



INFLUENCE OF DIGITAL MARKETING AND SALES PROMOTION TOWARDS PRODUCT PURCHASE DECISIONS AT IVY CARISSA SIMO FASHION STORE

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Article info	ABSTRACT (Time new roman 10 PT)
<p><i>Corresponding Author:</i></p> <p>Gina Sila Nuryana ginasilanuryana156@gmail.com STIE IBMT Surabaya</p>	<p>The purpose of this study is to examine the role of digital marketing and discount towards purchasing decisions at Ivy Carissa fashion store. The primary sample data was taken from Ivy Carissa customers. The questionnaire contains 13 items of questions. The data were analyzed using descriptive quantitative method and using multiple linear regression. The results showed that digital marketing effect significantly on purchasing decisions. The same goes to discount that effect significantly on purchasing decisions. Simultaneously variables of digital marketing and discount effects on purchasing decisions.</p> <p><i>Keywords: Digital Marketing, Discount, Purchasing Decisions.</i></p>
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INTRODUCTION

In 2024, there will be more competition in the business world, both offline and online. Every company tries to compete well in marketing and attracting attention to their potential customers, this competition does not only occur in one or two companies but almost all groups engaged in business, small, medium and large. Currently, many companies provide products or services, where consumers must know their needs and be more selective in choosing products, and many of them choose a product that is already known in the community around them before they make a purchase. The development of digital marketing cannot be denied, also with the development of e-commerce, where according to data there are 178.94 million Indonesians who today use and shop online at e-commerce. This online shopping is considered very efficient and makes people not have to go far to visit offline stores that may not be close to their homes. Currently in Indonesia, there are already many e-commerce companies that offer their services, one of which is Shopee, Shopee is a marketplace application that offers many features, including ShopeeFood, credit, electronic goods, make-up, family needs to fashion and many more (Statista et al., 2023).

The buyer's decision to buy a product goes through several stages, starting from searching for information related to the product to alternatives to obtain the product. The purchasing decision is a decision taken by consumers because of their interest in a product

or service. This decision can be influenced by the personal characteristics of each consumer, such as their lifestyle, economy, social status or work. For this reason, companies or businesspeople must adjust the products they issue according to their target market. (Harto et al., 2021).

Purchasing decisions are whether a person has a desire or need for goods and services, and this decision is influenced by cultural, environmental and family factors. In addition, the actions taken by consumers to buy or not a product are included in the purchasing decision. Many factors influence consumers in making purchasing decisions, including price, quality and brand image of the product. Every day consumers will be faced with purchasing decisions. Be it products related to primary, secondary or tertiary needs. Because each segment has different qualities and prices. A company must really recognize consumer needs to provide products that are really desired by consumers in order to create loyalty to the company. Based on the purpose of the purchase, consumers can be divided into two. Namely end consumers (individuals) and organizational consumers. End consumers are consumers consisting of individuals and households. Meanwhile, organizational consumers are consumers with the aim of gaining profit in doing business such as industrial users, traders and organizations (Wardoyo & Andini, 2017). There are several steps by consumers before using or buying the goods offered. Here are some steps:

1. Recognition of needs. Activities carried out by a person in recognizing their needs for products or services.
2. Searching for information. After consumers know and realize the needs required, consumers will look for information related to their needs.
3. Evaluation of alternatives. Namely the process of evaluating the choice of products, prices, brands, and functions that consumers need.
4. Purchasing decisions. Purchase decisions are made after consumers are sure about the product to be chosen.
5. Post-purchase behavior. The process by which consumers assess the products that have been purchased (Putri & Marlien, 2022).

There are 5 indicators of purchasing decisions:

1. Product Choice. The process carried out by consumers to determine the product to be purchased by consumers
2. Brand Choice. At this stage, consumers should be more careful in choosing the brand of the product to be purchased, because various brands have advantages and disadvantages.
3. Distributor Choice. Next, consumers determine whether the product will be purchased in a store, mall or online.
4. Purchase Time. Consumers can decide when to buy the desired product.
5. Purchase Amount. Consumers must determine how many products to buy according to their needs (Ariyanto et al., 2020).

Technology is currently developing very rapidly, this can provide convenience in various fields, one of which is the economic sector. The internet is one of the media that facilitates transactions, so that economic actors can easily run their businesses and people can easily shop for their needs. Currently, all groups of people are very close to technology, from teenagers, adults to parents, where on average they have gadgets that are used in their

daily activities. Both used for communication, playing social media or shopping online (Mewoh et al., 2019).

Currently, digital marketing is one of the marketing media favored by businesspeople. Both MSME businesspeople and large companies. They are starting to leave traditional marketing and switch to modern marketing. A company uses digital marketing to increase their sales volume. Because with digital marketing a company can reach consumers widely. Both domestically and abroad. Digital marketing is the practice of offering a product or service using digital distribution channels. Digital marketing is also known as electronic marketing and includes digital or online advertising, which conveys marketing messages to customers. Reaching consumers through digital media is considered the most promising field of marketing development today. For this reason, many actors utilize digital marketing to introduce their products or to attract consumers. The more technology develops, the more competition between business actors / businesses becomes tighter and more competitive. So that various strategies are needed to deal with it, one of which is by providing discounts to maximize sales. Discounts can consistently increase consumer buying interest, discounts are savings offered to consumers in the form of price cuts or free items. Discounts are given in several cases, including when a new product will be replaced soon, to attract consumers not to shop at other stores, when stock runs out, on certain dates or days, and to retain customers so they don't buy from other manufacturers (Punto Wicaksono, 2023).

Digital marketing is a marketing method that is widely used in offering products and services. Digital marketing is the practice of advertising products or services using digital distribution channels. Digital marketing is often referred to as electronic marketing and includes both online and digital marketing. Specifically, digital marketing is defined as the process of selling and buying information, products, and services through computers or internet networks. Currently, digital marketing is widely used by companies in advertising their products. With digital marketing, a company can increase sales volume. With digital marketing, a company can reach consumers domestically or abroad. One example of digital marketing is electronic commerce or commonly called E-commerce. E-commerce uses the internet media in marketing products and making payment transactions (Mewoh et al., 2019). According to Jony Wong (2010) electronic commerce is the sale, purchase and marketing of goods or services through electronic systems. applications, websites or advertisements are forms of e-commerce. E-commerce can provide benefits for companies and consumers. Currently, e-commerce can provide convenience for consumers in purchasing goods online or requiring services such as online transportation, all of which can be done through the intermediary of a smartphone or computer connected to the internet (Iisnawatia et al., 2019).

In Indonesia, the development of e-commerce is very rapid. With the presence of online sales platforms such as Bukalapak, Shopee, Tokopedia and others. with the presence of several platforms above, shopping activities are much easier and more efficient. It is easier for consumers to find the goods they need by saving time and money. In addition to e-commerce, social media is also an effective marketing tool. By using social media, business actors can carry out their marketing activities such as introducing products, providing information about the products being sold, informing discounts and even establishing relationships with consumers and potential consumers. Social media that are

often used in marketing products include Facebook, WhatsApp, Instagram and Twitter. Marketing activities that are often carried out on social media include uploading product photos and providing descriptions related to the products offered, providing reviews from customers who have tried their products, working with influencers to promote their products while building their product brand image (Harto et al., 2021). Social media provides a great opportunity for business actors to increase their sales and can provide cost efficiency in promoting a product. In conventional marketing, a company will usually promote its products through television, newspaper, magazine, radio advertisements and recruit sales to promote its products. For that a company needs a very large cost. Social media such as Instagram and Facebook have advertising features to make it easier for a company or business actor to promote their products. Because the reach will be much wider and targeted (Khasanah & Pamujo, 2018). Digital marketing has 5 indicators, namely:

1. Coordination. A product advantage can be ascertained or matched via the internet and can also be used as a medium to help develop a product.
2. Commerce or trade. The internet has the advantage of being cheaper than conventional advertising. And the internet can be accessed by anyone and anywhere.
3. Community or community. A group of users who are interested in a product or service that is displayed. They can gather through groups or conversations on the internet and share experiences with each other.
4. Content or information content. Provides information related to the products offered. And can also contain entertainment interspersed with product promotions.
5. Communications or communication. Communication can be done by users or marketers on the internet. Can be via email, telephone, or chat to ask for information related to the desired product (Putri & Marlien, 2022).

One form of effective marketing is using discounts. Discounts are activities carried out by reducing the price of a product within a certain period. In addition, it can also make consumers buy products in large quantities. The low price of a product can increase consumer attraction to the product. Sales promotion is an activity carried out in a certain period so that demand for the product increases. Sales promotions can also be carried out to introduce a new product or new outlet. Tools in sales promotion include events, coupons, discounts, contests, and in-store demonstrations (Amalia & Saryadi, 2018).

There are several reasons why a company implements a discount system. Among them are, because of excess capacity, reduced sales due to intense competition, and to attract buyers with cheaper prices, because market leaders are often attacked by small companies that cut their product prices. And there are several types of discounts that are often carried out by a company in marketing their products (Novirsari, 2019). Among them:

1. Quantity discounts, namely price cuts with the aim of increasing the company's sales volume and making consumers make purchases in large quantities.
2. Seasonal discounts, which are discounts given at certain times and aim to attract consumer interest in purchasing new products that will be needed in the future. Such as in the month of Ramadan, Christmas
3. Cash discounts, which are discounts offered by companies when consumers buy goods in cash or pay them within a period agreed upon by both parties.

4. Trade (functional) Discounts, which are discounts from producers to distributors who perform various functions such as recording, storage and sales (Devi Marta Dwi.L, Theresia Pradiani, 2021).

Discounts have 3 indicators, namely:

1. The amount of the discount, which is the amount of price reduction on a product.
2. Discount period, which is the time limit for the discount to apply.
3. Product type, which is the variety of products that receive discounts (Devi Marta Dwi.L, Theresia Pradiani, 2021).

One of the trending fashion businesses in Boyolali is Ivy Carissa Simo, which is one of the fashion businesses that is very attractive to customers to be able to buy the latest / trendy clothes at Ivy Carissa. Plus, in certain moments such as approaching Ramadan, Eid al-Fitr, Eid al-Adha, class promotions to even the new year. Every researcher comes to see or buy a lot of teenagers to parents who come to buy their needs, even they are willing to pre-order / wait a long time for the order to be finished and can be used by consumers. This is what makes researchers interested in conducting research related to Ivy Carissa and their sales on e-commerce. So, the researcher formulated a title, namely "the influence of digital marketing and discounts on online purchasing decisions at Ivy Carissa Simo". While Ivy Carissa is a fashion store that provides various clothing needs such as women's clothes, men's clothes, mukena, children's clothes, socks, accessories, bed sheets, and women's bags. This allows all groups to attend and buy their needs as desired, Ivy Carissa also accepts orders for large quantities that do take some time to make where Ivy Carissa will adjust the model, size and material desired by the customer, so that they feel satisfied and according to what they expect and want and Ivy Carissa also opens consultations via WhatsApp chat for some customers who still do not understand about a model or material and color that suits them. Ivy Carissa also collaborates with several local tailors and several hijab or clothing manufacturers in the local area. Ivy Carissa applies various strategies to compete with other fashion stores, one of the most important strategies is the digital marketing strategy. Ivy Carissa utilizes digital marketing to increase the sales volume of their products. By utilizing the Shopee application, WhatsApp Business and Instagram, Ivy Carissa can pamper her customers, because they don't need to come to an offline store, just order through the application, then a customer can get what they want by waiting at home.

METHOD

This research method was descriptive with a quantitative approach. In this study, the questionnaire survey method was used as a research instrument. The population was consumers who had shopped at the Ivy Carissa Simo store. The questionnaire contains 13 items of questions. The data were analyzed using descriptive quantitative method and using multiple linear regression.

RESULT AND DISCUSSION

Finding

1. Character Based on Age

Table 1 Character Based on Age

No.	Age Range	Amount	Percentage
1.	17 to 20 years	42	41,2%

2.	21 to 25 years	40	39,2%
3.	26 to 31 years	7	6,9%
4.	>31 years	13	12,7%
Total		102	100%

The results of the distribution of the age, questionnaire was grouped into 4, namely, 17-20 years old, 41.2%, 21-25 years old, 39.2%, 26-31 years old, 6.9%, and over 30 years old, 12.7%.

2. Characteristics based on social status

Table 2 Characteristics based on social status

No.	Social status	Amount	Percentage
1.	Student / College Student	59	57,8%
2.	Private Employee	26	25,5%
3.	Housewife	9	8,8%
4.	Entrepreneur	8	7,8%
Total		102	100%

The results of the questionnaire distribution show differences in social status. With learning outcomes / students as many as 25.5%, private employees as many as 25.5%, Housewives as many as 8.8%, Entrepreneurs as many as 7.8%.

3. Characteristics based on income.

Table 3 Characteristics based on income

No.	Income	Amount	Percentage
1.	>Rp.1.000.000	53	52,0%
2.	Rp. 1.000.000 – 3.500.000	28	27,5%
3.	Rp. 3.500.000 – 5.000.000	9	8,8%
4.	<Rp5.000.000	12	11,8%
Total		102	100%

Based on the results above, it can be concluded that income less than Rp. 1,000,000 is 52.0%, income of Rp. 1,000,000 - 3,500,000 is 27.5%, income of Rp. 3,500,000 - 5,000,000 is 8.8%, and income above Rp. 5,000,000 is 11.8%.

4. Characteristics based on purchase.

Table 4 Characteristics based on purchase

No.	Purchase to	Amount	Percentage
1.	2 times	54	52,9%
2.	3 – 5 times	33	32,4%
3.	< 10 times	15	14,7%
Total		102	100%

Based on the results above, it showed that the consumers purchased to 2 times 52,9%, 3-5 times 32,4%, and less 10 times 14,7%.

5. Respondents' Perceptions of Digital Marketing Variables.

Table 5 Respondents' Perceptions of Digital Marketing Variables.

Question	SS	S	TS	STS
	4	3	2	1
Digital Marketing Influence (X1)				
I know the digital marketing program run by Ivy Carissa Simo	26	62	13	1

I feel that the digital marketing program of the Ivy Carissa Simo Store is well integrated across various platforms	32	64	6	0
I have purchased Ivy Carissa products through an online platform	37	41	21	3
Shopping through Shopee makes it easier for us to meet our needs	65	33	3	1
I have joined the Ivy Carissa online community (WhatsApp Group) and makes it easier to find out the latest fashion trends.	23	50	25	4
The existence of product reviews on e-commerce is a plus where customers can share their buying and selling experiences.	45	54	3	0
Videos and photos explaining product materials for customers	50	50	1	1
I often see content using models that add to the appeal of the Ivy Carissa Simo Store's digital marketing	44	50	7	1
The chat / message column on Shopee makes it easy for you to ask about products.	54	46	2	0
I have interacted with the Ivy Carissa Store through digital media	33	50	18	1
Total	409	500	99	12

Based on table 5 above, it shows that most respondents gave an Agree response with a total value of 500 with a score of 3 for the Digital Marketing variable question. This result gives the impression that digital marketing from Ivy Carissa's store products is good for respondents.

6. Respondents' Perceptions of Discount Influence Variables

Table 6 Respondents' Perceptions of Discount Influence Variables

Discount Influence Indicator (X2)	SS	S	TS	STS
	4	3	2	1
The amount of discount can influence my decision to buy women's clothing at Ivy Carissa Simo.	50	46	6	0
50% discount at the end of the year	66	31	3	2
E-commerce (Shopee) provides discounts on every beautiful date (1.1, 2.2, 3.3)	62	39	1	0
I often follow information about discounts offered by Ivy Carissa if purchasing offline stores.	35	48	15	4
Ivy Carissa often provides special discounts for every purchase of 3 hijab products	38	57	7	0
Purchase of 1 dozen socks get 1 free sock	50	48	4	0
Total	301	269	36	6

Based on the results above, it shows that most respondents gave a response of Strongly Agree with a total of 301 with a score of 4 to the questions of the Discount Influence variable. This shows that discounts can trigger product purchases at the Ivy Carissa Simo Store.

7. Respondents' Perceptions of Decision Variables on Products

Table 7 Respondents' Perceptions of Decision Variables on Products

Product Purchase Decision Indicator (Y)	SS	S	TS	STS
	4	3	2	1
E-commerce allows us to find various products for our needs	40	55	5	2
Customers are used to comparing one store with another.	47	46	7	2

I have a favorite brand at the Ivy Carissa store	29	49	19	5
Ivy Carissa provides clothing products from well-known brands to home-made	40	55	5	2
I prefer to come directly to the offline store	41	46	14	1
Online stores make it easier for us to buy Ivy Carissa products at home	46	50	5	1
I need about 1 hour to sort out the clothes I want to buy	29	52	15	6
Ivy Carissa provides open PO max 12 days for orders desired by customers	23	61	14	4
I have bought clothes at the Ivy Carissa store in large quantities	23	36	32	11
I usually buy 1 dozen socks directly	27	42	23	10
Total	345	492	139	44

Based on the table above, it shows that most respondents gave an Agree response with a total value of 492 with a score of 3 for the statements of the Purchase Decision variable on Ivy Carissa Products. This shows that Ivy Carissa products can make customers make decisions to buy the product.

8. Normality Test

Table 8 Normality Test

		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	,1749662
	Std. Deviation	3,40634699
Most Extreme Differences	Absolute	,083
	Positive	,064
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed) ^c		,082

The table results show that the Asymp.Sig. (2-tailed) value is 0.83 > 0.05. So it is stated that the regression model is suitable for use so that the resulting data can be distributed appropriately and normally and meet the normality assumption.

9. Coefficient of Determination

Table 9 Test Result of R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,721 ^a	,519	,510	3,549

The table results state that the adjusted R Square is 0.510 or 51%. This means that the digital marketing and discount variables explain the purchasing decision variable by

51% and the remaining 49% is caused by several other factors that were not used in this study.

10. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,446	2,241
	X2	,446	2,241

The table results show that the digital marketing variable has a tolerance value of 0.446 with a VIF value of 2.241, while the discount variable has a tolerance value of 0.480 with a VIF value of 2.241. So, it can be concluded that both variables have a tolerance value > 0.10 and a VIF value < 10.00 . This means that there is no multicollinearity in both variables.

11. Heteroscedasticity Test.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,954	1,800		,530	,597
	X1	,096	,075	,189	1,268	,208
	X2	-,070	,123	-,085	-,568	,571

The table results show that each variable has a digital marketing significance value of $0.208 > 0.05$ and a discount of $0.571 > 0.05$, so it is concluded that in this study there is no heteroscedasticity.

12. Simultaneous Test (f-Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1423,891	2	711,946	60,258	$<,001^b$
	Residual	1169,687	99	11,815		
	Total	2593,578	101			

The table results show that F count is 60.258 and F table is 3.088 with a probability value of 0.001. This shows that F count $>$ F table, so H_0 is rejected. This means that the digital marketing and discount variables have a simultaneous effect on the Purchase Decision variable.

13. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,583	2,929		-,199	,843
	Digital Marketing	,520	,123	,428	4,241	<,001
	Diskon	,724	,201	,365	3,609	<,001

The value of the digital marketing regression coefficient is 0.520 with positive parameters. This means that digital marketing can increase purchasing decisions without any influence from other factors. The value of the discount regression coefficient is 0.724 with positive parameters. This means that large and small discount increases can affect the increase in purchasing decisions on products.

Discussion

The influence of digital marketing on product purchasing decisions.

The results of the study show that the digital marketing variable has a t-value of $4.241 > t$ table 1.984 with a significance level of $0.001 < 0.05$, it can be concluded that H1 is accepted, meaning that there is a significant influence between variable X1 (Digital Marketing) and Y (Purchase Decision).

Based on the results of this study, the higher the digital marketing value owned, the more it will be able to increase consumer purchasing decisions to buy products at the Ivy Carissa Simo Store. This indicates that digital marketing is an important consideration in purchasing decisions, where purchasing decisions on Ivy Carissa products will be high if the digital marketing provided is also high and good.

The influence of discounts on purchasing decisions.

The results of the study show that the discount variable has a t count value of $3.609 > t$ table 1.984 with a significance of $0.001 < 0.05$, so it can be concluded that H2 is accepted, meaning that there is a significant influence between the variable X2 (Discount) and Y (Purchase Decision). Based on the results of this study, the higher the Discount value of the Ivy Carissa Simo product, the higher the Level of Purchase Decision for the Ivy Carissa product. Discounts are a very important aspect for a product, because with the discount given, the customer's decision to buy a product is higher. So that it becomes an important factor in increasing Purchase Decisions.

CONCLUSION

Referring to the previous discussion, the conclusion of this study is as follows the result of the significance value of the digital marketing variable is $0.001 < 0.05$, it can be

concluded that H0 is rejected and H1 is accepted, meaning that digital marketing has a significant effect on purchasing decisions on Ivy Carissa products. The result of the significant discount variable is $0.005 < 0.05$, it can be concluded that H0 is rejected and H2 is accepted, meaning that discounts have a significant effect on customers' purchasing decisions at the Ivy Carissa Store.

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