

# The Influence of Product, Personalization and Community Factors in the E-Marketing Mix on Erigo Fashion Customer Satisfaction in Indonesia

Silvanus Boyke<sup>1</sup>, Aloysius Hari Krtistiano<sup>2</sup>

<sup>1,2</sup> Management Study Program, Institute of Shanti Bhuana

## ARTICLE INFO

### Article history:

Received May 15, 2024

Revised Jun 15, 2024

Accepted Jun 30 2024

### Keywords:

Product  
Personalization  
Community  
E-Marketing Mix  
Customer Satisfaction

## ABSTRACT

This research is motivated by the rapid growth of online business in Indonesia. Because of this, business people realize that more and more people tend to choose to shop online rather than offline. The aim of this research is to determine the impact of product, personalization and community in the e-marketing mix on customer satisfaction for Erigo fashion products in Indonesia. The e-marketing mix components that are the focus of this research were developed based on the model proposed by Kalyanam & McIntyre (2002), focusing on 3 components, namely product, personalization and community. This research is confirmatory research that uses a quantitative approach with survey methods (field studies). The population that is the subject of the research is all consumers in Indonesia who have purchased Erigo products online at least once. Sampling used a non-probability sampling method with purposive sampling technique, where the number of respondents who participated in filling out this questionnaire was 250 people. Data analysis was carried out using multiple linear regression, for data processing using IBM SPSS Statistics 26 software. The research results showed that product, personalization and community variables had a significant effect on customer satisfaction for Erigo fashion products in Indonesia.

*This is an open access article under the [CC BY-NC](#) license.*



## Corresponding Author:

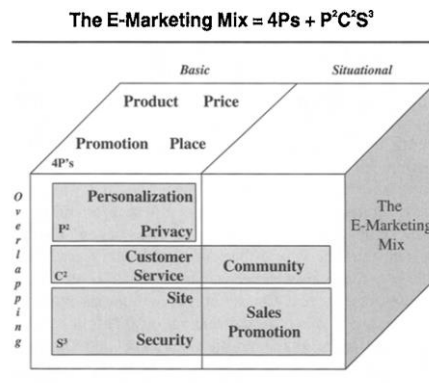
Silvanus Boyke,  
Management Study Program (Management Marketing),  
Institut of Shanti Bhuana,  
Bukit Karmel Sebopet Road, District Bengkayang, West Kalimantan, Indonesia  
Email: [silvanusboyke00@gmail.com](mailto:silvanusboyke00@gmail.com)

## 1. INTRODUCTION

In this modern era, business cannot only be done in conventional ways. But also in other ways, namely non-conventional or online. Currently, we find many new businesses that carry out the buying and selling process using online methods. Indonesia is a country that has a highly enthusiastic attitude towards technological developments, and is one of the most active countries on several social media such as Twitter, Instagram, YouTube, WhatsApp, and so on. This has caused the development of online electronic business to grow rapidly, especially in the economic sector, which is proven by the large number of online commerce in Indonesia (Citrahost, 2021). Form a business using online methods using various kinds of online media, for example portals, webstores, webmalls, and social media.

In the business world, the level of competition for fashion products in Indonesia is very tight. This happens because the company sells and offers quality and attractive fashion products. Young people today always want to look different and keep up with the times. Teenagers tend to like buying

branded and contemporary items so they don't go out of style. Due to this, many teenagers are looking for local products that suit their needs and desires (Fardiana Putri, 2022).



**Figure 1.** The E-Marketing Mix  
Source: (Kalyanam dan McIntyre, 2002)

The marketing mix is a tactical marketing tool where a company combines every aspect to produce the desired response in the target market (Kotler dan Armstrong, 2018). The marketing mix tools are product, price, promotion, place, people, process and physical evidence (Yudho, 2022). When entering the era of industrial revolution 4.0, many business activities were carried out using digital methods, with this there was a shift where the traditional marketing mix became an e-marketing mix. Kotler and Keller (2009) state that satisfaction is a feeling that exists within a person that arises from comparing expectations with actual performance, results or products, and this can give a feeling of pleasure or disappointment (Artanti, 2019). Marketing mix is one of the most important aspects in the marketing process and has an important role in creating customer satisfaction. The marketing mix or 4Ps (product, price, promotion and place) is one of the strengths in meeting customer demands and creating good relationships with them (Al Badi, 2018). There are many changes in the elements of the e-marketing mix today. Kalyanam dan McIntyre (2002) developed a new e-marketing mix model which has eleven components, namely product, price, place, promotion, sales promotion, location, personalization, privacy, security, customer service and community (Irawati, 2022). If in the electronic marketing mix business actors provide services that are satisfactory and meet consumer needs, this will have an impact on customer satisfaction, the higher the sense of satisfaction that consumers have, the higher the level of customer satisfaction will be, so that consumers will have an interest in repurchasing the product, a willingness to recommend it to others, and get expectations in line.

Erigo is a local Indonesian fashion brand that is very well known and capable of going global. Muhammad Sadad is the founder of the Erigo brand who started his business in 2010 with the initial name Selected and Co which was later changed to Erigo in 2013. Erigo is present in the fashion world with its attractive characteristics and t-shirt designs which provide something new in the fashion industry. Erigo sells its products using online methods, namely through the webstore, e-commerce, social media and offline.

**Tabel 1. Erigo Official Store Data**

No.	Erigo Official Store
1.	The website is definitely free shipping
2.	Tokopedia
3.	Shopee Erigo Official
4.	Zalora
5.	Online Store ERIGO Authorized Store (MALANG)
6.	Online Store ERIGO Authorized Store (YOGYAKARTA)
7.	Online Store ERIGO Authorized Store (TANGERANG)
8.	TikTok
9.	Blibli
10.	Lazada
11.	Youtube

Source: [linktr.ee/erigo.store](http://linktr.ee/erigo.store)

Based on the data above, it can be seen that the Erigo brand in its business has had many collaborations with various parties, especially with several marketplaces such as Shopee, Tokopedia, Lazada, and others. The Erigo company has its own official store which started in 2013. This is also related to the marketing strategy carried out by the Erigo company in its business. By using online media, Erigo is able to become a global local fashion brand by implementing various marketing strategies.

One of the local fashion brands that wants to be studied in this research is the Erigo Brand which is already worldwide. The reason for choosing the Erigo brand is because Erigo is a very well-known and global brand. In its business, Erigo has carried out various sales activities, one of which is through online media. In this research, we will look at how Erigo conducts its business online, especially in the electronic marketing mix and the extent to which customers feel satisfied with the services provided by Erigo. The sense of satisfaction that customers have will be a benchmark for customer satisfaction with Erigo.

The birth of the theory of electronic marketing mix development by Kalyanam and McIntyre (2002) is one of the attractions for research by linking Erigo products which are known as local fashion brands that are global. In previous research, research related to e-marketing mix was conducted, namely by (Irawati, 2022) stating that the results of the t test (partial), it was known that the e-marketing mix studied consisted of product (X1), place (X2), promotion (X3), place (X4), community (X5), site (X6) and customer service (X7) influence the Millennial generation's buying interest in online food delivery (Y). Where this research is also supported by research by Evariyani, et al (2019), Meyliana (2020), Mulyandi (2020), Nawari (2020), Nurhayati (2020), Kin Meng et al (2013), Wahirayasa (2018) and Wahyuningrum (2018). Apart from that, there is also research from (Mahendratmo and Ariyanti, 2019) whose research results are slightly different, namely the regression results from their research show that only elements such as price, personalization and site appearance are the three main variables that have a significant effect on increasing consumer purchasing decisions.

In the previous research above, matters relating to the e-marketing mix have been discussed, each of which has its own theoretical gaps. In previous research, most of it discussed the influence of e-marketing on purchasing decisions or interest in buying a product and previous research also mostly examined certain elements in the e-marketing mix, so in this case there was a great desire to conduct research that was different from previous research. With increasingly rapid advances in technology, it requires every company to carry out sales strategies in various ways, one of which is online using an electronic-marketing mix. For consumers or customers who make transactions or purchases, satisfaction is crucial. So for every company/business person, customer satisfaction is very important. The aim of the research to be conducted is to find out whether the eleven elements in the electronic-marketing mix with the new model developed by Kalyanam and McIntyre (2002) have an effect on customer satisfaction, where this will be linked to Erigo products, namely local fashion brands that are world-famous.

The purpose of this research is to test whether the product, personalization and community in the "E-Marketing Mix have an influence on Erigo Fashion Customer Satisfaction in Indonesia". In this case, it will be tested whether product, personalization and community have a significant effect on Erigo fashion customer satisfaction in Indonesia.

## 2. RESEARCH METHOD

This research was conducted to test the effect of e-marketing mix on customer satisfaction with Erigo products. This research is research that uses a confirmatory approach. Confirmatory research is research that tests whether the data fits the hypothesized measurement model. In this research, the type of research used is quantitative with strategic surveys (field studies). Creswell, 1994) said that quantitative research is research that is based on testing theory, measured using numbers, and analyzed using statistical procedures.

In this research, the sampling method used non-probability sampling, namely the purposive sampling technique. Respondents and samples in this study used several predetermined criteria. Purposive sampling is a non-random sampling technique by taking samples strategically so that samples are made that are relevant to the questions asked within certain criteria based on the interests or objectives of the research (Hair et.al., 2020).

The population in this study is all individuals from the entire population in Indonesia who have purchased products at the official Erigo store online at least once. The number of indicators in this research is 16 statements which are used to measure the variables so that the number of samples in this research is  $16 \times 5 = 80$ , but to reduce the error rate and data security, the number of samples used in this research is 250 respondents.

This research uses data quality tests, namely validity tests and reliability tests, the aim is to test whether the statements given are valid and reliable. KMO-MSA test to determine whether the sample used is suitable for the research. There are 2 classical assumption tests used, namely the normality test and the multicollinearity test. This research uses multiple linear regression analysis, the equation used to test the hypothesis in this research is the linear regression equation on the independent variables (product, personalization, and community) on the dependent variable (customer satisfaction).

Hypothesis testing in this study used the coefficient of determination test ( $R^2$ ), F test, and individual parameter significance test (t test). The coefficient of determination test ( $R^2$ ) is used to show how the dependent (bound) variable can be explained or taken into account by a variety of independent (free) variables. The F test is used to see the goodness of fit index of the research model used. The function of the F Test is to determine the model's ability to explain reality in the field or real life. The t test is used to see whether or not there is an influence of each independent (free) variable on the dependent (bound) variable (Ghozali, 2018). This test was carried out using a significance level of 0.05 ( $\alpha = 5\%$ ). The following are the hypotheses in this research: Hypothesis 1 (H1): Products have a significant effect on Erigo fashion customer satisfaction in Indonesia, Hypothesis 2 (H2): Personalization has a significant effect on Erigo fashion customer satisfaction in Indonesia, and Hypothesis 3 (H3): Community has a significant effect on Erigo fashion customer satisfaction in Indonesia.

## 3. RESULTS AND DISCUSSIONS

### Instrument Test (Validity dan Reliability)

The purpose of carrying out a validity test is to find out whether the questionnaire that has been distributed is valid or not. In this validity test, the software used is SPSS (Statistical Package for The Social Science) version 26.0 for Windows with the following criteria: (a). If  $r \text{ count} > r \text{ table}$ , then the statement can be declared valid, and (b) if  $r \text{ count} < r \text{ table}$ , then the statement can be declared invalid. The following are the results of the validity test of each statement given to respondents, which can be seen in the table below:

**Table 1. Validity Test**

Variable	Indicator Code	R <sub>count</sub>	R <sub>table</sub>	Information
Product	PR.1	0,746	0,196	Valid
	PR.2	0,847	0,196	Valid
	PR.3	0,911	0,196	Valid
	PR.4	0,799	0,196	Valid
Personalization	PS.1	0,770	0,196	Valid
	PS.2	0,850	0,196	Valid
	PS.3	0,858	0,196	Valid
	PS.4	0,891	0,196	Valid
Community	KS.1	0,904	0,196	Valid
	KS.2	0,902	0,196	Valid
	KS.3	0,859	0,196	Valid
	KS.4	0,887	0,196	Valid
Customer Satisfaction	KP.1	0,877	0,196	Valid
	KP.2	0,910	0,196	Valid
	KP.3	0,862	0,196	Valid
	KP.4	0,921	0,196	Valid

Source: Author's SPSS Validity Test Data Processing Results, 2024

The results of the validity test in the table above explain that all statements in this study obtained results that were declared valid, because the calculated  $r$  value  $>$   $r$  table. For each variable there are 4 statements, and for each variable, namely the product, personalization, community and customer satisfaction variables, it is declared valid and capable of measuring all the variables in this research.

Reliability testing is a tool for measuring a questionnaire that has indicators of a variable or construct. Reliability testing is carried out only on statements that are valid. A measuring instrument can be said to be reliable if the alpha coefficient obtained is greater than 0.6 (Nawang Sari, 2017). If the Cronbach alpha value obtained is  $>$  0.6 then it is declared reliable, conversely, if the Cronbach alpha value obtained is  $>$  0.6 then it is declared unreliable

The results of the reliability test in this research can be seen in table 2 below:

**Table 2. Reliability Test**

Variable	Cronbach's Alpha ( $\alpha$ )	Information
Product (X1)	0,846	Reliable
Personalization (X2)	0,864	Reliable
Community (X3)	0,909	Reliable
Customer Satisfaction (Y)	0,914	Reliable

Source: Author's SPSS Validity Test Data Processing Results, 2024

Based on table 4.1 above, it can be seen that the results of the reliability test carried out in this study show that all variables have a Cronbach's alpha ( $\alpha$ ) value  $>$  0.60, which means that reliability is acceptable. The product variable has a Cronbach's alpha ( $\alpha$ ) value of 0.846, personalization Cronbach's alpha ( $\alpha$ ) 0.864, community Cronbach's alpha ( $\alpha$ ) 0.909, and customer satisfaction Cronbach's alpha ( $\alpha$ ) 0.914. These results show that each variable is declared reliable and has met the reliability criteria, because each variable has a Cronbach's alpha ( $\alpha$ ) value  $>$  0.60.

### Sample Adequacy Test

In this research, the KMO-MSA test was carried out to determine whether the samples used were suitable for the research.

**Table 3.** Sample Adequacy Test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.838
Bartlett's Test of Sphericity	Approx. Chi-Square	717.787
	df	6
	Sig.	.000

Source: Author's SPSS Validity Test Data Processing Results, 2024

Based on the KMO and Bartlett's Test table above, the results of the sample adequacy test show a value of 0.838, meaning  $>0.5$ . The results of the sample adequacy test show that the existing data has met the sample adequacy criteria and the data taken is sufficient to carry out further data processing.

### Research Data Quality Test Results (Classical Assumption Test)

There are two assumptions that must be met to determine the quality of research data, before testing the hypothesis with multiple linear regression analysis, namely the normality test and the multicollinearity test.

The normality test aims to find out whether the data used is normally distributed or not (Masrin & Yanto, 2019). In this study, the normality test was carried out using the Kolmogorov-Smirnov test approach. The following are the results of the normality test that has been carried out, which can be seen in table 4 below:

**Table 4.** Normality Test

<b>One-Sample Kolmogorov-Smirnov Test</b>		X1	X2	X3	Y
		Product	Personalization	Community	Customer Satisfaction
N		250	250	250	250
Normal Parameters <sup>a,b</sup>	Mean	4.1910	4.0810	4.1330	4.1050
	Std. Deviation	.63314	.66101	.68075	.69906
Most Extreme Differences	Absolute	.143	.121	.163	.136
	Positive	.101	.121	.101	.104
	Negative	-.143	-.106	-.163	-.136
Test Statistic		.143	.121	.163	.136
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>

a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.

Source: Author's SPSS Validity Test Data Processing Results, 2024

Based on the normality test results in table 4.4 above, it shows that the significance value is less than 0.05 for 4 variables. From this it is clear that the data in this study is not normally distributed. Even though the assumption of normality in this study was not met, for further analysis the data was still used in this study. This is because the number of samples used in this research is included in the large sample category, namely ( $> 100$ ) (Hair et al., 2018).

The multicollinearity test aims to analyze the relationship between the independent variables used in this research. The multicollinearity test can be carried out by looking at the tolerance value and variance inflation factor (VIF) value for each variable. Another assessment carried out is if the tolerance value is more than 0.10 and the VIF value is less than 10 for each variable, then multicollinearity does not occur (Ghozali, 2018). The following are the results of the multicollinearity test, which can be seen in table 5 below:

**Table 5.** Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Product	.569	1.757
Personalization	.312	3.207
Community	.301	3.318

Source: Author's SPSS Validity Test Data Processing Results, 2024

Based on table 5 above, it shows that the independent variables in this study are free from multicollinearity. This can be seen from the results of the tolerance value which is more than 0.10 and the VIF value is less than 10. For the product variable (Tolerance 0.569; VIF 1.757), personalization variable (Tolerance 0.312; VIF 3.207), and community variable (Tolerance 0.301; VIF 3.318). From the results of the Tolerance and VIF values that have been obtained, it can be concluded that in this study there was no multicollinearity between variables.

### Model Accuracy Test

The accuracy of the model in interpreting actual values can be measured through the coefficient of determination ( $R^2$ ), the statistical value of the F data test, and the statistical value of the t data test. In this research there is one dependent variable, namely Customer Satisfaction.

**Tabel 6.** Regression Model Accuracy Test

Independent Variable	$R^2$	Adjusted $R^2$	F	Dependent Variable: Customer Satisfaction		
				$\beta$	t	Sig
Product	.707	.704	198.237	.213	4.649	.000
Personalization			(0,000)	.326	5.284	.000
Community				.393	6.250	.000

Source: Author's SPSS Validity Test Data Processing Results, 2024

The coefficient of determination ( $R^2$ ) is a coefficient of determination which is useful for testing the ability of the independent variable to predict the dependent variable with a coefficient between 0 and 1. The higher the  $R^2$  value, the greater the power in explaining the regression equation and it can be better at predicting the variable (Ghozali, 2018). Based on the research data in table 6 above, the Adjusted  $R^2$  value obtained is 0.704, which explains that the ability of the independent variables (product, personalization and community) to predict the dependent variable (customer satisfaction) accounts for 70.4 percent of the variance, while 29.6 percent is influenced by other variables outside the model.

The F test is an appropriate research model with the chosen procedure. The F test is used to see the goodness of fit index of the research model used. Its function is to determine the model's ability to explain reality in the field or real life. Based on the research data in table 6, it explains that the F value that has been obtained is 198.237 with a significance of 0.000. It can be stated that this research is able to describe the reality in the field or the actual reality.

The Individual Parameter Significance Test (t test) is used to see whether there is a partial influence or not or the t test functions to test whether the independent (free) variable has an effect on the dependent (bound) variable. Based on table 6, there is a t value in each variable, namely for the product variable  $t = 4,649$ ,  $\text{sig} = 0.000$  ( $<0.05$ ), the personalization variable  $t = 5,284$ ,  $\text{sig} = 0.000$  ( $<0.05$ ), and the community variable  $t = 6,250$ ,  $\text{sig} = 0.000$  ( $<0.05$ ). From this it can be concluded that the product, personalization and community variables influence customer satisfaction because they produce a sig t value  $<0.05$ .

### Hypothesis Test Results

In this research, the analysis used is multiple linear regression analysis aimed at testing the influence of product, personalization and community variables on customer satisfaction. The test results can be seen in table 6. Testing hypothesis 1 in this study states that product variables have a significant effect on customer satisfaction. Hypothesis 1 testing was carried out using multiple regression

analysis. The test results can be seen in table 6. Based on the coefficient value  $\beta = 0.213$ ,  $\text{sig} = 0.000$ , it explains that the product variable has a significant effect on customer satisfaction. So the conclusion of hypothesis 1 in this study is supported. The results obtained are supported by the findings of previous research by Sartika and Mulyana (2022), regarding the influence of online marketing on customer satisfaction with typical Riau food and beverages in Pekanbaru, stating that the product has a positive and significant influence on customer satisfaction. From the research that has been carried out, the products produced are in accordance with customer wishes so that customers feel satisfied with the products produced. Likewise with the products produced by Erigo. By producing products that are high quality, have unique variations, have attractive designs, products are packaged well, and the Erigo product brand is worldwide, thus influencing customer satisfaction.

The results of testing hypothesis 2 in this research state that the personalization variable has a significant effect on customer satisfaction. Hypothesis 2 testing was carried out using multiple regression analysis. The test results can be seen in table 6. Based on the coefficient value  $\beta = 0.326$ ,  $\text{sig} = 0.000$ . These results explain that the personalization variable has a significant effect on customer satisfaction. So the conclusion of hypothesis 2 in this study is supported. This research is similar to previous research conducted by (Harianja, 2017), regarding the Effect of E-Marketing Mix on Satisfaction and its Impact on Delima Point Channel Partner Loyalty, stating that simultaneously the personalization variable has a significant effect on customer satisfaction. The research results of Mahendratmo and Ariyanti (2019), regarding the analysis of Traveloka's e-marketing mix to consumer purchase decisions also state that the personalization variable in the electronic marketing mix has a significant effect on purchasing decisions. From the findings in this research, it is clear that the existing personalization is in accordance with customer wants and needs so that customers feel satisfaction because of this. This is the same as personalization on the online system or platform provided by Erigo to its customers. Having a strong ability to customize Erigo for each individual customer on the available online platform will have an influence on customer satisfaction.

Hypothesis 3 in this research states that the community variable (X3) has a significant effect on customer satisfaction (Y). Hypothesis 3 testing was carried out using multiple regression analysis. The results of this test can be seen in table 6 above. Based on the coefficient value  $\beta = 0.393$ ,  $\text{sig} = 0.000$ . These results explain that community variables have a significant effect on customer satisfaction. So the conclusion of hypothesis 3 in this study is supported. This research is in accordance with previous research conducted by Harianja (2017) regarding the Effect of E-Marketing Mix on Satisfaction and its Impact on Delima Point Channel Partner Loyalty, stating that simultaneously the community variable has a significant influence on customer satisfaction. Research from Sartika dan Mulyana (2019) regarding Factors that Influence the Decision to Purchase Typical Riau Souvenirs Through Online Media in Pekanbaru also states that the community influences the decision to purchase typical Riau souvenirs through Online Media in Pekanbaru. From the results of the research that has been carried out, it can be proven that the presence of a community in the electronic marketing mix will influence customer satisfaction. Likewise, the community provided by the Erigo brand has a positive impact on customer satisfaction. If a community provides influence on one function, then the community will moderate other functions which form a single unit. Customers are members of one community, so if the existing community can provide things that suit customer needs, it will affect customer satisfaction.

## CONCLUSION

Based on the research results and discussion above, it can be concluded that this research is confirmatory research using a quantitative approach. The aim of this research is to test the effect of e-marketing mix on customer satisfaction for Erigo fashion products in Indonesia. From the results and discussion of the data processing that has been carried out in this research, it can be concluded that the product has a significant effect on customer satisfaction for Erigo fashion products in Indonesia. This happens because the products produced by Erigo are in accordance with customer needs and desires, the products produced are of high quality, have attractive designs, the products are varied, and Erigo has good branding and brand image, so the products have a significant influence on customer satisfaction for Erigo fashion products in Indonesia. Personalization has a significant effect on customer satisfaction for Erigo fashion products in Indonesia. This is due to Erigo's strong ability to adapt to each customer, especially personalization that is in accordance with



customer desires and needs. Therefore, personalization has a significant effect on customer satisfaction. Community has a significant influence on customer satisfaction for Erigo fashion products in Indonesia. This happens because the community provided by Erigo provides good things and suits customer needs. Therefore, the community has a significant influence on customer satisfaction. The findings in this research can be useful for future researchers regarding the electronic marketing mix (e-marketing mix) on customer satisfaction for fashion products in Indonesia. The findings from this research can be used as input for online business people, especially for business people who use an electronic marketing mix such as Erigo. The findings of this research are also useful for every business person, especially those who use online platforms, who can see and understand the factors that influence customer satisfaction, so that they can be used as consideration for every business person in designing and developing better products or services. and innovative. There are several suggestions made by researchers, namely, that the Erigo company is expected to maintain and maintain product quality, personalization and community in its electronic marketing mix, so that this can continue to influence customer satisfaction. Then, for future researchers, who want to research customer satisfaction, especially those using electronic marketing mix theory, they should consider researching other components that can influence customer satisfaction.

### ACKNOWLEDGEMENTS

Thank you to the ProBusiness Journal for accepting and allowing the author to publish this research. Hopefully this research can make a positive contribution in various ways, especially in the field of marketing management.

### REFERENCES

- Al Badi, K. S. (2018). The Impact of Marketing Mix on the Competitive Advantage of the SME Sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3). <https://doi.org/10.1177/2158244018800838>
- Ariyanti, B. P. J. M. dan M. (2019). ANALYSIS OF E-MARKETING MIX TO CONSUMER PURCHASE DECISIONS TRAVELOKA. *Asian Journal of Management Sciences & Education*, 8 (1), 72–82.
- Armstrong, A. and J. H. (1996). *The Real Value of On-line Communities?* *Harvard Business Review*. 111–134.
- Armstrong, K. &. (2012). ANALYSIS OF E-MARKETING MIX TO CONSUMER PURCHASE DECISIONS TRAVELOKA. *Asian Journal of Management Sciences & Education*, 8 (1), 74.
- Artanti, Y. (2019). THE IMPACT OF EXPERIENTIAL MARKETING ON WORD OF MOUTH (WOM) WITH CUSTOMER SATISFACTION AS THE INTERVENING VARIABLE PENGARUH EXPERIENTIAL MARKETING TERHADAP WORD OF MOUTH (WOM) DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING Abstrak. *Jurnal Dinamika Manajemen*, 7(2), 182–190. <http://jdm.unnes.ac.id>
- Citrahast. (2021). *PERKEMBANGAN BISNIS ONLINE DI INDONESIA*. Tscitrahast.
- Creswell, J. (1994). *Research Design: Qualitative and Quantitative Approaches*. London: SAGE Publications.
- Dewi Sartika, S. M. (2022). Pengaruh online marketing terhadap kepuasan pelanggan makanan minuman khas Riau di Pekanbaru. *Jurnal Ekonomi, Keuangan Dan Manajemen*, 18(4), 766–775.
- Fardiana Putri, R. (2022). ANALISIS STRATEGI PEMASARAN ERIGO STORE BRAND FASHION LOKAL INDONESIA YANG MENDUNIA. *TRANSEKONOMIKA: Akuntansi, Bisnis Dan Keuangan*, 2(5), 214.
- Ghozali. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang.
- Hair, J. F. H., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., &, & Anderson, R. E. (2018). *Multivariate Data Analysis*. <https://doi.org/https://doi.org/10.1002/9781119409137.ch4>
- Hair J.F., et al. (2020). *Multivariate Data Analysis (7 (ed.))*. New Jersey: Pearson Prentice Hall.
- Irawati, R. (2022). Pengaruh E-Marketing Mix UMKM Kuliner Malang terhadap Minat Beli Generasi Millennial pada Start-Up Food Delivery Online di Masa Pandemi. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 7, 50–66.
- Josua Sotarduga Harianja. (2017). *Pengaruh E-Marketing Mix Terhadap Kepuasan Dan Dampaknya Terhadap Loyalitas Mitra Channel Delima Point*.
- Kalyanam dan McIntyre. (2002). The E-Marketing Mix: A Contribution of the E-Tailing Wars. *Journal of the Academy of Marketing Science*, 30 No.4, 487–499. <https://doi.org/10.1177/0013768902238111>
- Kotler dan Armstrong. (2018). PENGARUH MARKETING MIX (7P) TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO ONLINE DAPURDEP. *Jurnal Ilmu Dan Riset Manajemen*, 11, 329.
- M. Anang Firmansyah. (2018). *Perilaku Konsumen*. 132.
- Masrin, I., & Yanto, R. P. (2019). Dampak Promosi, Harga Dan Citra Merek Terhadap Keputusan Pembelian Smartphone Oppo. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, Vol.10(No.2), 1–15.
- Mulyana, D. S. dan S. (2019). FACTORS AFFECTING ONLINE PURCHASE DECISIONS OF RIAU SPECIALTY SOUVENIRS THROUGH ONLINE MEDIA IN PEKANBARU. *Procuratio: Jurnal Ilmiah*

- Manajemen*, 7 No.3, 297–309.
- Philip Kotler dan Kevin Lane Keller. (2018). Manajemen Pemasaran. *Jurnal Ilmu Manajemen Terapan*, 106.
- Sri Nawangsari. (2017). *Pengaruh Kepercayaan , Kualitas Layanan , dan Keamanan Terhadap Keputusan Pembelian (Studi Kasus Pada Tokopedia.com)*. 4, 385–394.
- Tjiptono, F. (2004). *Manajemen Jasa*. 101.
- Wikhamn, W. (2019). Innovation, sustainable HRM and customer satisfaction. *International Journal of Hospitality Management*, 76(April 2018), 102–110. <https://doi.org/10.1016/j.ijhm.2018.04.009>
- Young, M. and J. L. (2000). *Poor Richard's Building Online Communities*.
- Yudho, S. K. S. (2022). Strategi Pemasaran. *Jurnal Ilmu Dan Riset Manajemen*, 11, 3.