness. The phenomenon is that most consumers consider brands as names that describe their products, or what is commonly called metonymy. Quoted by Mebiso (2024), a brand guarantees a product's reputation as an intangible or invisible asset. This phenomenon is common, so it is no longer foreign to all circles. This is related to a company's brand awareness

strategy. The more often consumers mention a particular brand, the better the company brands its products.

Oentukmu is one of the cake companies in Malang. It was founded in 2020 and is famous for its fresh Korean flower cakes and Asian-inspired flavours. Oentukmu is known for combining art in cakes through intricate attention to detail and careful flower arrangements. Its owner, Wardatun Nafisah, founded Oentukmu because, in 2020, custom cakes were happening. The owner took advantage of the moment because Indonesians follow viral trends.

The development of custom cakes in Malang is very fast, and several things have influenced this. The number of cake shops or specialty outlets that offer custom cakes or aesthetic cakes in Malang City, each company begins to present innovations in new concepts or characteristics to meet the tastes of consumers who are increasingly open to the development of existing trends. In addition, cake shops in Malang use social media to promote custom cakes because they present attractive visual aesthetics and follow trends.

Every company is required to innovate its products and develop attractive marketing strategies so that it can make consumers interested in buying its products. In order to compete to become a top brand recommendation for custom cakes, Oentukmu as a top brand custom cake, utilizes social media marketing to support its promotional activities in order to encourage the consumer purchasing process and position the brand in the minds of consumers.

In addition to using Instagram, Oentukmu also implements a strategy to build brand awareness in the minds of consumers so that they can recognize cake products and make Oentukmu a recommendation when buying custom cake products. The strategy implemented is to offer a variety of custom cakes consisting of 12 cake variants, and it has been registered for halal certification so that its safety is guaranteed. To make it easier for consumers to remember and recognize, Oentukmu products are always packaged in unique and premium packaging with several decorations that reflect the Oentukmu brand. Based on previous research, there are several research results related to social media marketing and brand awareness that influence consumer purchasing decisions. Research conducted by Giovani and Purwanto (2022) found that social media marketing and brand awareness have a positive effect on the Purchase Decision of Café Pitstop Gresik products. Furthermore, a study conducted by Irianti et al. (2023), found that social media marketing and brand awareness have a partial and simultaneous effect on purchasing decisions for the Scarlett brand. Based on the description of the phenomenon above, the author is interested in conducting research on the relationship between Social Media Marketing and Brand Awareness, which can influence consumer purchasing decisions for Oentukmu products amidst the tight competition between custom cake brands. Therefore, in this study, the author took the title “The Influence of Social Media Marketing and Brand Awareness on Purchasing Decisions for Custom Cake Brand Oentukmu”.

## **Literature Review**

From a theoretical perspective, according to Saputra et al. (2020:45), “Social media marketing is an activity carried out in promoting products in the form of goods and services on

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social media platforms using certain strategies. This definition is quite simple. However, the most important thing about social media marketing lies in its strategy”. Therefore, to survive in the midst of high levels of competition in today’s era, business actors can use marketing strategies on social media.

From a theoretical perspective, according to Sherly et al. (2022:47), “Brand awareness is the ability of consumers to remember a brand and what makes it different when compared to other brands”. Furthermore, Sitorus et al. (2022:112), “Brand awareness is consumer awareness of the existence of a brand in its product class that distinguishes it from competing product brands in the same product class so that the brand can be recognized and remembered well in the minds of consumers. Therefore, brand awareness is very important in making consumer purchasing decisions.

### **Research Method**

#### **Type of Research**

This type of research is explanatory quantitative research. Sugiyono (2022: 8), “Quantitative research methods can be defined as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, statistical quantitative data analysis, with the aim of testing predetermined hypotheses.” Meanwhile, according to Ghozali (2016: 8), “Explanatory research aims to explain the relationship between variables that have been determined as variables to be studied.” Furthermore, the data sought is measured through numbers and scales. One of the quantitative research methods is the survey method. Data is obtained and collected using an online questionnaire in the form of a Google form in which there are several statements related to Social Media Marketing, Brand Awareness and Purchasing Decisions.

#### **Research Subject and Object**

The scope of the research explains the limitations of the topic or field of research, the object of research and the research subject to be studied. This research will only examine the marketing field, specifically examining social media marketing, brand awareness and purchasing decisions. Based on the explanation above, this study uses two independent variables, namely social media marketing ( $X_1$ ) and brand awareness ( $X_2$ ), and one dependent variable, namely purchasing decisions ( $Y$ ). The reason for choosing these variables is to adjust to the phenomena and problems that exist regarding Oentukmu products. The object of this research is Oentukmu products because these products are in the midst of intense competition between custom cake products at this time. Although it has become the 1st Korean flower cake product in Malang, the object in this study is interesting to research. The respondents in this study are followers of the @oen.tuk.mu Instagram account who have purchased Oentukmu products at least once. The reason for choosing Instagram followers as respondents is that consumers are interested in knowing more about Oentukmu products. In addition, they always use social media marketing, such as Instagram, to find information on these products.

#### **Data Source**

The data in this study consisted of primary and secondary data (Ghozali, 2016). Primary data is obtained directly by distributing questionnaires to respondents online using Google Forms, namely, the Effect of Social Media Marketing and Brand Awareness on Purchasing Decisions on the Oentukmu

Brand Custom Cake (Study on Oentukmu Instagram Account Followers). The contents of the questionnaire are in the form of statements related to the variables to be studied by the researcher. Secondary data in this study were obtained through literature, books, and journals that support research.

**Data Collection Technique**

The data collection technique used a questionnaire distributed to 100 respondents, namely followers of the Oentukmu Instagram account. In this study, researchers distributed questionnaires containing indicators and items of each variable in the form of written statements. The questionnaire was distributed online via Google form to respondents, namely followers of the @oen.tuk.mu Instagram account and those who had purchased Oentukmu products at least once. The distribution of the Google form link is done through social media applications, namely WhatsApp or Instagram.

**Data Analysis Technique**

The data analysis used is a questionnaire test, descriptive analysis, classical assumption test, multiple regression analysis, coefficient of determination analysis and hypothesis testing.

**Table Operational Variables**

<b>Variabel</b>	<b>Indikator</b>	<b>Item</b>
<i>Social Media Marketing</i>	<i>Content Creation</i>	1. Interesting 2. Kepribadian Bisnis
	<i>Content Sharing</i>	3. Memperluas Jaringan 4. <i>Online Audience</i>
	<i>Connecting</i>	5. Membangun hubungan 6. <i>Social Networking</i>
	<i>Community Building</i>	7. Interaksi 8. Kesamaan Minat
<i>Brand Awareness</i>	<i>Brand Recognition</i>	1. Mengenal 2. Menerima
	<i>Brand Recall</i>	3. Mengetahui 4. Mengingat
	<i>Top of Mind</i>	5. Preferensi Merek 6. Dominasi Pikiran
Purchase Decision	Pilihan Produk	1. Keunggulan Produk 2. Manfaat Produk 3. Pemilihan Produk
	Pilihan Merek	4. Ketertarikan pada Merek 5. Kebiasaan pada Merek 6. Kesesuaian Harga
	Pilihan Saluran Pembelian	7. Pelayanan yang Diberikan 8. Kemudahan untuk Mendapatkan 9. Persediaan Barang
	Waktu Pembelian	10. Kesesuaian dengan Kebutuhan 11. Keuntungan yang Dirasakan 12. Alasan Pembelian
	Jumlah Pembelian	13. Keputusan Jumlah Pembelian 14. Keputusan Pembelian untuk Persediaan

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### **Results and Discussion**

The overall results of this study were conducted on 100 respondents as a sample and aimed to determine the effect of Social Media Marketing and Brand Awareness on Purchasing Decisions for Oentukmu Custom Cake Products. Based on the research data that has been tested and analyzed using the IBM SPSS Statistic 24 for Windows program, it produces the following discussion points:

#### **The Effect of Social Media Marketing on Purchasing Decisions**

The results showed that Social Media Marketing has an effect on Purchasing Decisions. This is evidenced by the results of the multiple regression test, which found that social media marketing (X1) was positive. This means that there is a unidirectional relationship between Social Media Marketing and Purchasing Decisions. This means that the more Social Media Marketing strategies are implemented, the more Oentukmu Product Purchasing Decisions will increase.

The results of the partial research hypothesis test with the t-test that was carried out show that the social media marketing variable partially has a positive influence on purchasing decisions. So it can be stated that Social Media Marketing has a positive influence because with Social Media Marketing, consumers are more familiar with the custom cake products offered by Oentukmu and are interested in making purchases.

The social media marketing strategy that has been implemented is able to encourage consumers to purchase Oentukmu products. This is because it is supported by the existence of indicators that contribute the highest, namely the content creation indicator, which consists of item X1.1 (interesting) and item X1.2 (business personality), meaning that Instagram @oen.tuk.mu has managed to create interesting content and reflect a minimalist and Korean look business personality. This is because followers can use Instagram @oen.tuk.mu to get information about Oentukmu products.

The indicator with the lowest mean value is the content sharing indicator, which consists of item X1.3 (expanding the network) and item X1.4 (online audience), meaning that this indicator has the lowest contribution value to the Social Media Marketing variable. This is because there are still some respondents who feel that @oen.tuk.mu Instagram content has not been able to reach a wider online audience. Not only that but in order for the content to expand the online audience, Oentukmu consistently uploads content in the form of cake decorating classes, which can increase audience reach and engagement so that they continue to purchase Oentukmu products. In accordance with the characteristics of gender respondents, the majority of Oentukmu consumers are women who consider more emotional and personal factors in making purchasing decisions and who have more interest in custom cake products than men. In addition, based on education, the majority of consumers are still studying at the D4 / S1 level. This is because followers at this level of education are consumers who tend to be selective in choosing a custom cake product brand. They value cakes that not only look good but also taste good, and they are more likely to choose businesses that offer transparency and aesthetic values.

Based on this explanation, it can be seen that by optimizing social media marketing through Instagram, Oentukmu can continue to encourage consumers to make purchasing decisions. The higher the level of consumer purchasing decisions, the later it can help solve the problems faced by Oentukmu, namely the inability to become a top brand in the minds of consumers. The top brand position can be achieved by continuing to optimize the application of Social Media Marketing indicators that have high contribution values, while for indicators with low contribution values, it is necessary so that the

consumer purchasing decision process can run more optimally. Thus, the opportunity for Oentukmu to become a top brand is getting bigger, and the problem can be resolved properly later.

### **The Effect of Brand Awareness on Purchasing Decisions**

The results showed that Brand Awareness affects Purchasing Decisions. This is evidenced by the results of the multiple regression test, which obtained the result that brand awareness has a positive value. This means that there is a unidirectional relationship between Brand Awareness and Purchasing Decisions. This means that the more Brand Awareness owned by consumers increases, the more Purchasing Decisions for Oentukmu products will increase.

The results of the partial research hypothesis test with the t-test that was carried out show that the brand awareness variable partially has a positive influence on purchasing decisions. So, it can be stated that Brand Awareness partially has a positive effect on the Purchase Decision of Oentukmu Products. Brand awareness has a positive effect because brand awareness is the ability of consumers to remember a brand and what makes it different when compared to other brands. With consumer awareness of the existence of a brand, consumers will be able to decide whether to buy the product or not. So, the various efforts that Oentukmu has implemented to foster brand awareness in the minds of consumers it can increase consumer purchasing decisions for Oentukmu products.

The brand awareness strategy that has been implemented is able to encourage consumers to purchase Oentukmu products. This is because it is supported by the existence of indicators that contribute the highest, namely the brand recognition indicator, which consists of item X2.1 (recognize) and item X2.2 (accept), meaning that Oentukmu has succeeded in carrying out brand recognition so that it is more dominant in encouraging consumer purchasing decisions compared to other indicators. This is because consumers can recognize and accept the Oentukmu custom cake product brand in the midst of intense competition between similar brands. Oentukmu implements several strategies, namely conducting intensive promotions online, positioning itself as a custom cake brand that is high quality with many cake variants, and several other strategies that are able to make consumers recognize and remember the product. In terms of packaging, Oentukmu products are packaged in very elegant and premium packaging according to the cake variants ordered by consumers. In addition, Oentukmu uses a simple brand logo that matches the brand name. By implementing these strategies, Oentukmu can succeed in terms of brand recognition, so consumers will choose the Oentukmu brand when buying custom cake products.

The indicator with the lowest mean value is the top-of-mind indicator, which consists of item X2.5 (brand preference) and item X2.6 (mind dominance), meaning that this indicator has the lowest contribution value to the Brand Awareness (X2) variable. This is because there are still some respondents who feel that Oentukmu products are not the most mentioned products by people around and are not the main brands in their minds, so the contribution of these indicators is lowest. Oentukmu implements various strategies so that its products are at the top of mind, namely by branding the product as a custom cake of high quality with many variants of cakes offered. In addition, the characteristics of respondents are based on pocket money/income per month; the majority have pocket money/income per month of IDR 1,000,000 - IDR 2,000,000. This is because consumer followers with an income of Rp1,000,000 - Rp2,000,000 tend to be very concerned about price and look for the best value for their money. Not only that, promotions through social media and trends also influence their decisions; therefore, Oentukmu needs to improve its promotional strategies to reach all target markets.

Other factors cause some consumers to feel that Oentukmu's custom cakes are not at the top of their minds, namely because there are currently many custom cake brands on the market that offer more

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varied prices and product quality. In addition, the habit of consumers buying custom cake products from more than one brand makes Oentukmu products, not the main brand. Nevertheless, it does not mean that Oentukmu has not maximally become at the top of consumers' minds because, in fact, the majority of consumers agree that Oentukmu products are the most mentioned and have become the main brand in their minds.

Based on this explanation, it can be seen that by optimizing the Brand Awareness strategy, Oentukmu can continue to encourage consumers to make purchasing decisions. The higher the level of consumer purchasing decisions, the later it can help solve the problems faced by Oentukmu, namely the inability to become a top brand in the minds of consumers. The top brand position can be achieved by continuing to optimize the application of Brand Awareness indicators that have high contribution values, while indicators with low contribution values can be evaluated and improved so that they can further improve the consumer purchasing decision process more optimally. Thus, the opportunity for Oentukmu to become a top brand is getting bigger, and the problem can be resolved properly later.

### **The Effect of Social Media Marketing and Brand Awareness on Purchasing Decisions**

The results of the research that has been done show that the Social Media Marketing and Brand Awareness variables together (simultaneously) have a positive influence on Purchasing Decisions. This is evidenced by the results of the F test, which shows that the H3 hypothesis is accepted. The third hypothesis model is accepted, and it can be stated that Social Media Marketing and Brand Awareness together have a positive effect on Purchasing Decisions for Oentukmu Products.

Based on this explanation, it can be seen that by optimizing the Social Media Marketing and Brand Awareness strategies together, Oentukmu can continue to encourage consumers to make purchasing decisions. The higher the level of consumer purchasing decisions, the later it can help solve the problems faced by Oentukmu, namely the inability to become a top brand in the minds of consumers. By continuing to optimize the application of social media marketing and brand awareness indicators, which have the highest contribution value, and evaluating and improving indicators with the lowest contribution value, Oentukmu can achieve the top brand position for the custom cake product category. So, Oentukmu's chances of becoming a top brand are getting bigger, and the problem can be resolved properly later.

### **Conclusion**

Based on the results of data analysis and discussion that have been done in the previous chapter regarding the influence of Social Media Marketing and Brand Awareness on Purchasing Decisions on Custom Cake Brand Oentukmu. Social Media Marketing partially has a positive effect on Purchasing Decisions for Custom Cake Brand Oentukmu. The marketing strategy in the form of Social Media Marketing carried out by Oentukmu through its Instagram account, namely, @oen.tuk.mu, is able to encourage consumers to make purchasing decisions for Oentukmu products because it makes it easier for consumers to get information about Oentukmu products.

Brand awareness partially has a positive effect on purchasing decisions for the custom cake brand Oentukmu. This proves that the Brand Awareness strategy implemented by Oentukmu can encourage consumer purchasing decisions. The existence of various strategies implemented by Oentukmu in introducing custom cake products in the form of intensive



promotions online, positioning itself as a custom cake brand that has high quality with many cake variants and several other strategies are able to make consumers recognize and remember the product. So consumers choose the Oentukmu brand when they are going to buy custom cake products compared to other brands; Social Media Marketing and Brand Awareness together (simultaneously) have a positive effect on the Purchase Decision of Custom Cake Brand Oentukmu. This is because Oentukmu has implemented a marketing strategy in the form of social media marketing and brand awareness. Thus, it can influence consumers to purchase Oentukmu custom cake products. In addition, by optimizing the implementation of social media marketing and brand awareness together, Oentukmu can have the opportunity to become a top brand custom cake.

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