The Relation of T-Shirt Product Digital Marketing Model, Social Media Use, And Consumer Background

Rodhiah
Faculty of Economics & Business, Universitas Tarumanagara, Indonesia

Nur Hidayah
Faculty of Economics & Business, Universitas Tarumanagara, Indonesia

Abstract: Due to its adherence to international trends, fashion is developing at a quick pace these days. One of them is the t-shirt, which, to stay up with technological changes, is now sold through digital media like online stores. To maximize earnings, it is crucial to establish a digital marketing strategy that suits customer preferences. Thus, this study seeks to ascertain that consumer background positively influences social media usage by customers and that social media usage positively influences the digital marketing model of t-shirt items. The population of students attending private universities in West Jakarta is the focus of this study. Purposive sampling is the method used to select the sample for the study. A Google Form questionnaire was used to collect data, and 100 respondents were chosen as the sample size. SEM analysis using Smart PLS was the data analysis method employed. The findings of the study demonstrate that managerial skill significantly and favourably affects financial performance. Financial performance is positively and significantly impacted by operational capability. Although it is not statistically significant, sustainability strategy favourably moderates the association between managerial skill and financial performance. The relationship between financial performance and operational capabilities is strongly and negatively moderated by sustainability strategy.

Keywords: Digital Marketing Model, T-shirt, Consumer Background, Social Media Usage.

Introduction

Thanks to the quick advancement of digitalization technology, t-shirts may now be promoted online to a large audience. Digital marketing enables virtual-world communication to serve

Correspondents Author:
Rodhiah, Faculty of Economics & Business, Universitas Tarumanagara, Indonesia
Email: rodhiah@fe.untar.ac.id

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distant customers (Samuel & Aurellia, 2017). In addition to studying social media engagement in support of digital marketing activities aimed at achieving positive results for customers in the purchasing process and customer lifecycle (Chaffey et al., 2019), this makes it easier to delve into the consumer's background, understood as individual characteristics and psychographics (Jain et al., 2013). Market share can be controlled by using digital media to increase productivity and effectiveness at work. Digital media makes it feasible to make promotions as appealing as possible to draw in as many customers as possible.

For digital marketing to be sustainable, it is essential to comprehend the backgrounds of its customers. This can be considered considering (Kotler et al., 2016) assertion that cultural, social, personal, and psychological elements are the primary determinants of consumer purchase behavior. (Efendi & Sutanto; Ratna et al., 2022) asserts that cultural, social, psychological, and personal traits have a significant impact on consumer purchasing. Examining these elements might help producers come up with concepts for effective digital marketing tactics that will boost sales and provide a basis for further product development.

According to research done in 2021 by Akhmad Nahari, social media use has a favourable impact on the purchasing of apparel products through digital marketing. Three dimensions message frequency, message appeal, and message clarity & completeness are used as indicators in social media marketing and are thought to satisfy good criteria. Because online marketing media affects the development of consumer buying interest, it is essential to analyze the market to be penetrated, including the target customers, while conducting marketing through digital media (Balakrishnan et al., 2014).

Two factors need to be considered to review the market and comprehend the digital marketing model that works best for the target consumers: the consumer background element, which allows sellers to focus on specifics like age, occupation, or income; and the social media usage element, which allows sellers to pay attention to the best times for consumers to access social media and the types of content that appeal to them. According (Siswanto, 2013) asserts that social media has emerged as the most effective promotional technique available. It is also utilized as an interactive marketing tool, and service, and to cultivate relationships with both current and new clients. Producers can use the right and lucrative digital marketing model to run promotions once they have a firm grasp of the previously mentioned points.

In keeping with (Merrill et al., 2011) assertion that social media is a very promising medium for attracting customers and enhancing a product's image in the context of digital marketing, this undoubtedly becomes one of the elements impacting digital marketing efforts. According to the justification given above, research on the effects of customer demographics and social media usage on the digital marketing model for t-shirt items is therefore required. Thus, the

goal of this study is to ascertain whether consumer background has a positive impact on the digital marketing model of t-shirt products, whether consumer use of social media has a positive impact on the digital marketing model of t-shirt products, and whether consumer background has a positive impact on consumers' use of social media.

Literature Review

Digital Marketing

Digital marketing is an exploitation of the use of digital technology to create channels for achieving beneficial potential acceptance to meet the company's goals by more effectively fulfilling consumer needs. According to (Sawicki, 2016) define digital marketing as the process of applying conventional marketing ideas to the digital world to accomplish pre-established corporate goals. Businesses or vendors utilize digital marketing to launch and promote their goods, consequently benefiting from a growing number of customers whose demands are satisfied. Since digital marketing may reach a larger audience and increase market share at a cheaper cost, it is thought to be more effective and efficient.

Customer Background

Consumer background, according to (Rumondang et al., 2020), is the study of a person's traits to carry out actions intended to purchase a particular kind of goods. Consumer background is the study of a person's traits to take actions to buy, the kind of goods to be purchased, the time and place of the purchase, and the motivations behind the decision to buy. What will be bought, when and where it will be bought, and why someone is making the purchase. Sociology, psychology, sociopsychology, anthropology, and economics are among the individual attributes that can encourage customers to make purchases (Hasan, 2018). Because they buy the things that producers give to meet their requirements, consumers become one of the primary sources of profit for producers. Customers come from a variety of backgrounds, of course. The appeal of buying t-shirt products will change depending on a variety of criteria, including age, occupation, residence, and others. For producers to identify the intended target market, consumer background becomes crucial.

The Use of Social Media

Social media is an internet-based medium that allows users the opportunity to interact and present themselves, either instantaneously or delayed, to a wide audience and perceive interactions with others." In 2015, (Carr & Hayes, 2015) consumers utilized social media as a platform to share text, photos, audio, and video content with businesses and other individuals

(Kotler et al., 2016). In addition to being a way for many people to communicate with one another, social media may now be used as a more effective marketing tool. Consumer social media usage has emerged as the primary determinant of marketing's success or failure. Every person uses social media differently, both in terms of time and manner, as well as how much they love the content they see there.

Research Model

The Research Model is:

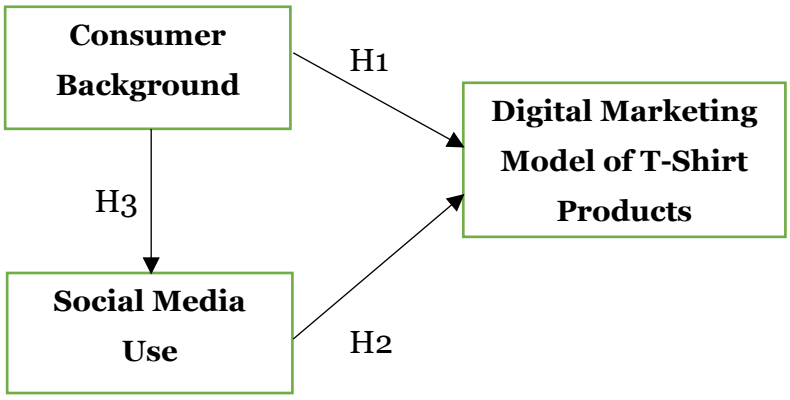

Figure 1 Research Model.

The research model illustrates the relationship between consumer background, social media use, and the digital marketing model of T-shirt products. Consumer background, which includes demographic and personal characteristics such as age, gender, income, or prior shopping experience, is hypothesized to directly influence the digital marketing model (H1). In addition, social media use, which reflects how consumers engage with platforms such as Instagram, TikTok, or Facebook to search for information, interact, or make purchases, is also expected to have a direct impact on the digital marketing model (H2). Furthermore, consumer background is proposed to affect the intensity and manner of social media use (H3), suggesting that consumer characteristics shape how individuals utilize online platforms. This model also implies a potential mediating effect, where consumer background influences the digital marketing model indirectly through social media use, thereby highlighting the intertwined role of consumer characteristics and online behavior in shaping digital marketing strategies. The hypotheses of this study were as follows:

H1: The digital marketing model for t-shirt products benefits from a consumer background.

H2: The digital marketing model for t-shirt products benefits from customer use of social media.

H3: Consumers' use of social media is positively impacted by their background.

Research Method

This study employed purposive sampling as the sampling strategy to ensure that respondents met specific criteria relevant to the research objectives. The population consisted of 120 students from private universities in West Jakarta who demonstrated interest in and actively consumed T-shirt products. Data were collected using a structured questionnaire distributed directly to the respondents. The instrument comprised several sections, with a total of 18 measurement items representing three latent variables: Consumer Background (5 items), Social Media Use (6 items), and Digital Marketing Model of T-Shirt Products (7 items). All items were adapted from prior validated studies and refined to align with the present research context. Responses were recorded using a five-point Likert scale, ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), and 4 (Agree) to 5 (Strongly Agree). This scale was chosen to measure respondents' perceptions consistently and provide quantifiable data suitable for statistical analysis. The analytical technique employed was Structural Equation Modeling (SEM) using SmartPLS version 4.0. SEM-PLS was selected because of its suitability for predictive modeling, its ability to estimate complex causal relationships among latent variables, and its robustness in handling relatively small to medium sample sizes.

Result and Discussion

Students in West Jakarta were handed this research questionnaire. PLS analysis is employed in this investigation. When the loading values of the indicators/proxies for each latent variable are met, the PLS construct testing process starts.

Data Analysis

Data analysis in this study was carried out using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the SmartPLS version 4 software. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The measurement model was assessed to ensure construct validity and reliability. Convergent validity was tested by examining indicator loadings and the Average Variance Extracted (AVE). Loadings above 0.70 and AVE values exceeding 0.50 were considered satisfactory. Reliability was confirmed through Cronbach's Alpha and Composite Reliability (CR), with threshold values of 0.70 or higher indicating acceptable internal consistency. Discriminant validity was examined using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT), ensuring that each construct was distinct from the others.

The structural model was then evaluated to test the proposed hypotheses. The coefficient of determination (R^2) was examined to assess the explanatory power of the independent variables, with values of 0.25, 0.50, and 0.75 indicating weak, moderate, and substantial explanatory levels, respectively. Path coefficients were estimated to determine the strength and direction of relationships among constructs, and their significance was tested through the bootstrapping procedure with 5,000 resamples. In addition, effect size (f^2) and predictive relevance (Q^2) were calculated to further evaluate the substantive impact of the exogenous variables and the model's predictive accuracy. This comprehensive analytical procedure ensured that both the reliability and validity of the constructs were established, and that the structural relationships hypothesized in the research model could be rigorously tested, each step of the PLS analysis is discussed as follows:

1) Outer Model Testing

Convergent, discriminant, and composite reliability tests are part of the measurement model testing phase. If every indicator in the PLS model satisfies the criteria of composite reliability, discriminant validity, and convergent validity, the PLS analysis's findings can be utilized to evaluate the research hypothesis. Each indicator's loading factor values are compared to its construct using the convergent validity test. The loading factor threshold utilized for development research is 0.5, for exploratory research it is 0.6, and for confirmatory research, it is 0.7. The loading factor criterion employed in this confirmatory study is 0.7. The outcomes of the PLS model estimation are as follows:

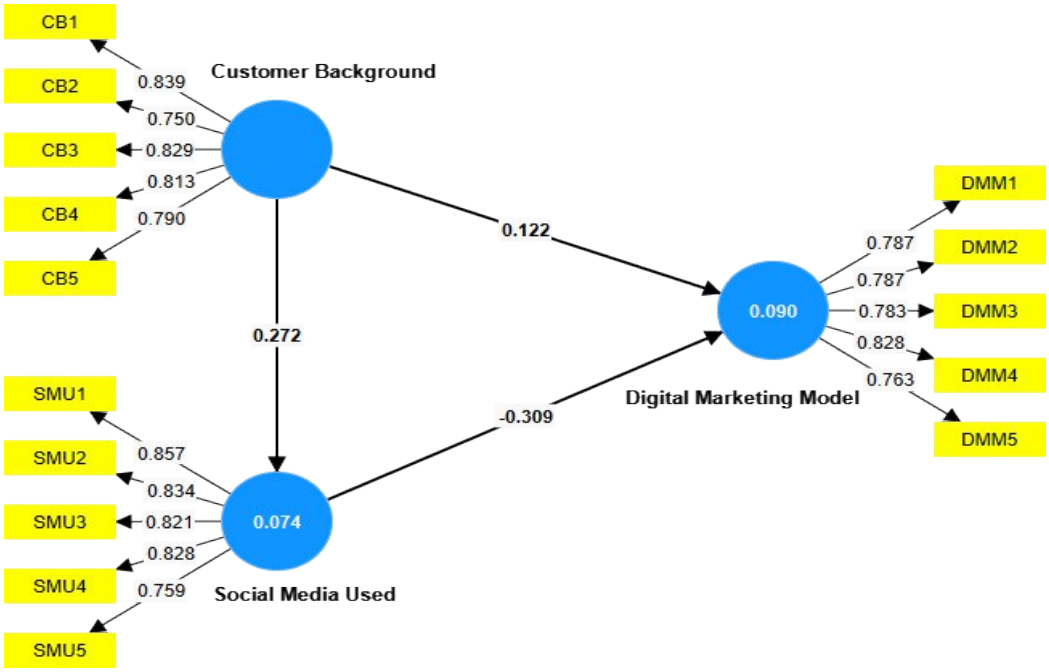

Figure 1 Results of the PLS-Algorithm Model.

All indicators are deemed acceptable for measuring respective constructs since according to the PLS model estimate findings in the image above, their loading factor values are more than 0.7. Convergent validity is evaluated using the AVE values of each construct in addition to looking at the loading factor values of each indicator. If each construct's AVE value is more than 0.7, the PLS model is said to have satisfied convergent validity. The table below shows the AVE values for each construct as well as the loading factor values for each indicator:

To guarantee discriminant validity, the validity test is carried out utilizing cross-loadings, the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larcker Criterion, and outer loadings and Average Variance Extracted (AVE). In the meantime, Cronbach's Alpha and Composite Reliability are used to analyze the test reliability.

Convergent Validity: Convergent validity testing assesses how strongly one measure correlates with another measure that is derived from the same construct. Convergent validity testing is used to evaluate each construct indicator's validity. If an indicator's factor loadings are higher than 0.70, it is said to have good validity. The indicator will be eliminated from the model if the factor loadings are less than 0.50, while factor loadings between 0.50 and 0.60 are still regarded as sufficient (Sarstedt et al., 2017). The indicator will be eliminated from the model if the factor loadings are less than 0.50, while factor loadings between 0.50 and 0.60 are still regarded as sufficient (Sarstedt et al., 2017). If the loading factor value of a variable is higher than 0.7 (> 0.7), it is regarded as a good indicator. The indicator may be eliminated from the research model if its loading factor value is less than 0.4 (< 0.4) (Henseler et al., 2009).

If an indicator of a variable has a loading factor value higher than 0.7 (> 0.7), it is deemed good. The indicator may be eliminated from the research model if its loading factor value is less than 0.4 (< 0.4) (Henseler et al., 2009). According to the Table, each indicator's loading factor test results have exceeded 0.7 (> 0.7), indicating that the variable indicators have satisfied the standards for convergent validity as determined by each indicator's loading factor values. Convergent validity can also be assessed by examining the Average Variance Extracted (AVE) value in addition to the factor loading value. A decent model requires that each variable's AVE value be greater than 0.50 (Hair et al., 2019) Table 1: Average Variance Extracted Test Results

Table 1. Average Variance Extracted.

Variable	Average Variance Extracted (AVE)
Customer Background	0.648
Digital Marketing Model	0.624
Social media Used	0.673

If the average variance extracted (AVE) value is higher than 0.5 (>0.5), convergent validity is deemed to be legitimate (Hair et al., 2019). If there is a strong correlation between the scores from various instruments used to assess the same construct, convergent validity may develop. Because the outer loading value in Table 1 is greater than 0.5, the validity test processing is deemed valid. In addition to outer loadings, the AVE value can be used to evaluate validity. The AVE value for every variable exceeds 0.50 (Hair et al., 2019).

Discriminant Validity

Cross-loading between constructs and their indicators is used in model measurement. If there is less association between the indicators and other constructs, latent components are better at predicting the indicators (Sarstedt et al., 2017). Cross-loading study of discriminant validity demonstrates that each indicator's cross-loading value is higher than the cross-loading value with other variables, indicating that discriminant validity is valid. To evaluate discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) method is used. According to (Henseler et al., 2009), a desirable HTMT value is 0.796; nevertheless, a threshold value below 0.90 (<0.90) is still acceptable. If HTML exceeds 0.90, it indicates a lack of discriminant validity. All indicators of each variable can be accepted since the Heterotrait-Monotrait Ratio value for each variable indicator is less than 0.90 (<0.90), according to the results of the discriminant validity study.

Composite Reliability Testing

According to (Sekaran & Bougie, 2017), a measurement's reliability shows how consistently it can be used across time. Dependability testing by looking at Cronbach's Alpha and composite reliability levels. The variable is deemed trustworthy if the composite reliability value for each item used to measure it is more than 0.60. The indicators or items used to measure the variable are deemed reliable if each one has a Cronbach's Alpha value of more than 0.60 (Malhotra et al., 2020).

Table 2 Cronbach's Alpha dan Composite Reliability.

Variable	Composite Reliability	Cronbach's Alpha
Customer Background	0.902	0.865
Digital Marketing Model	0.892	0.853
Social media Used	0.911	0.878

According to the reliability study results in the table, all of the indicators for each variable meet the requirements and are deemed reliable since their Cronbach's Alpha and Composite Reliability values are higher than 0.60 (>0.60).

Testing Goodness of fit Model

The R square value is examined to perform the goodness of fit model test. The coefficient of determination and the degree of variance in changes in the independent variable relative to the dependent variable are determined by the R-Square (R^2) value. Three criteria determine the R-Square value: high influence is indicated by a value between 0.75 and 1, moderate effect is indicated by a value between 0.5 and 0.74, and weak influence is indicated by a value between 0.25 and 0.49. The coefficient of determination and the degree of variance in changes in the independent variable relative to the dependent variable are determined by the R-Square (R^2) value. Three criteria determine the R-Square value: high influence is indicated by a value between 0.75 and 1, moderate effect is indicated by a value between 0.5 and 0.74, and weak influence is indicated by a value between 0.25 and 0.49.

Table 3 Coefficient of Determination Test (R^2)

Variable	R-square	R-Square adjusted
Digital Marketing Model	0.090	0.072
Social Media Used	0.074	0.064

The R-squared value for the innovation work behavior variable is 0.986, which indicates that 98.6% of the dependent variable can be explained by the variables included in this study, with the remaining 1.4% being explained by other variables not examined in this study, according to the results of the coefficient of determination (R^2) test in the table.

Testing Hypothesis (Path Coefficients)

In Partial Least Squares (PLS) analysis, hypothesis testing is conducted by examining the path coefficients that represent the strength and direction of the relationships between constructs. The statistical significance of these coefficients is determined using the bootstrapping procedure, which generates t-statistic values and p-values for each hypothesized path. According to Hair et al. (2019), a t-statistic greater than 1.96 or a p-value less than 0.05 indicates that the relationship is significant at the 5% level. These statistical criteria allow researchers to evaluate whether the hypothesized effects are empirically supported by the data.

The results of bootstrapping are typically presented in the form of path coefficient values along with their corresponding t-statistics and p-values, as illustrated in Figure 2. A significant path suggests that the independent variable has a meaningful influence on the dependent variable, thereby supporting the proposed hypothesis. Conversely, an insignificant path implies that the relationship is not empirically validated, and the corresponding hypothesis is rejected.

This process ensures that the interpretation of causal relationships in the model is based on rigorous statistical evidence, enhancing the robustness of the overall findings, as seen in Figure 2 (Hair et al., 2019).

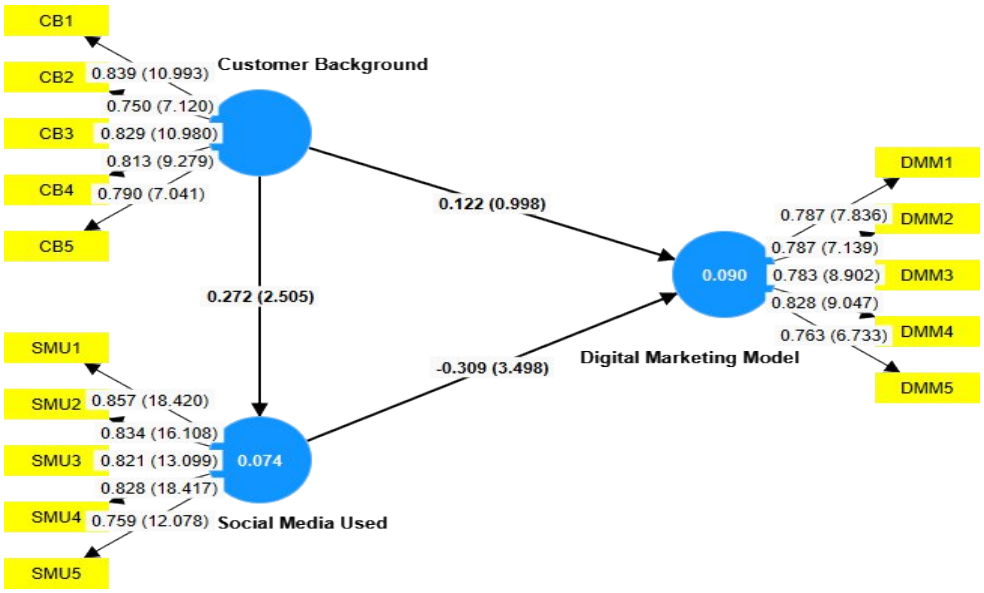

Figure 2 Internal Test Results of Bootstrapping Test Model.

By comparing the t-statistics value with a minimal threshold of 1.96, the hypothesis is tested. The hypothesis is neither rejected nor accepted if the t-statistics value is higher than 1.96 and the p-values are less than 0.05. The hypothesis is rejected if the p-value is higher than 0.05 and the t-statistic value is less than 1.96 (Hair et al., 2019; Sarstedt et al., 2017).

Table 4 Test Results Path Coefficients

Variable	Original sampel	T-statistics	P-values	Remarks
Customer Background – Digital Marketing Model	0.122	0.998	0.318	Rejected
Social Media Used -Digital Marketing Model	0.272	3.498	0.000	Accepted
Customer Background -Social Media Used	-0.309	2.505	0.012	Accepted

The following test results were acquired based on the above hypothesis testing results:

1. The computed p-value on the path demonstrating the influence of the customer Background Digital Marketing Model is 0.318, with a positive path coefficient of 0.122 and a T statistic of 0.998. Consumer history has a favorable but not significant impact on the product's digital marketing model, according to the path p-value >0.05, T statistic <1.96, and path coefficient. This suggests that "Consumer background has a positive

influence on the digital marketing model of t-shirt products," which is the first research hypothesis, is not accepted. "Consumer background has a positive influence on the digital marketing model of t-shirt products," according to research hypothesis 1, is thus not accepted. 2. With a positive path coefficient of 0.072 and a T statistic of 3.498, the resulting p-value on the path illustrating the influence of social media used in the digital marketing model is 0.000.

2. With a positive path coefficient of 0.072 and a T statistic of 3.498, the resulting p-value on the path illustrating the influence of social media used in the digital marketing model is 0.000. It may be inferred that consumer use of social media has a positive and significant impact on the digital marketing model of T-shirt products because the path's p-value is less than 0.05, the T statistic is more than 1.96, and the path coefficient is positive. This suggests that "The use of social media by consumers has a positive influence on the digital marketing model of t-shirt products," which is study hypothesis number two, is approved.
3. With a negative route coefficient of -0.309 and a T-statistic of 2.505, the obtained p-value on the path demonstrating the influence of Customer Background - Social Media Used is 0.012. The conclusion is that consumer background has a negative and significant impact on consumers' use of social media because the p-value of the path is less than 0.05, the T statistic is greater than 1.96, and the path coefficient is negative. This suggests that "Consumer background has a positive influence on consumer social media usage," which is research hypothesis number three, is accepted. Agreed

Discussion

The Connection between Digital Marketing Models and Consumer Background According to (Rumondang et al., 2020), consumer characteristics are typically focused on behavioral, psychographic, and demographic elements that can provide specific insight into the causes driving consumer preferences. According to (Indrawati et al., 2017), a consumer's cultural surroundings from their upbringing to their current residence, as well as the interactions between their social life and social surroundings, have an impact on their traits. When making a purchase, a consumer's environment-related psychographic traits may be considered. The environment of a consumer falls into the category of consumer background, and of course, each consumer has a different living environment. Customers will undoubtedly be swayed in their decision to buy a product by the digital marketing that the manufacturer uses to promote it. As a result, the digital marketing model and consumer background elements are connected, ensuring that the model that consumers experience is consistent with their background.

This research, which concludes that consumer background has a favourable but not statistically significant impact on the digital marketing model of t-shirt products, contradicts

that view. The Connection Between Digital Marketing Models and social media Use According to (Rumondang et al., 2020), social media plays a big role in everyday needs because of its extensive reach and many innovative solutions, such as becoming a digital marketing medium. As a result, social media marketing becomes a way to balance supply and demand. Digital marketing is one way that producers offer their products to customers, while consumers utilize social media to learn about the products that producers are selling. Producers' digital marketing efforts will reach customers who utilize social media channels to look for answers to their everyday problems. For consumers to view and understand more about the products that manufacturers market, the digital marketing model they employ acts as a guide.

The findings are supported by that opinion. The view backs up the research's conclusions, which yielded findings. The results of this study show that consumer background significantly and favourably affects the digital marketing model for t-shirt products. The Connection between Social Media Use and Customer Background A consumer's personal traits are part of their consumer background. Age, place of residence, gender, and other characteristics about the person's unique qualities might be considered features. Since practically everyone on the planet uses social media, using it is no longer unusual. Consumers' backgrounds, however, can have an impact on how they use social media. This supports assertion that interest coupled with positive emotions will also provide a good conative aspect or action, much like the emotional appeal that can be found in social media about social and psychological needs, which are a part of everyone's characteristics. Therefore, the degree to which customers may use social media to find information about the items and information they are interested in depends on their background. The viewpoint backs up the research's conclusions, which indicate that consumer background positively affects how consumers use social media.

Conclusions

The study concludes that, while not statistically significant, consumer background has a favourable impact on the digital marketing model of t-shirt items. This indicates that while customer profiles give a general idea of their preferences, they are not powerful enough to be the primary foundation for developing digital marketing strategies. Conversely, the success of digital marketing models has been found to be significantly impacted by customer use of social media. These results highlight the importance of social media as a consumer outreach tool and the need to give it top priority in t-shirt product marketing strategies. Furthermore, this study discovered that social media usage is negatively impacted by customer background. Even though practically all consumers utilize social media, individual factors including social, cultural, and life background affect how much they use it. Overall, the usage of social media becomes the primary component in the success of the t-shirt marketing plan, even though

consumer background has little bearing on the digital marketing model. Manufacturers of t-shirts must make the most of social media and modify their tactics to suit the traits of users on those sites.

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