

ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING STRATEGY ON REPURCHASE INTENTION WITH COMPETITIVE ADVANTAGE AND PERCEIVED BRAND INTERACTIVITY AS MEDIATING VARIABLES AT OKI-I OKONOMIYAKI SHOP, MALANG CITY

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ABSTRACT

This research analyzed the influence of Digital Marketing Strategy on Repurchase Intention with Competitive Advantage and Perceived Brand Interactivity as moderating variables at Kedai Oki-I Okonomiyaki, Malang City. The research method used a descriptive explanatory approach with multiple linear regression analysis, path analysis, and hypothesis testing techniques. The research population was 700 visitors with a sample of 255 respondents taken by proportional random sampling. Data were collected through questionnaires and processed using SPSS version 25. The results showed that Digital Marketing Strategy had a significant positive effect on Repurchase Intention, Competitive Advantage, and Perceived Brand Interactivity. Competitive Advantage and Perceived Brand Interactivity also had a significant positive effect on Repurchase Intention and moderated the influence of Digital Marketing Strategy on Repurchase Intention.

KEYWORDS Digital Marketing Strategy; Repurchase Intention Competitive Advantage; Perceived Brand Interactivity



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INTRODUCTION

Marketing in the modern era is very important for business people to create opportunities and face challenges, which has resulted in the emergence of various types of businesses. Fierce business competition requires businessmen to expand the market and quickly see opportunities for their business to grow. In Malang City, culinary businesses such as cafes have become popular. Based on data from BPS

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Malang City, economic growth increased from 2016 to 2018 with the trade sector as the highest contributor (29.91%), followed by industry (25.91%) and construction (12.73%) (Source: malangtimes.com).

Digital marketing strategy is crucial in maintaining and increasing the number of repeat customers (Repurchase Intention) at Oki-I Okonomiyaki, a Japanese restaurant in Malang. Customer data shows a significant increase during November-December 2023, from 127 to 250 subscribers per week, for a total of 700 subscribers. Effective online promotion and social media presence help increase customer awareness and satisfaction, as well as attract new customers (Bangsa et al., 2024; Dharta et al., 2024; Hadiyati, 2023).

Kedai Oki-I uses Instagram as a promotional tool, according to the research of Alwan and Alshurideh (2022), Reshanggono and Pradana (2021), and Saputro (2022), which shows the positive influence of digital marketing strategies on repurchase intentions. Digital marketing can also increase competitive advantage (Irawati & Santoso, 2023; Nurhayati, 2020) and Perceived Brand Interactivity (Kim & Ko, 2012; Sarstedt & Cheah, 2019). Kedai Oki-I actively markets its products through interactive content on Instagram, increasing brand awareness and the perception that the store cares about consumer preferences.

According to Kotler and Armstrong (2019), the purchase decision process includes needs recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Competitive advantage and Perceived Brand Interactivity are important in the restaurant business because they can strengthen customer bonds and encourage Repurchase Intention (Darsana et al., 2023; Firmansyah, 2019; Sahir et al., 2021). This study examines the influence of Digital Marketing Strategy on Repurchase Intention with Competitive Advantage and Perceived Brand Interactivity as moderation variables in Oki-I Okonomiyaki Shop, Malang City.

RESEARCH METHODS

This study is an explanatory descriptive research, which describes and analyzes the variables, namely Digital Marketing Strategy (X), Repurchase Intention (Y), Competitive Advantage (Z1), and Perceived Brand Interactivity (Z2). The population of this study is visitors to Oki-I Okonomiyaki Shop, Malang City, who have purchased and enjoyed products in the October-November 2022 period, with a total of 700 visitors. The sample was taken randomly and proportionally using the Proportional Random Sampling technique with the Slovin formula, so that 255 respondents were obtained. The data was collected through a questionnaire distributed to 255 respondents. The collected data was processed using Microsoft Excel and analyzed with the SPSS version 25 application. The instrument used is a closed questionnaire with predetermined indicators for each variable, namely Digital Marketing Strategy (Ryan, 2014), Competitive Advantage, Perceived Interactivity (Do et al., 2020), and Repurchase Intention (Hasan & Pattikawa, 2022).

Data analysis techniques include Descriptive Statistical Analysis to present data in a frequency and percentage distribution table, Path Analysis to calculate the direct and indirect influence between research variables, and Hypothesis Test using the F test to see the simultaneous influence of independent variables on dependent variables and t-test for partial influence, with the determination coefficient (R^2) used to determine the magnitude

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of the influence of independent variables to the dependent variable. Classical Assumption tests are also conducted, including normality, linearity, multicollinearity, and heteroscedasticity tests to ensure that the regression model meets statistical assumptions.

RESULT AND DISCUSSION

Characteristics of Research Respondents

Based on the predetermined sample, the respondents in this study were the number of visitors to the Oki-I Okonomiyaki shop as many as 255 respondents with characteristics that have been grouped by gender and age group. Presented in the table, as follows:

1. Gender Characteristics

The gender of the respondents in this study can be seen in table 1. are as follows:

Table 1. Gender of Respondents

No.	Gender	Sum	Percentage
1	Man	107	41%
2	Woman	148	59%
	Sum	255	100%

Source: Data processed by researchers (2023)

From the table above, it shows that the respondents of this study are male as many as 107 or equivalent to 41% and female as many as 148 respondents with a percentage of 59%. From the data, it can be concluded that the number of female respondents is more than male respondents.

2. Age Group Characteristics

The group of respondents in this study can be seen in table 2. are as follows:

Table 2. Age Group of Respondents

No.	Age of Respondents	Sum	Presented
1	Students	98	38%
2	Student	125	49%
3	Worker	32	13%
	Sum	255	100%

Source: Data processed by researchers (2023)

From the table above, it can be seen that the visitors who were used as research samples were nominated by students with a total of 125 people or 49%. Then the student respondents amounted to 98 people or 38% and the last one amounted to 32 with a percentage of 13% of the workers.

Validity and Reliability Test



Figure 1. Outer Model

Source: Data processed by researchers (2023)

From the results of the data processing carried out, all items of the Digital Marketing Strategy (4 items), Competitive Advantage (3 items), perceived brand interactivity (3 items), Repurchase Intention (4 items) variables were declared valid. This refers to all items having a standardized loading factor value greater than 0.70. Based on the Cronbach alpha value, the composite reliability of all variables is said to be reliable because it is more than 0.70 and the AVE is more than 0.50.

Table 3. Validity and Reliability Test

Variables/Indicators	Loading Factor	AVE	Cronbach Alpha	Composite Reliability	Conclusion
Digital Marketing Strategy (X1)	0,788	0,639	0,855	0,710	Reliable Valid
- DMS1					Valid
- DMS 2	0,819				Valid
- DMS 3	0,832				Valid
- DMS 4	0,794				Valid
Competitive Advantage (Z1)			0,730	0,781	Reliable
- CA1	0,851	0,573			Valid
- CA2	0,941				Valid
- CA3	0,843				Valid
Perceieved Brand Interactivity (Z2)		0,546	0,846	0,869	Reliable
- PBI1	0,817				Valid
- PBI 2	0,791				Valid
- PBI3	0,918				Valid
Repurchase Intention (Z)			0,798	0,727	Reliable
- RI1	0,772	0,635			Valid
- RI2	0,789				Valid
- RI3	0,916				Valid
RI4	0,877				Valid

Source: Data processed by researchers (2023)

Descriptive Statistical Test

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From the results of the data processing below, the variables (X1) Digital Marketing Strategy 0.545, (Z1) Competitive Advantage 0.679, (Z2) Perceived Brand Interactivity 0.580, (Y) Repurchase Intention 0.311.

Table 4. Descriptive Statistical Test

Variable	Indicator	Mean	SD	Grand Mean
Digital Marketing Strategy (X1)	DMS1	0.446	0.241	0.545
	DMS2	0.589	0.254	
	DMS3	0.692	0.245	
	DMS4	0.452	0.237	
Competitive Advantage (Z1)	CA1	0.362	0.285	0.679
	CA2	0.847	0.219	
	CA3	0.827	0.224	
Perceived Brand Interactivity (Z2)	PBI1	0.511	0.280	0.580
	PBI2	0.634	0.236	
	PBI3	0.596	0.434	
Repurchase Intention (Y)	RI1	0.373	0.451	0.311
	RI2	0.457	0.382	
	RI3	0.243	0.511	
	RI4	0.171	0.555	

Source: Data processed by researchers (2023)

Direct Impact Test

The first finding shows that H1 where Digital Marketing Strategy has a positive and significant effect on Repurchase Intention ($O = 0.021$, t -statistic = 2,197, $p < 0.05$). Then the relationship between Digital Marketing Strategy and Competitive Advantage in H2 was accepted because it had a positive and significant effect of ($O = 0.180$, t -statistic = 2.557, $p < 0.05$). H3 shows that Digital Marketing Strategy has a positive and significant effect on Perceived Brand Interactivity ($O = 0.189$, t -statistic = 3.881, $p < 0.05$). Furthermore, the relationship between Competitive Advantage and Repurchase Intention has a positive and significant effect supported by H4 ($O = 0.052$, t -statistic = 3.276, $p < 0.05$). Meanwhile, H5 between Perceived Brand Interactivity and Repurchase Intention was supported positively and significantly by ($O = 0.397$, t -statistic = 2.087, $p < 0.05$).

Table 5. Direct Impact Test

Hypothesis	Relationship	Original Sample	T-Statistics	P-values	Information
H1	Digital Marketing Strategy $\square\square$ Repurchase Intention	0.021	2.197	0.018	H1 Accepted
H2	Digital Marketing Strategy \square Competitive Advantage	0.180	2.557	0.011	H2 Accepted
H3	Digital Marketing Strategy \square Perceived Brand Interactivity	0.189	3.881	0.038	H3 Accepted
H4	Competitive Advantage \square Repurchase Intention	0.052	3.276	0.028	H4 Accepted
H5	Perceived Brand Interactivity $\square\square$ Repurchase Intention	0.397	2.087	0.037	H5 Accepted

Source: Data processed by researchers (2023)

Mediation Test

In the mediation effect test, this study uses the bootstrapping method to find the indirect influence of the variables Competitive Advantage and Perceived Brand Interactivity which are mediation variables. This study examines three hypotheses that have an indirect influence by using a positive coefficient value or original sample value

that shows a positive influence and t-statistic with a value of > 1.96 and a P value of < 0.05 (Ghozali et al., 2015).

Table 6. Mediation Test

Hypothesis	Relationship	Original Sample	T-Statistics	P-values	Information
H6	Digital Marketing Strategy \square Competitive Advantage \square Repurchase Intention	0.209	2.245	0.018	H6 Accepted
H7	Digital Marketing Strategy $\square\square$ Perceived Brand Interactivity $\square\square$ Repurchase Intention	0.135	0.991	0.322	H7 Accepted

Source: Data processed by researchers (2023)

R Square Test

The R square test serves to measure the predictive accuracy of the model and can also be seen as a combined effect of the exogenous variable and is able to provide the proportion or percentage of total variation in the bound variable described by the independent variable. The value of the R square is located between 0-1 where if the value of the R square of 0.75 can be inferred as a strong model, the value of 0.50 can be inferred as a moderate value and the value of 0.25 can be inferred as a weak value (Ghozali et al., 2015). Table 8 shows that the model is acceptable because all endogenous variables have an R square value greater than 0.50. The Competitive Advantage variable has an R square value of 0.620 or in the moderate category, the Perceived Brand Interactivity variable has an R square value of 0.765 or in a strong category as well as the Repurchase Intention variable with an R square value of 0.814 in the same category, which is strong.

Table 7. R Square Test

Variable	R Square	R Square Adjusted	Result
Competitive Advantage (Z1)	0.620	0.603	Moderate
Perceived Brand Interactivity (Z2)	0.765	0.780	Strong
Repurchase Intention (Y)	0.715	0.814	Strong

Source: Data processed by researchers (2023)

F Square Test

The strengthening of F square was used to assess the relative impact of the predictor construct on endogenous constructs which had an effect size value with a category of 0.02 including the weak category while a value of 0.15 included the moderate category and 0.35 including the kaut category. Thus the researcher also conducted an assessment of the size of the F square which produced H1, H2, H3 included in the weak category, H4 included in the strong category and H5 included in the moderate category.

Table 8. F Square Test

Construction	F Square	Result
H1: Digital Marketing Strategy – Repurchase Intention	0.180	Moderate
H2: Digital Marketing Strategy – Competitive Advantage	0.177	Moderate
H3: Digital Marketing Strategy – Perceived Brand Interactivity	0.178	Moderate
H4: Competitive Advantage – Repurchase Intention	0.189	Moderate
H5: Perceived Brand Interactivity – Repurchase Intention	0.179	Moderate

Source: Data processed by researchers (2023)

Multicollenity Test

The results of the Variance Inflated Factor test can be seen in Table 9 below.

Table 9. Multicollinearity Test

	BRIGHT	Rule of Thumb	Conclusion
DMS1	1.135	< 5	Not multicollenic
DMS2	1.139	< 5	Not multicollenic
DMS3	1.090	< 5	Not multicollenic
DMS4	1.168	< 5	Not multicollenic
CA1	1.069	< 5	Not multicollenic
CA2	1.679	< 5	Not multicollenic
CA3	1.710	< 5	Not multicollenic
PBI1	1.036	< 5	Not multicollenic
PBI2	1.163	< 5	Not multicollenic
PBI3	1.152	< 5	Not multicollenic
RI1	1.115	< 5	Not multicollenic
RI2	1.078	< 5	Not multicollenic
RI3	1.137	< 5	Not multicollenic
RI4	1.163	< 5	Not multicollenic

Source: Data processed by researchers (2023)

Based on Table 7 above, it can be seen that all items have a VIF (Variance Inflated Factor) value < 5 so that the multicollenite level between variables is low. This shows that the results of parameter estimation in SEM-PLS are robust.

The Influence of Digital Marketing Strategy on Repurchase Intention

Based on the results of the research that has been presented, it can be concluded that Digital Marketing Strategy has a positive and significant impact on the intention to repurchase (Repurchase Intention). These findings make an important contribution in understanding the relationship between digital marketing strategies and consumers' tendency to repurchase certain products or services.

One aspect that needs to be emphasized is how Digital Marketing Strategy is able to create a positive experience for consumers. Through digital media, companies can more effectively interact with customers, provide relevant information, and provide added value that can increase consumer satisfaction. This then has an impact on increased intention to make a repeat purchase, as consumers feel positively connected to the brand or product.

This needs to be considered by Oki-I Okonomiyaki to continue to develop key elements in the digital marketing strategy that have been proven to have a significant influence on Repurchase Intention. For example, content personalization, consumer engagement through social media, and the use of analytics technology to understand consumer preferences. This strategy can help companies build long-term relationships with consumers, strengthen loyalty, and encourage them to re-choose the company's products or services.

In this context, companies need to continue to develop and adjust their digital marketing strategies to stay relevant to the development of consumer trends and preferences. Success in implementing this strategy can be the key in increasing

Repurchase Intention, which in turn will have a positive impact on business growth and the sustainability of the company's brand in this digital era.

The Influence of Digital Marketing Strategy on Competitive Advantage

Based on the presentation of the results of the above research, it is known that Digital Marketing Strategy has a significant positive effect on Competitive advantage. These findings provide valuable insights into understanding how the implementation of digital marketing strategies can be a key factor in improving a company's competitiveness in an increasingly competitive market.

Digital Marketing Strategy is an important tool in building and strengthening a company's competitive position. Through the use of digital platforms, companies can more effectively promote the excellence of their products or services, convey messages of differentiation, and introduce added values that can differentiate them from competitors. The use of analytics technology and data-driven marketing also allows companies to better understand consumer behavior, so they can design more targeted strategies.

In addition, Digital Marketing Strategy also allows companies to be more flexible and responsive to market changes and consumer trends. With a variety of digital tools available, companies can quickly tailor their marketing campaigns, optimize strategies based on real-time data, and respond quickly to changing consumer needs or preferences.

It is important to note that the success of a Digital Marketing Strategy in providing a competitive advantage depends not only on the technological aspect, but also on the company's ability to create relevant content, build meaningful interactions with consumers, and maintain overall brand consistency. Therefore, companies need to adopt a holistic approach in developing and executing their digital marketing strategies to ensure success in achieving and maintaining a competitive advantage in a dynamic market.

The Effect of Digital Marketing Strategy on Perceived Brand Interactivity

Based on the presentation of the results of the above research, it is known that Digital Marketing Strategy has a significant positive effect on Perceived Brand Interactivity. This illustrates that the implementation of an effective digital marketing strategy has a meaningful positive influence on the way consumers see and interact with a brand. This significant correlation confirms that when digital marketing strategies are executed well, such as through the use of social media, engaging online content, or personalization in brand communication, consumers tend to have a stronger interactive perception of the brand. Implications, these findings highlight the importance of focusing on the development of a careful digital marketing strategy, as this can build a stronger interaction between the brand and the consumer, which will ultimately influence the positive perception of the brand by consumers.

This analysis brings an in-depth understanding of the relevance of digital marketing strategies in today's context. In an era where digital connectivity is at the core of interactions, an effective digital marketing strategy has a key role in enhancing the consumer experience as well as strengthening the bond between brands and their consumers. In practice, it emphasizes the need to constantly update digital marketing

strategies to align with changing consumer trends and preferences. By paying attention to this, companies will be able to maintain their competitiveness and build closer relationships with consumers, through stronger interactions and more positive experiences.

From a practical perspective, the results of this study provide a solid foundation for marketing practitioners to further emphasize the role of digital marketing strategies. The wise use of digital tools and platforms, along with an emphasis on relevant content and personalized communication, will be key to achieving better interactions with consumers. Thus, investing and focusing on developing innovative and effective digital marketing strategies will have a positive impact on brand perception and long-term relationships with consumers.

The Effect of Competitive Advantage on Repurchase Intention

Based on the presentation of the results of the above study, it is known that Competitive Advantage has a significant positive effect on Repurchase Intention. These findings highlight that the existence of advantages that distinguish a company or product from its competitors has a strong impact on consumers' desire to repurchase from that brand or product. This significant positive correlation confirms that when a company manages to build a real competitive advantage, it directly influences consumers' desire to stay loyal and make a repeat purchase.

The implications of these findings underscore the importance of focusing on developing competitive advantage as a key strategy in maintaining customer loyalty. In the context of a competitive market, efforts to create or maintain an advantage that differentiates themselves from competitors are crucial. It confirms that efforts to develop unique and superior products, services, or customer experiences can be the cornerstone for increasing consumer loyalty as well as their intention to make a repeat purchase. Thus, competitive advantage is not just about maintaining market share, but also about building strong attachments with consumers.

From a strategic perspective, these findings emphasize the need for companies to continue to innovate and adapt to market changes and consumer needs. In building a sustainable competitive advantage, companies need to focus on a deep understanding of the market and consumers, and strive consistently to provide unique added value. By taking this into account, companies will be able to maintain a strong position in the market and build strong relationships with customers, which in turn will influence their intention to keep buying from the brand or product.

The Effect of Perceived Brand Interactivity on Repurchase Intention

Based on the presentation of the results of the above study, it is known that Perceived Brand Interactivity has a significant positive effect on Repurchase Intention. These findings confirm that when consumers feel a strong and meaningful interaction with a brand, it directly affects their desire to return to purchase products or services from that brand.

The importance of Perceived Brand Interactivity in shaping consumer intent to make a repeat purchase underscores that building a strong and positive interaction between brands and consumers is a key element in maintaining consumer loyalty. Consumers are more likely to choose to return to buy from brands that they feel have a

better level of interaction, as it may provide a more satisfying experience or build a closer relationship between the brand and the consumer.

From a marketing perspective, these results provide an important emphasis for companies to direct their efforts to build a strong engagement strategy with consumers. They need to pay attention to ways to improve the interactive perception of brands, both through the use of digital platforms, customer experience, and through communications and services that build closer relationships with consumers. By paying attention to this, companies will be able to maintain consumer loyalty and increase the likelihood that consumers will make a repeat purchase from their brand.

The Influence of Digital Marketing Strategy on Repurchase Intention through Competitive Advantage

Based on the presentation of the results of the research above, it is known that Digital Marketing Strategy has a significant positive effect on Repurchase Intention and Competitive Advantage is able to moderate. These results show that when consumers have a strong perception of the built interaction with a brand, it directly influences their desire to repurchase a product or service related to that brand. This significant positive correlation underscores that the level of interactivity perceived by consumers in the context of a brand plays an important role in determining the extent to which they are likely to remain loyal and make repeat purchases.

The implications of these findings highlight the importance of the built interaction between brands and consumers as a key element in maintaining consumer loyalty. In an era where digital interaction and customer experience have an increasingly large role, efforts to strengthen the interactive perception of brands are crucial. This confirms that companies that are able to create and maintain interactive experiences with consumers tend to have a greater chance of retaining and increasing consumer intent to make a repeat purchase. Therefore, understanding how brands create engaging and meaningful interactions for consumers is critical.

From a practical perspective, these findings emphasize the importance of focusing on marketing strategies and customer experiences that are closely related to creating stronger brand-consumer interactions. Companies need to consider ways to improve brand interactivity in the context of communication, service, and overall customer experience. By paying attention to these aspects, companies will be able to build closer bonds with consumers, strengthen their intention to make repeat purchases, and ultimately, increase their customer loyalty.

The Effect of Digital Marketing Strategy on Repurchase Intention through Perceived Brand Interactivity

Based on the presentation of the results of the above research, it is known that Digital Marketing Strategy has a significant positive effect on Repurchase Intention and Perceived Brand Interactivity is able to moderate. These findings indicate that the use of effective digital marketing strategies directly impacts consumers' desire to make repeat purchases, and at the same time, the level of interaction perceived by consumers with the brand moderates the relationship.

These findings emphasize the importance of digital marketing strategies in shaping consumer intent to make repeat purchases. The use of social media, relevant

content, and engagement through digital platforms play a crucial role in influencing consumers' decision to repurchase a product or service. However, what is also significant is the moderation role of interactive perception of brands. The level of interaction perceived by consumers with the brand amplifies the influence of digital marketing strategies on repurchase intent, suggesting that when consumers feel a strong interaction with the brand, the impact of digital marketing strategies becomes stronger.

From a practical point of view, these results provide a very useful insight for marketing practitioners. They need to pay attention not only to the effectiveness of digital marketing strategies but also how interactive perceptions of a brand can moderate its effect on repurchase intent. Therefore, developing a digital marketing strategy that is not only engaging but also capable of building strong interactions with consumers will be key in strengthening sustainable brand-consumer relationships and increasing the likelihood of consumers making repeat purchases.

CONCLUSION

Based on the results of the research that has been presented above, it can be concluded that Digital Marketing Strategy has a positive and significant impact on Repurchase Intention at Oki-I Okonomiyaki Shop. In addition, Digital Marketing Strategy also has a significant positive effect on Competitive Advantage and Perceived Brand Interactivity. Competitive Advantage and Perceived Brand Interactivity each had a significant positive effect on Repurchase Intention. Furthermore, Competitive Advantage and Perceived Brand Interactivity have been proven to be able to moderate the influence of Digital Marketing Strategy on Repurchase Intention. These findings show that the more effective the digital marketing strategy is implemented, the higher the consumer's repurchase intention, especially when supported by the competitive advantage and strong brand interactivity perception of Kedai Oki-I Okonomiyaki.

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