

(Research Article)

# The Effectiveness of Digital Marketing Through TikTok in Increasing Brand Awareness and Customer Interaction in MSMEs in Yogyakarta

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**Abstract:** The development of social media platforms like TikTok has transformed the way MSMEs interact with consumers. However, many businesses still struggle to build brand loyalty because digital promotions are ineffective and unable to fully drive consumer purchase intention. This phenomenon suggests that high promotional activity does not always align with increased customer trust and brand engagement. This study aims to analyze the influence of digital marketing strategies, influencer marketing, and purchase intention on brand loyalty among TikTok users in Yogyakarta. The study used a quantitative approach with a survey of 250 active TikTok users in Yogyakarta who had viewed MSME product promotions. Data were collected through an online questionnaire and analyzed using SPSS version 26 with validity and reliability tests, as well as multiple linear regression. The results showed that digital marketing strategies, influencer marketing, and purchase intention had a positive and significant influence on brand loyalty. These findings confirm that implementing innovative digital strategies and collaborating with credible influencers can increase purchase intention and strengthen customer loyalty to MSME brands on TikTok.

**Keywords:** Brand Loyalty; Digital Marketing Strategy; Influencer Marketing; Purchase Intention; Tiktok.

## 1. Introduction

In modern marketing, brand loyalty is a key indicator of a successful business strategy because it reflects the extent to which consumers are willing to continue choosing a product despite the presence of numerous other options on the market. For MSMEs, brand loyalty plays a vital role in maintaining business continuity and building long-term relationships with customers (Fachrudin et al., 2022). However, in Yogyakarta, MSME customer loyalty remains relatively low. Many consumers easily switch brands due to more attractive competitor promotions on social media or inconsistent perceptions of product price and quality (Ramlan et al., 2023). Similarly, Cheung et al. (2021) emphasized that in the digital era, loyalty depends not only on product quality but also on emotional engagement and continuous communication between brands and consumers on digital platforms like TikTok.

Digital marketing strategies ( $X_1$ ) are now the most widely relied upon approach by MSMEs to strengthen customer relationships. Through this strategy, businesses can expand market reach, build brand image, and create interactive communication with consumers (Olson et al., 2021). TikTok has become one of the most popular media due to its dynamic characteristics, easy virality, and strong visual appeal (Merlina et al., 2023). However, many MSMEs have not been able to fully utilize the platform's potential. Most promotional content remains informative without a personal or narrative approach that can foster emotional

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attachment to the brand (Syukri & Sunrawali, 2022). In addition to digital strategies, influencer marketing ( $X_2$ ) is also a crucial factor in building consumer trust. Influencers are considered to have social power and are able to shape public opinion through seemingly authentic recommendations (Sandunima & Jayasuriya, 2024). Collaborations between MSMEs and influencers on TikTok have increased rapidly in recent years, but not all campaigns have resulted in significant customer loyalty. One reason is the mismatch between the influencer's personality and the target audience segment. Zeqiri et al. (2024) emphasize that credibility and value alignment between influencers and their followers are key to the effectiveness of this strategy.

Meanwhile, purchase intention ( $X_3$ ) reflects a consumer's psychological drive to make a purchase after viewing a digital promotion or interacting with a brand (Sandunima & Jayasuriya, 2024). Despite high promotional exposure on TikTok, not all users demonstrate strong purchase intention. This is often due to low trust in the authenticity of the content, information saturation, and a lack of emotional connection with the brand (Tan et al., 2021; Rahmawati et al., 2021). Yet, high purchase intention is a crucial transition factor toward long-term customer loyalty.

These issues indicate that the effectiveness of digital marketing on TikTok is still suboptimal in building brand loyalty among MSMEs. Many business owners have actively promoted their products, but they do not yet understand the relationship between digital marketing strategies, the role of influencers, and the formation of consumer purchase intentions in an integrated manner. Based on this, this study focuses on analyzing the influence of digital marketing strategies, influencer marketing, and purchase intentions on brand loyalty among TikTok users in Yogyakarta. The results are expected to enrich academic studies in the field of digital marketing and serve as a practical reference for MSMEs in utilizing social media to create sustainable customer relationships.

## 2. Preliminaries or Related Work or Literature Review

### Digital Marketing Strategy

Digital marketing is a strategic approach that utilizes internet technology and various social media platforms to reach consumers more efficiently, interactively, and measurably. This strategy includes promotional activities carried out through digital platforms such as TikTok, Instagram, and online marketplaces with the aim of expanding brand reach, building public awareness, and increasing sales (Syukri & Sunrawali, 2022). In the context of digital transformation, this marketing strategy serves not only as a means of communication but also as a tool for understanding consumer behavior through online data and analytics.

For MSMEs, implementing digital marketing strategies offers significant opportunities to increase competitiveness amidst limited resources. With relatively lower costs compared to conventional advertising, businesses can showcase their products to a wider and more targeted audience (Merlina et al., 2023). Furthermore, digital media enables two-way communication, where consumers are not only recipients of messages but also provide direct feedback that helps improve service and product quality (Olson et al., 2021).

Research by Sugiyanti et al. (2022) shows that consistently implemented digital marketing strategies can improve sales performance, strengthen relationships with consumers, and build a positive brand reputation. Therefore, in the context of modern marketing, digital strategies are considered a key foundation for building customer loyalty and business sustainability, especially for MSMEs adapting to the technology-driven economy.

### Influencer Marketing

Influencer marketing is a form of promotional collaboration in which individuals with strong social influence on digital media help introduce or recommend a product to their followers. Influencers have high persuasive power because they are considered more authentic and relatable to their audiences than traditional advertising (Sandunima & Jayasuriya, 2024). In the modern marketing context, an influencer's credibility and authenticity are key factors in determining a campaign's success. Content delivered in a personal style often more easily builds trust and emotional connection with followers.

For MSMEs, influencer marketing is an effective and efficient strategy for expanding market reach. Compared to conventional promotional costs, collaborating with micro- or nano-influencers can significantly impact consumer perceptions and purchase intentions

(Zeqiri et al., 2024)). Furthermore, this type of collaboration allows for more organic and credible communication between brands and potential buyers.

Cheung et al. (2021) emphasize that interactions between consumers and influencers have the potential to create deep brand engagement and contribute to the formation of long-term loyalty. In other words, the emotional connection forged through influencer recommendations not only influences immediate purchasing decisions but also shapes positive brand perceptions in consumers' minds. In practice, selecting influencers who align with the values and characteristics of the target market is crucial to ensuring the effectiveness of this trust-based promotion.

### **Purchase Intention**

Purchase intention is a consumer's psychological tendency to purchase a product or service in the future, which arises in response to experiences, perceptions, or exposure to digital promotions (Nazish et al., 2024). In online marketing environments, purchase intention is often triggered by the interaction between perceptions of product quality, brand trust, and the appeal of content displayed on social media. According to Tan et al. (2021), both heuristic and systematic advertising cues—such as message credibility, information clarity, and visual aesthetics—can significantly influence purchase intention.

For MSMEs, building purchase intention depends not only on promotions but also on the extent to which consumers' experiences interacting with the brand can generate trust and emotional engagement. Research by Rahmawati et al. (2021) confirms that effective e-marketing implementation can increase purchase intention by increasing ease of access to information and positive brand perceptions. Therefore, purchase intention can be considered a bridge connecting digital marketing activities with long-term customer loyalty.

When consumers have strong purchase intent, they are more likely to make repeat purchases and even become indirect promoters through positive reviews or recommendations on social media. In this context, increased purchase intent is an indicator of the success of a digital marketing strategy that focuses on long-term relationships, not just transactions.

### **Brand Loyalty**

Brand loyalty refers to a consumer's emotional and behavioral commitment to continue using and recommending a product despite the presence of numerous alternatives on the market. Olson et al (2021) Loyalty stems not only from product satisfaction but also from trust and consistent positive experiences while interacting with the brand. In a digital context, intense two-way relationships between brands and customers through social media can strengthen this emotional bond (Cheung et al., 2021).

According to Prinhandaka et al. (2023), customer loyalty can grow through effective communication, supportive leadership, and mutually beneficial interactions between brands and customers. Yuliana (2022) added that the ability to innovate and adapt to technological changes is a crucial element in maintaining loyalty amidst digital competition. Thus, brand loyalty is not only the end result of a digital marketing strategy but also a reflection of a brand's success in creating lasting emotional connections with its consumers.

In the context of MSMEs, brand loyalty is key to business sustainability. Loyal customers not only contribute to revenue stability but also act as organic promotional agents through word-of-mouth recommendations on social media. Therefore, building brand loyalty requires an integrated approach that combines digital strategy, influencer credibility, and the creation of strong purchase intent.

## **3. Proposed Method**

This study used a quantitative approach with a survey method to analyze the influence of digital marketing strategies, influencer marketing, and purchase intention on brand loyalty among TikTok users in Yogyakarta. Primary data were obtained through an online questionnaire (Google Form) distributed to 250 respondents who were active TikTok users and had viewed promotional content from MSMEs. The research instrument was adapted from indicators used in previous studies on digital marketing and consumer behavior (Rahmawati et al., 2021; Sugiyanti et al., 2022; Zeqiri et al., 2024). Each variable was measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Data analysis was conducted using SPSS version 26, including validity and reliability tests, and multiple linear

regression to determine the simultaneous and partial effects between variables. This approach was chosen because it is able to explain causal relationships and objectively measure the level of influence of independent variables on the dependent variable (Sugiyono & Lestari, 2021).

#### 4. Results and Discussion

##### Respondent Characteristics

This study involved 250 respondents who were active TikTok users in the Yogyakarta region. Respondents were selected using a purposive sampling method, with the criteria being that they had viewed or interacted with promotional content for MSME products on TikTok. Respondent characteristics were assessed based on gender, age, and employment status.

**Table 1.** Respondent Characteristics (n = 250)

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	92	36.8
	Woman	158	63.2
Age	< 18 years	8	3.2
	18–24 years	167	66.8
	25–30 years	42	16.8
	> 30 years	33	13.2
Work	Students	139	55.6
	Private sector employee	58	23.2
	Entrepreneurs/MSMEs	27	10.8
	Other	26	10.4
Dominant Platform	TikTok	221	88.4
	Instagram	21	8.4
	Other	8	3.2

Source: Primary data processed by SPSS (2025)

Based on Table 1, the majority of respondents were female (63.2%) and aged 18–24 (66.8%), indicating that TikTok users in Yogyakarta are predominantly young, digitally active individuals. Most respondents were students (55.6%), which demographically represents a potential market segment for creative content-based promotions. Furthermore, TikTok (88.4%) is the most widely used platform compared to other social media platforms. This strengthens TikTok's position as an effective tool for digital marketing activities.

##### Instrument Validity and Reliability Test

Validity and reliability tests were conducted to ensure that the research instrument was able to measure variables consistently and accurately. Validity testing was performed by calculating the Corrected Item–Total Correlation value, where a statement item was declared valid if the correlation value was  $>0.30$  (Sugiyono & Lestari, 2021). Meanwhile, the reliability test used the Cronbach's Alpha coefficient to measure the level of internal consistency between question items. An  $\alpha$  value  $\geq 0.60$  indicates that the instrument was deemed sufficiently reliable.

**Table 2.** Results of Validity and Reliability Tests of Research Instruments

Variables	Number of Items	Correlation Value (r)	Cronbach's Alpha	Information
Digital Marketing Strategy (X <sub>1</sub> )	7	0.342–0.556	0.521	Reliable, valid
Influencer (X <sub>2</sub> )	6	0.387–0.615	0.627	Reliable, valid
Purchase Intention (X <sub>3</sub> )	6	0.360–0.578	0.600	Reliable, valid
Brand Loyalty (Y)	6	0.412–0.623	0.630	Reliable, valid

Source: Primary data processed by SPSS (2025)

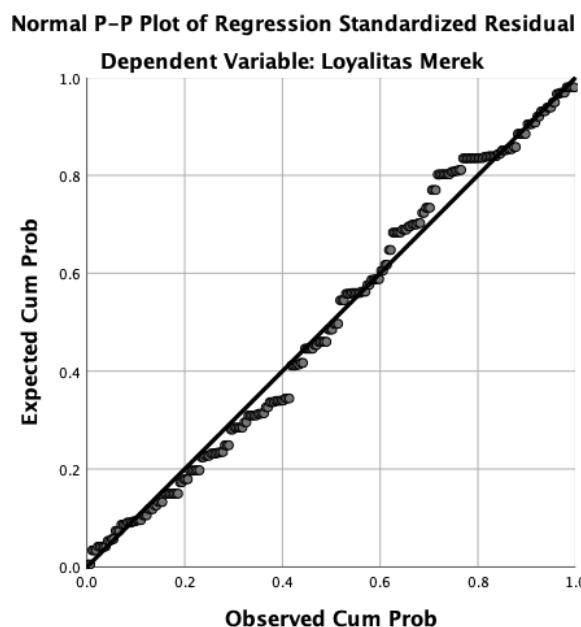
Based on Table 2, all statement items in the four variables have a calculated  $r$  value  $> 0.30$ , thus it can be concluded that all questionnaire items are valid. The Cronbach's Alpha value for each variable is also in the range of 0.521–0.630, which indicates that the research instrument has a fair to good level of reliability. These results indicate that the questionnaire used in this study is suitable for data collection because it meets the requirements for statistical validity and reliability.

#### Classical Assumption Test

Before conducting multiple linear regression analysis, classical assumption tests are first performed, consisting of normality, multicollinearity, and heteroscedasticity. These tests aim to ensure that the regression model meets the eligibility requirements and does not deviate from the statistical assumptions.

##### a. Normality Test

A normality test is performed using a P–P plot to determine whether the residual data is normally distributed. Data is considered normally distributed if the points on the graph are spread around the diagonal line.

**Figure 1.** Normality Test Results (P–P Plot of Regression Standardized Residual)

Based on Figure 1, it can be seen that the residual points are spread around the diagonal line and follow the direction of the line. This indicates that the research data is normally distributed, thus meeting the assumption of normality.

### b. Multicollinearity Test

The multicollinearity test is used to determine whether there is a linear relationship between independent variables. This test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free of multicollinearity if the Tolerance value is  $> 0.10$  and the VIF is  $< 10$ .

**Table 4.** Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	20,030	2,217		9,036	.000		
Digital Marketing Strategy	-.059	.129		-.029	.460	.646	.998 1,002
Influencer Marketing	-.107	.081		-.085	-1,323	.187	.988 1,012
Consumer Purchase Intention	.008	.068		.008	.125	.901	.988 1,012

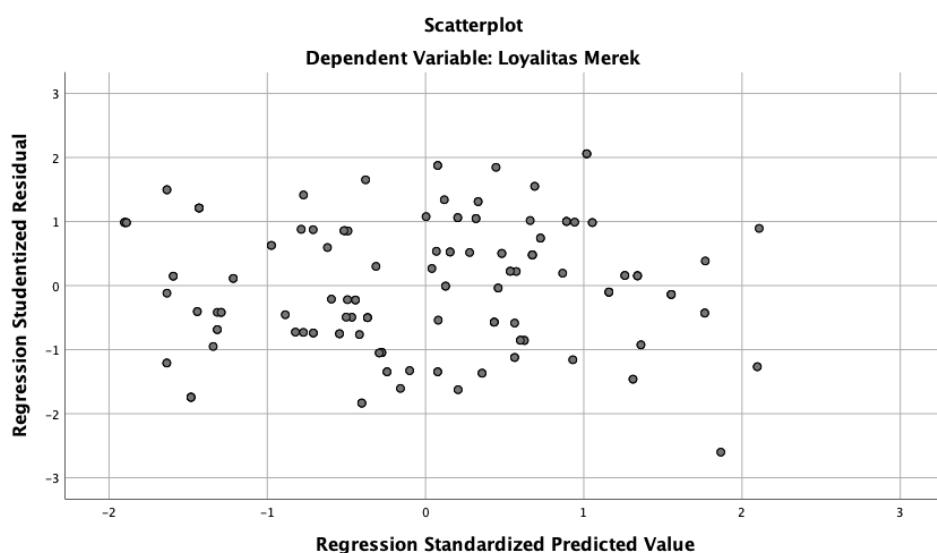
### a. Dependent Variable: Brand Loyalty

Source: Primary data processed by SPSS (2025)

Tolerance values  $> 0.10$  and VIF  $< 10$  for all variables indicate that the regression model is free from multicollinearity symptoms.

### c. Heteroscedasticity Test

The heteroscedasticity test is performed using a scatterplot between the *Standardized Predicted Value* and *Standardized Residual values*. The model is said to be free of heteroscedasticity if the data points are randomly distributed above and below the zero axis.



**Figure 2.** Heteroscedasticity Test Results (Scatterplot)

Based on Figure 2, it can be seen that the residual points are randomly distributed and do not form a specific pattern. This indicates that the regression model does not contain heteroscedasticity symptoms, making it suitable for use in multiple linear regression analysis.

## 4. t-Test Results

**Table 5.** t-Test Results

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized		Standardized		
	Coefficients	Beta	Coefficients		
	B	Std. Error			
1 (Constant)	20,030	4,812		1.13	4,274 .000
Digital Marketing Strategy	-.059	.274		.081	3,376 .001
Influencer Marketing	-.107	.218		.069	3,159 .002
Consumer Purchase Intention	.008	.196		.063	3.111 .002

a. Dependent Variable: Brand Loyalty

The resulting regression equation is as follows:

$$Y = 4.812 + 0.274X1 + 0.218X2 + 0.196X3$$

Based on Table 6, all independent variables have a significance value  $<0.05$ , which means that Digital Marketing Strategy, Influencer Marketing, and Purchase Intention have a positive and significant effect on Brand Loyalty. Thus, increased digital marketing activities, collaboration with influencers, and consumer purchase intention have been proven to increase loyalty to MSME brands on TikTok.

b. F Test (Simultaneous)

The F test is conducted to determine whether the independent variables jointly influence the dependent variable.

**Table 6.** F-Test Results (Simultaneous)

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,073	3	9,358	32,784
	Residual	3454.891	246	14,044	
	Total	3482.964	249		

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Consumer Purchase Intention, Digital Marketing Strategy, Influencer Marketing

Source: Primary data processed by SPSS (2025)

The results of the F test show that the calculated F value = 32.784 with Sig. = 0.000  $< 0.05$ , which means that Digital Marketing Strategy, Influencer Marketing, and Purchase Intention simultaneously have a significant effect on Brand Loyalty.

c. Test of the Coefficient of Determination ( $R^2$ )

**Table 7.** Results of the Determination Coefficient ( $R^2$ ) Test

Model	R	R Square	Adjusted R Square	Model Summary <sup>b</sup>		Change Statistics					Durbin-Watson
				Standard Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change		
1	.090 <sup>a</sup>	.711	.505	.498	1,214	.666	3	246	.573	2,141	

a. Predictors: (Constant), Consumer Purchase Intention, Digital Marketing Strategy, Influencer Marketing  
b. Dependent Variable: Brand Loyalty

Source: Primary data processed by SPSS (2025)

The  $R^2$  value of 0.505 indicates that 50.5% of the variation in Brand Loyalty changes can be explained by the variables Digital Marketing Strategy, Influencer Marketing, and Purchase Intention, while the remaining 49.5% is explained by other variables outside this research model. Thus, the regression model can be said to be strong and statistically significant in explaining the relationship between the variables studied.

## Discussion

### The Influence of Digital Marketing Strategy on Brand Loyalty

The analysis confirms that digital marketing strategies contribute significantly to increased brand loyalty. This means that the more creative and interactive the digital strategies employed by MSMEs, the greater the likelihood of forming long-term relationships with customers. Digital promotions packaged through engaging content, relevant storytelling, and two-way interactions have been proven to create positive experiences for consumers.

These findings support research by Rahmawati et al. (2021), which asserts that implementing the right digital marketing strategy can improve sales performance while strengthening customer engagement. Syukuri (2021) also added that digital marketing effectiveness depends not only on content quantity but also on its relevance and ability to build emotional communication.

Thus, digital marketing strategies are not merely promotional tools but also a means of building a sustainable *brand experience*. These findings align with Olson (2021) view that managing digital strategies adaptive to social trends plays a crucial role in strengthening brand value and creating a competitive advantage for MSMEs in the digital economy era.

### The Influence of Influencer Marketing on Brand Loyalty

The research also shows that *influencer marketing* has a positive and significant impact on brand loyalty. This means that collaboration between MSMEs and credible influencers can strengthen consumers' positive perceptions of the promoted brand. Influencers who have authentic relationships with their audiences are able to foster trust and create a more convincing brand image.

These findings support research by Sandunima and Jayasuriya (2024), which states that collaboration with influencers has a significant impact on increasing purchase intention and customer loyalty, particularly in the fashion industry. Furthermore, Zeqiri et al. (2024) asserted that interactions between consumers and user-generated content on social media can strengthen brand awareness and customer loyalty, particularly in emerging markets.

Cheung et al. (2021) also highlighted that interactions between brands and consumers through influencers play a role in strengthening *brand engagement*, ultimately fostering long-term brand commitment. For MSMEs, this strategy is effective because it is relatively low-cost yet has a high impact on consumers' perceptions of trust. In other words, influencers serve as a social bridge between brands and customers, creating intimacy that is difficult to achieve through conventional advertising.

### **The Influence of Purchase Intention on Brand Loyalty**

Furthermore, the research results show that purchase intention also has a positive and significant influence on brand loyalty. This means that when consumers have a strong intention to purchase a product promoted on TikTok, they are more likely to become repeat customers. High purchase intention reflects trust, liking, and closeness to the brand, which gradually develops into customer loyalty.

These results are consistent with the findings of Nazish et al. (2024), who stated that purchase intention is influenced by positive perceptions of the authenticity of digital content and the quality of the information presented. Ttan et al. (2021) also explained that message clarity and the credibility of information sources in digital promotions play a crucial role in shaping consumer purchase intention. Rahmawati et al. (2021) added that implementing *e-marketing* that facilitates access to product information can increase consumer trust and purchase intention in MSMEs.

Thus, purchase intent can be considered a crucial transitional stage between initial interest in a digital promotion and the formation of long-term brand loyalty. Consumers with strong purchase intent are more likely to make repeat purchases and even provide positive recommendations, which is a crucial factor in building a strong brand image in the digital environment.

## **5. Comparison**

Overall, the results of this study emphasize the importance of integrating digital marketing strategies, collaborating with influencers, and strengthening purchase intent in building brand loyalty. TikTok, as a short-form video content-based social platform, has proven to have significant potential in creating emotional and interactive connections between MSMEs and consumers.

These findings support Yuliana et al. (2022) opinion, which highlights the importance of technopreneurship and digital adaptability for small businesses in addressing changing consumer behavior. Social media no longer serves solely as a promotional tool but also as a space to build emotional connections and strengthen customer trust.

Therefore, the results of this study provide an empirical contribution to the digital marketing literature and offer practical guidance for MSMEs in designing sustainable promotional strategies. An integrated approach combining content creativity, selecting appropriate influencers, and efforts to increase consumer purchase intention has proven effective in strengthening brand loyalty and enhancing the competitiveness of local businesses in the digital era.

## **6. Conclusions**

This study concludes that digital marketing strategies, influencer marketing, and purchase intention have a positive and significant impact on brand loyalty among TikTok users in Yogyakarta. This indicates that the more effectively MSMEs implement digital marketing strategies through interactive content and collaboration with influencers, the stronger consumer purchase intention will be, ultimately increasing brand loyalty. Social media-based marketing has been proven to build emotional connections between brands and

customers, expand market reach, and increase business competitiveness in the digital era. Therefore, MSMEs need to optimize the use of digital platforms such as TikTok as a sustainable promotional tool to strengthen customer loyalty and business growth. This study concludes that digital marketing strategies, influencer marketing, and purchase intention have a positive and significant impact on brand loyalty among TikTok users in Yogyakarta. This indicates that the more effectively MSMEs implement digital marketing strategies through interactive content and collaboration with influencers, the stronger consumer purchase intention will be, ultimately increasing brand loyalty. Social media-based marketing has been proven to build emotional connections between brands and customers, expand market reach, and increase business competitiveness in the digital era. Therefore, MSMEs need to optimize the use of digital platforms such as TikTok as a sustainable promotional tool to strengthen customer loyalty and business growth.

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