

ANALYSIS OF THE LIVE STREAMING MARKETING INFLUENCE ON CONSUMER BUYING INTENTIONS TO SUPPORT INDONESIAN ECONOMY

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ABSTRACT

Penelitian ini menyelidiki dampak transformatif teknologi informasi, khususnya melalui munculnya live streaming, terhadap e-commerce dan perannya dalam membentuk perekonomian Indonesia. Streaming langsung, fitur penting dalam platform e-niaga, memfasilitasi tampilan produk secara real-time melalui video langsung, menghadirkan pendekatan baru dalam pemasaran. Penyelidikan utama dari studi kuantitatif ini berkisar pada pengaruh pemasaran e-commerce terhadap perkembangan perekonomian Indonesia. Dengan menggunakan metode statistik deskriptif, penelitian ini bertujuan untuk memahami dan menganalisis secara komprehensif dampak pemasaran e-commerce terhadap niat beli konsumen, sehingga berkontribusi terhadap peningkatan lanskap perekonomian Indonesia. Dengan menggunakan kuesioner yang dikelola sendiri, pengumpulan data berfokus pada individu yang pernah terlibat dengan streaming langsung dalam konteks toko. Temuan ini menggarisbawahi korelasi valid antara live streaming dan niat membeli secara offline, yang menunjukkan bahwa live streaming berfungsi sebagai alat yang ampuh untuk menarik pelanggan dan, selanjutnya, memperkuat kemakmuran ekonomi Republik Indonesia. Penelitian ini menyoroti peran penting e-commerce, khususnya live streaming, dalam membentuk perilaku konsumen dan berkontribusi terhadap pertumbuhan ekonomi. Naskah yang Anda siapkan akan difoto dan dicetak saat diterima. Keterbacaan penipuan sangat penting.

Kata kunci: E-commerce, Indonesian Economy, Digital Marketing

Pendahuluan

Information technology serves as a medium or instrument that facilitates connectivity for individuals. The Dictionary of Computers, Information Processing and Telecommunications (Hariyadi, 1993: 253) states that information technology has definite limitations in terms of acquiring, processing, and distributing different types of information using computers and telecommunications to facilitate change and enhance task execution. and accountability for the development of current technology. The promotion of emerging technology advancements can foster innovation across multiple domains of human existence. Indeed, by developing this technology, we can effectively address the issue of information latency. In 2017, a worldwide study of internet users revealed a remarkable surge in the number of smartphone users. The use of the internet stems from the necessity to acquire up-to-date information, as well as its relevance to social interaction, professional endeavors, and educational pursuits. The association between information technology (IT) and the Internet of Things (IoT) is closely connected, since they have a symbiotic relationship. Information technology (IT) serves as the fundamental infrastructure that facilitates the operation and actualization of the Internet of Things (IoT). The concept of the "Internet of Things" (IoT) involves connecting tangible items with sensors, software, and other technologies in order to gather and exchange data. The internet connectivity capabilities of these devices connect ordinary objects and large-scale machinery in an intricate network of interrelated systems. The Internet of Things (IoT) aims to provide instantaneous data transmission for intelligent decision-making, automation, and enhanced productivity. Internet of Things (IoT) devices

encompass a wide range of technology, such as fitness trackers, smart home appliances, industrial sensors, and several other gadgets. Embedded sensors can transmit data to a central hub or cloud platform, where the processed data or instructions can be utilized. The networked ecosystem will provide advantages to the medical, transportation, farming, and smart city sectors. The Internet of Things (IoT) has the potential to revolutionize civilization by optimizing processes, minimizing inefficiencies, and enhancing user experiences through the utilization of data. The Internet of Things (IoT) has the potential to revolutionize numerous industries, streamline our daily routines, and alter the equilibrium between the digital and physical realms (Sorri et al., 2022). The advancement of information technology offers diverse conveniences across all domains of human existence. This is evidenced by the convenient availability of information to the general people. Ecommerce is an essential information and communication technology that is necessary for everyone. E-commerce has become an integral part of people's daily lives, inseparable from their lifestyle.

The integration of IoT into real-life applications, such as e-commerce, significantly impacts marketing strategies employed in commercial operations. By effectively spreading knowledge about e-commerce, individuals can undoubtedly affect people's inclination to purchase a thing. E-commerce not only introduces marketing innovations in corporate processes but also establishes guidelines and regulations for their management. E-commerce can serve as a digital platform for the dissemination of content and knowledge, encompassing many media formats such as photos, audio, and video. E-commerce marketing pertains to digital platforms designed to facilitate the exchange, engagement, and cooperation of User Generated Content (UGC) (Kim & Ko, 2012). E-commerce offers advertisers a wide range of consumer insights. The ongoing commercial development is directly facilitated by information technology, particularly e-commerce. Rapidly evolving and expanding information is a valuable asset in shaping a society with a fresh and innovative character. Moreover, this technology has a profound impact on all aspects of human endeavors. Live streaming is a technological advancement that has emerged from social networking. The advancement of information and technology has given rise to live streaming, which is an economic format that integrates seller operations with video. This allows merchants to deliver unique interactive presentations (Wang, 2019). Live streaming has emerged as a novel marketing tactic that is gaining global popularity in e-commerce platforms (Wongkitrungrueng & Assarut, 2020).

The presence of it has the capability to generate enhancements for the Indonesian economy. Live streaming enhances the appeal of a business's items to potential customers, hence increasing their likelihood of making a purchase. It can be the optimal promotion strategy to enhance the quality of current products. The integration of Internet of Things (IoT) has significantly transformed the IT industry, revolutionizing all aspects of business. The Internet of Things (IoT) enhances marketing efforts by facilitating seamless connectivity and enabling real-time data exchange. An example of a tactic that is gaining increasing popularity is the utilization of live streaming in the realm of online purchasing. Businesses can enhance customer engagement and establish trust by leveraging the Internet of Things (IoT) for live streaming, enabling the creation of dynamic and interactive presentations. This confluence of technologies significantly improves both the shopping experience and Indonesia's economic growth (Sohaib et al., 2017). The implementation of Live Streaming Ecology in Indonesia is driven by the surge in popularity of live streaming during the COVID-19 pandemic during the past two years in the country (CNN Indonesia, 2021). Live streaming in ecommerce aims to resolve issues faced by online customers regarding the ambiguity of product information (Dimoka et al., 2012). Sellers demonstrate product usage and offer diverse perspectives in real-time, while also addressing consumer inquiries and engaging in interactive activities that excite

and motivate customers to make purchases. Live streaming has the ability to enhance the Indonesian economy by leveraging existing e-commerce platforms.

Indonesia's economy has had significant growth in recent decades, despite the severe economic downturn during the Asian financial crisis of 1997–1998. Indonesia's robust growth rate has elevated its significance within the global economy. Indonesia presently ranks as the fourth largest economy in East Asia, following China, Japan, and South Korea. It is also the 15th largest economy globally, as measured by purchasing power parity (PPP). Live streaming in Indonesia has significantly expedited the growth of MSMEs (micro, small, and medium-sized enterprises) and played a vital role in propelling the country's economic progress. Through the utilization of this dynamic form of digital marketing, micro, small, and medium enterprises (MSMEs) can proficiently exhibit their products and services while engaging in immediate interaction with a substantial audience. Live streaming can enable businesses to overcome geographical constraints and gain access to both domestic and international markets, so facilitating the expansion and diversification of Indonesia's economy. Live streaming is particularly advantageous for MSMEs with limited financial resources, as it offers a cost-effective means to enhance visibility and engage with customers. The utilization of live streaming played a pivotal role in sustaining businesses throughout the COVID-19 pandemic, enabling micro, small, and medium enterprises (MSMEs) to adapt to evolving customer behaviors and market dynamics. In addition to generating immediate cash, it also fosters brand loyalty, establishes a global presence for Indonesian enterprises, and positions MSMEs as key contributors to the digital revolution that drives Indonesia's resilience and growth.

The rapid development of information technology plays a pivotal role in various facets of life and program implementation in Indonesia. Its impact extends to globalization, eliminating barriers that impede business operations and expanding business reach through technological means. The burgeoning smartphone user base, as evidenced by a 2017 global survey, reflects the widespread utilization of the internet for information updates, socialization, work, and education. E-commerce has become an integral part of people's lives, offering convenience in accessing information and facilitating online transactions.

E-commerce, especially through platforms like Instagram, serves as a communication and interaction medium transcending spatial and temporal boundaries. While it influences attitudes and behaviors positively, its impact on marketing and business processes is notable. The advent of live streaming within e-commerce platforms emerges as a dynamic marketing tool, enhancing consumer attraction, product promotion, and overall economic growth.

The integration of the Internet of Things (IoT) in live streaming further enhances marketing strategies, providing dynamic and interactive presentations that foster customer engagement and trust. Live streaming's development in Indonesia, spurred by its popularity during the COVID-19 pandemic, addresses uncertainties in online product information and contributes to economic growth. Social commerce, particularly through live streaming, transforms traditional commerce by offering detailed product information and real-time customer interaction. The research focuses on the influence of e-commerce marketing on consumer purchasing intentions and its role in supporting the improvement of the Indonesian economy, acknowledging the competitive landscape and emphasizing the importance of consumer satisfaction for economic development.

Metode Penelitian

3.1 Research Methods

This study employs a quantitative research approach utilizing descriptive methodologies. The research methodology employed in this study is quantitative research. Quantitative research methods are characterized by their methodical, planned, and clearly defined approach,

which is maintained throughout the entire process, from the first stages to the development of the research design. Quantitative research methods, as defined by Sugiyono, are research methods grounded in the positivist philosophy. They are employed to study specific individuals or samples, and involve gathering data through the use of quantitative or statistical research instruments. The primary objective is to test pre-established hypotheses.

This study employs a descriptive methodology to accurately depict the research subjects or findings. Descriptive research is a systematic and well-organized method that is carefully planned and structured from the outset to the completion of the study.

According to Ressefendi (2010:33), descriptive research refers to a type of research that involves gathering information through observations, interviews, or questionnaires to understand the current status of the issue under investigation. By utilizing questionnaires and similar methods, you can gather data to empirically examine a hypothesis or address a specific inquiry. Sugiyono in Hidayat et al., (2020) defines the descriptive method as a technique used to provide a comprehensive description or overview of the object of study. This is achieved by collecting and presenting data or samples in their original form, without conducting analysis or drawing universally accepted conclusions. By utilizing questionnaires and similar methods, you can acquire data to empirically examine a hypothesis or address a specific inquiry.

Sugiyono, as cited in Dianari et al. (2018), defines the descriptive method as a technique used to provide a comprehensive description or overview of the object of study. This is achieved by collecting and presenting data or samples without conducting analysis or drawing universally accepted conclusions. A research strategy refers to a comprehensive and systematic plan and methodology that encompasses overarching assumptions and specific techniques for collecting detailed data. Therefore, the researcher opted for a quantitative research approach as it enables a thorough analysis of the impact of live streaming on purchasing interest.

This study utilized an online questionnaire that was designed specifically for this purpose. To ensure the measurement device is suitable for in-store live streaming, all measurement items must be adjusted accordingly. The questionnaire survey was disseminated throughout ecommerce communities and e-commerce platforms via the provided Google Forms link. The suggested minimum sample requirement is a sample comprising those who have participated in a live stream.

Therefore, sample data was collected for this study. After the samples are collected, data processing continues. To process this data, SPSS software is used, and later the data obtained is processed using software, which is tested for validity, reliability, and the relationships that exist in the data, of course. These results will later be discussed in the discussion section, from the identity of the data collected to the treatment or results revealed to the company later.

Each piece of data here represents a different study aspect and was painstakingly collected. Any research must acknowledge that data comes from samples of a larger population. In-store live streaming participants will be studied for this research. Due to the large population and lack of behavioral pattern data, researchers used a hybrid random-convenience sampling strategy. The study's goal of capturing this phenomenon's diverse behaviors aligns with treating live streaming users as the population unit. This method is especially useful when working with a large and diverse population to understand in-store live streaming reactions. We can now examine how the research methodology and data collection use the Internet of Things. IoT technology could revolutionize research by improving data collection, analysis, and the final product. The Internet of Things (IoT) could revolutionize in-store live streaming data collection and analysis. First, IoT devices can be strategically placed throughout stores to collect real-

time data on live streaming content engagement. These devices can include cameras, sensors, and other smart technology that matches the store's decor. A constant data flow from this device deployment paints a vivid and detailed picture of customer engagement with live streaming in-store (Nagy et al., 2018)

3.2 Sampling and Data

The data in this research was acquired through the conducted collection process. Each of these data sets undoubtedly consists of a sample and a population. The demographic unit for this study is comprised of persons who have engaged with live streaming in the store. Due to the significant population size and the unfamiliarity with behavior patterns. This research employed random and convenience sampling methods in order to get a substantial amount of data that fulfills the research criteria. In order to be eligible to participate in this study, respondents were required to have prior experience of observing live streaming in a physical business.

The SPSS technique is utilized in research testing. In order to evaluate the validity and reliability, one might employ the outer model by assessing the measurement model. The validity test is derived from the r table and computed r values. If the derived r-value is more than the r table value, then it can be deemed legitimate, provided that the reliability is determined from Cronbach alpha. If the Cronbach alpha value is more than 0.6, then this research is undoubtedly consistent. The purpose of collecting the data is to investigate the impact of live-streaming marketing on consumer purchasing intentions in order to boost the Indonesian economy. The influence of live streaming marketing can also be used to determine its impact on the economy in Indonesia. The present matter of live streaming is directly linked to the enhancement of the economy in Indonesia.

Hasil dan Pembahasan

4.1. Recapitulation of Respondent Identity

The questionnaire distributed consisted of the respondent's identity consisting of name, gender, age, occupation, and domicile. This section also presents questions regarding whether respondents are interested in buying from live streaming in offline stores.

The following are the results from the respondent characteristics table:

Respondent Characteristics Table

No	Characteristics	Differentiator	Amount
1	Gender	Man	63
		Woman	37
2	Age	18-22 Years	66
		23-27 Years	27
		28-32 Years	7
3	Work	Student	62

		Government employees	7
		Private employees	15
		Freelancing	13
		Entrepreneurs	2
		Businessman	1
4	Income	<1000000	31.6
		1000000 - 3000000	49.5
		>3000000	18.9

4.2 Validity Test

Validity testing is a valuable method for assessing the appropriateness and precision of questionnaires developed using data collected from participants. This validity test assesses if the questionnaire accurately measures the intended information. The validity test is conducted by comparing the critical r value from the table with the calculated r value. The r table value is derived from the r distribution table, whereas the computed r value is acquired using SPSS software. Indeed, this test can be deemed valid if the computed r-value exceeds the reference r-value. The correlation coefficient (r) in the distribution table, with degrees of freedom (df) equal to 98 and a significance level of 0.05 in a one-way test, is calculated to be 0.1654. The df value is determined by subtracting 2 from the number of samples, as the stage II questionnaire had 100 respondents. Therefore, the df value utilized is 110.

Below are the outcomes of the reliability assessment conducted using SPSS:

Reliability Test Results Table

Product	rcount	r-table	Information
1	0.615	0.1654	Valid



2	0.490	Valid
3	0.562	Valid
4	0.558	Valid
5	0.750	Valid
6	0.556	Valid
7	0.474	Valid
8	0.595	Valid
9	0.599	Valid
10	0.623	Valid
11	0.757	Valid
12	0.695	Valid

13	0.731		Valid
14	0.771		Valid
15	0.562		Valid

4.3 Reliability Test

Reliability testing is conducted to verify the trustworthiness of the information utilized as a tool for data collecting and to accurately reflect real-world occurrences. This test use Cronbach's Alpha analysis to determine the consistency of questionnaire responses. Specifically, if the Cronbach's Alpha value obtained from SPSS exceeds 0.6, it indicates that the measurements are consistent. The results of the reality test obtained from SPSS are presented in the table below.

Below are the findings of the questionnaire reliability test conducted in this study:

Questionnaire Reliability Test Results Table

<i>Cronbach Alpha</i>	<i>N Of Items</i>
0.889	15

According to **the table**, the Cronbach's Alpha value was 0.89. Given that this score exceeds 0.6, it may be inferred that this questionnaire possesses a high level of reliability in study. The aforementioned research indicates that live-streaming marketing has a significant impact on purchasing intentions, hence contributing to the economic growth of the Republic of Indonesia.

4.4 Descriptive Statistics

Below are the outcomes of the descriptive statistics analysis conducted on the data processing.

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
P1	100	3	5	423	4.23	0.565953205

P2	100	2	5	423	4.23	0.600588937
P3	100	2	5	421	4.21	0.686007333
P4	100	2	5	423	4.23	0.664466065
P5	100	2	5	416	4.16	0.761709932
P6	100	2	5	427	4.27	0.633333333
P7	100	2	5	418	4.18	0.625711716
P8	100	2	5	419	4.19	0.630776337
P9	100	2	5	427	4.27	0.61717833
P10	100	3	5	420	4.2	0.603022689
P11	100	2	5	399	3.99	0.731609544
P12	100	2	5	398	3.98	0.738275359
P13	100	1	5	407	4.07	0.819645156
P14	100	2	5	410	4.1	0.819645156
P15	100	3	5	438	4.38	0.615949624
Valid N (listwise)	100					

4.5 Discussion

The questionnaire that was distributed succeeded in getting 100 respondents. Where male respondents dominate more than female respondents. There were 63 male respondents, while the other 37 female respondents. Then, the respondents aged 18 to 22 years dominated with 66 respondents. Meanwhile, the other 27 respondents were aged 23-27 years, and the rest were aged 28-32 years. Then for employment, there were as many as 62 respondents, while the others were government employees, private employees, and others. Next, the most dominant income is 1000000-3000000 at 49.5%.

Data processing was carried out, it was found that all the questions in the research were valid. Then from all these questions, the reliability is quite reliable when used in research. This means that each question in the questionnaire can reveal the best research results that have been formed, of course. The information expressed above shows that live-streaming marketing influences purchasing intentions by supporting the improvement of the economy of the Republic of Indonesia.

Companies widely employ social networking sites as an internet marketing technique to engage with online communities. Social networking sites are utilized due to their exceptional capacity for facilitating connectivity between users and the communities that have been established inside them. Social networks provide substantial chances for cultivating brand-consumer interactions in marketing, making them a valuable marketing tool. The research findings indicate a correlation between individuals' buying preferences and their engagement in live streaming activities. The validity of each question is confirmed by the descriptive statistical test. Indeed, the reliability findings additionally demonstrate that this study is highly dependable in uncovering the impact of live streaming on individuals' inclination to make online purchases.

The research findings also indicate that Live streaming is a relatively novel method for enhancing company processes. As time progresses, the method of live streaming has consistently improved and evolved. This is the catalyst for enhancing the economy in Indonesia. A total of 100 participants affirmed that this live streaming event effectively contributed to the economic development of the Republic of Indonesia. This value significantly enhances the optimization of current business operations inside the corporation. Live streaming serves as a versatile tool for promoting and unveiling new products and services, announcing significant company updates, conducting online educational courses, and fulfilling several other purposes. Live streaming enables brands to effectively engage with a vast global audience, allowing them to connect and communicate with millions of individuals. This issue also pertains to the fact that merchants solely rely on textual descriptions to present their products, while customers typically prefer to physically contact with the things by touching, testing, and trying them before making an offline purchase decision.

This buying intention may also arise due to the contextual knowledge obtained from the ongoing live webcast. Purchase intention is correlated with satisfaction, namely the buyer's emotional response of gratification or dissatisfaction towards a product, which occurs after the consumer evaluates the product in comparison to other brands or things possessed by others. Even when watching a live stream, there is an inclination to make a purchase from a certain brand. This can be quantified by the probability that consumers will make a purchase. Engaging in online platforms such as discussion forums, email, chat, and social networking sites fosters interactive interactions between customers and companies, enhancing customer familiarity and closeness to the firm and its products. Consumers that experience contentment and have confidence in the excellence of a specific company's products will be more inclined to make a purchase. This relies on the establishment and development of trust, which is developed through the launch of the product on the internet and the provision of acceptable after-sales support.

Live streaming has been a huge boon to the economy, according to many respondents. Promotion of goods and services, corporate announcements, online instruction, and many more uses are catered to by live streaming. Brands are able to connect with consumers all over the world through it, which enhances business operations. Live streaming can be viewed as a marketing strategy that utilizes the Internet of Things (IoT) (Khan et al., 2012). Live broadcasting strengthens customer-business bonds due to its participatory character, made possible via online chat, message boards, and social media platforms. As more and more technology and devices are linked, the Internet of Things (IoT) becomes more important in facilitating the exchange of data and the interaction between businesses and their customers.

Live streaming enabled by the Internet of Things allows for two-way communication, which boosts consumer trust and influences positive attitudes towards brands. Consumers view e-commerce, especially when conducted through live streaming, as genuine, which boosts the brand's reputation. Rather than trying to manipulate public perception, this genuineness results from openly sharing the brand's identity. Live streaming and Internet of Things applications have been instrumental in driving economic improvements in Indonesia, which is characterized by stable inflation and robust economic growth.

This bidirectional communication platform is ideal for exchanging information and viewpoints. Consumers perceive e-commerce as more authentic since it effectively conveys the brand's essence instead of attempting to manipulate its image. Such engagement fosters favorable brand perceptions, leading to heightened brand loyalty. The presence of it has the capability to generate enhancements for the Indonesian economy. Live streaming can enhance the appeal of a business's products to potential customers, hence increasing their likelihood of making a purchase. It might be the optimal promotion strategy for enhancing the quality of current products. Indonesia's recent robust economic expansion has coincided with a relatively steady inflation rate. This occurred subsequent to a swift escalation in prices amidst the Asian crisis, triggered by a significant devaluation of the rupiah exchange rate in 2021. All of this occurs in the context of live streaming's capacity to enhance established enterprises.

Kesimpulan

The rapid development of technology has led to the growth of smartphone users, influencing various aspects of life, including ecommerce and marketing. E-commerce has become a lifestyle, influencing consumer interest and promoting product quality. The integration of IoT in live streaming improves marketing strategies, fostering dynamic and interactive presentations. Live streaming has gained popularity in Indonesia during the COVID-19 pandemic, addressing online customer problems and contributing to economic growth. According to the performed research, the following conclusions can be inferred. There exists a legitimate correlation between the impact of live broadcasting and consumers' inclination to make purchases in physical stores. Nevertheless, online live streaming platforms have shown to be important in augmenting the sales of numerous small firms. Furthermore, live streaming is the most effective promotional medium for distributing product-related information. The utilization of live streaming enables the promotion of products and the announcement of new products and services. Live streaming enables brands to effectively engage with a vast global audience and establish meaningful connections. Furthermore, live streaming can serve as a means to bolster the economy of the Republic of Indonesia. Over time, the utilization of live streaming has increasingly advanced among small and medium firms as a means to enhance sales promotion. The escalating sales of live streaming platforms in Indonesia can be attributed to this factor.

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