The Effect of *Digital Marketing* and *Personal Branding* on Consumer Purchase Decisions of Culinary MSMEs in Jakarta Moderated *Consumer Perception*

Kustiadi Basuki[1], Jeremia Jimmy[2]
[1,2]*Universitas 17 Agustus 1945 Jakarta, Indonesia*
kustiadibasuki@gmail.com, jeremiajp1425@gmail.com

Abstract

Utilization of technology Digital marketing in the world of marketing is becoming a very common thing to do. Especially for businesses with small and medium scale businesses (UMKM) engaged in the culinary field. Therefore, this study aims to examine and analyze the effect of digital marketing and personal branding on consumer purchasing decisions in Jakarta moderated by consumer perception. The population in this study are consumers of culinary SMEs in Jakarta. The data collection technique used random sampling by distributing questionnaires via google form. From the results of the tests carried out, it was found that digital marketing was not able to influence consumer decisions, personal branding able to influence consumer decisions, consumer perception able to influence consumer decisions, Moderation of consumer perception was not able to strengthen the influence of digital marketing on consumer decisions and moderation of consumer perception weakened personal branding on consumer decisions.

I. Introduction

Today, the use of technology in the world of *marketing* has become a very common thing to do. This can be seen from the intensity of the use of digital media, which greatly facilitates consumers and sellers in supporting trading activities. Starting from promotional activities to buying and selling transactions can be done easily because of the internet. According to data released by the Ministry of Communications and Informatics, in January 2021 there were 202.35 million users or 76.8% of Indonesia's population using the internet. This number has increased, especially in the era of the COVID-19 pandemic. Reported by Kompas, in January 2022 it was recorded as much as Rp. 35.8 trillion in the value of *e-commerce* transactions in transaction data released by BI (Bank Indonesia). These data reflect how many businesses use digital tools, especially social media, to promote and sell their products.

In the business world, especially in the culinary field, digital marketing plays an important role as a means to promote products, especially for small & medium-scale enterprises (MSMEs). An entrepreneur must be able to understand what consumers need so that their products can be targeted at the target market to be addressed (Muanas & Suhermin, 2014). To be able to find out what the market wants, business actors are now starting to use digital media to interact and promote their products to consumers. Social media itself is the most widely used tool because it is efficient and has a large impact on the development of the business itself (Dwivedi et al., 2020).

15024

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). With social media, entrepreneurs can easily carry out various promotional strategies they want. Of the various strategies, one that is quite often done is *personal branding.* This marketing strategy itself focuses on "promotion" of the characteristics/uniqueness of individual entrepreneurs to their target consumers. (Labrecque et al., 2011). In the application of personal branding, it is very important for entrepreneurs to apply *personal branding* consistently (Rangarajan et al., 2017) Do not forget also in a book written by (Montoya & Vandehey, 2008) which states that *personal branding* must be relevant to consumers so that the uniqueness of entrepreneurs can be accepted by potential consumers.

Based on the description above, good and creative marketing is needed so that the life cycle of MSMEs in Jakarta can run and consumers can more easily find out the product information they are looking for so that purchasing decisions can be made. For this reason, this study has the aim of knowing and recommending the influence *of Digital Marketing* and *Personal Branding* on the purchasing decisions of MSME consumers in Jakarta moderated by *Consumer*".

II. Review of Literature

2.1 Digital Marketing

Digital Marketing is the marketing of products or services using digital technology which is generally on the Internet, but also includes mobile phones, display ads, and other digital media (Desai, 2019).

According to (Chaffey & Ellis-Chadwick, 2019) briefly *Digital marketing* can be defined as achieving marketing goals through the application of technology and digital media. In the application of technology and digital media, there are 3 types of media channels that need to be considered by marketers today, namely:

a. (*Paid media*)
is an advertising tool in which the marketer pays visitors, reach or conversion through search, display ad networks , or affiliate marketing.

b. (*Owned media*)
Owned media is media that is owned by the business itself. Examples of *owned media* include business websites, email, Facebook, Twitter, Instagram, WhatsApp and so on.

c. Received media (*Earned media*)
In general, *Earned media* is a publicity term generated through *public relations* targeted at *influencers* to increase awareness about a brand. Currently, the application of *Earned media* is often done by *mouth to mouth* which can stimulate the occurrence of viral phenomena on social media, blogs and other communities.

According to (Kim & Kim, 2004) there are 4 indicators in measuring *digital marketing*, namely *Interactivity* (interactivity), *Incentive* (incentives), *Site Design* (site design) and *transaction/cost* (transactions/costs)

2.2 Personal Branding

Personal branding is the process of forming perceptions society towards aspects that are owned by a person, including personality, abilities, or values and how all of this creates positive perceptions from the community which can eventually be used as marketing tools (Haroen, 2014). According to (Montoya & Vandehey, 2008) When someone wants to build

personal branding, the main elements are needed to form the character and *personal brand* itself. Personal Branding can be divided into three main elements, namely:

a. You

It means the individual himself or his business. An individual or a company can form a *personal branding* through a well-designed communication design and method. Designed to convey two important things to the target market, namely: who is the target market in this case personality? And what did he do? *Personal Branding* is a picture of what people think of a person. This can be categorized as a reflection of the values, personality, skills and qualities of that person which makes it different from other people.

b. Promise

Personal Branding can also be interpreted in the form of a promise, about what the public thinks about whether or not a person or company is good, as well as a responsibility to fulfill the expectations that arise in society as a result of personal branding itself.

c. Relationship

A *personal branding* can create a good relationship with another person or in this case a client, the more relevant things that can be accepted by the client and the higher the level of one's power, the better the relationship level. in the personal branding.

According to (McNally & Speak, 2002) there are 3 indicators in measuring *personal branding*, namely *Distinctive* (specificity), *Relevant* (relevant), and *consistent* (Consistency)

2.3 Purchasing

Decisions are thoughts in which individuals evaluate various options and decide on a product from many choices. According to (Armstrong & Kotler, 2014)

According to (Kotler, 2005) there are four factors that influence consumer buying decision behavior, namely cultural, social, personal, and psychological. Cultural factors consist of subcultures and social classes which are very important for buying behavior. In addition to cultural factors, consumer behavior is also influenced by social factors such as reference groups, family, and social status. Purchase decisions are also influenced by personal factors including age and life cycle stage, occupation, economic circumstances, lifestyle, and personality of the buyer. A person's purchase choice is also influenced by the main psychological factors, namely motivation, perception, learning, as well as beliefs and attitudes.

According to (Kotler & Keller, 2016) there are 6 purchasing decision indicators, namely: product selection, brand selection, purchase channel selection, purchase timing, purchase amount and payment method

2.4 Consumer Perception

Consumer perception is the process of how stimulus or stimuli are selected, organized and interpreted or given a name / meaning" (J Supranto, 2011). According to (Schiffman & Kanuk, 2008) there are 2 factors that influence the formation of consumer perceptions, namely:

a. Stimulus factors, namely factors that are physically related and can be felt with the five senses such as size, weight, color or shape.

b. Individual factors, namely factors related to the process of similar experiences and the main encouragement and expectations of the individual himself.

Then according to (Slameto, 2003) there are two kinds of perception, namely:

1. Positive perception, namely the perception or view of an object, leads to a situation where the perceiving subject tends to accept the object that is captured because it is in accordance with his personality.
2. Negative perception is the perception or view of an object and refers to a situation where the perceiving subject tends to reject the captured object because it is not in accordance with his personality.

According to (Pantouw et al., 2017) there are 5 indicators in measuring *consumer perception*, namely promotion perception, product perception, price perception, store perception and self perception.

2.5 Hypothesis Development
a. Effect of Digital Marketing on Purchasing Decisions

Based on research conducted by (Saputra & Ardani, 2020) *Digital marketing* has a significant influence on purchasing decisions. Furthermore, in the research proposed by (Mulyansyah & Sulistyowati, 2021) *Digital marketing* based on social media has a significant influence on culinary purchasing decisions. In line with previous research according to (Alalwan, 2018) the use of social media in digital marketing activities has a significant influence on consumer purchasing decisions. This is because social media is an interactive means between sellers and buyers in exchanging information and transactions.

Then in another study proposed by (Bianchi & Mathews, 2016) *internet* can help an entrepreneur/manager in fostering long-term relationships with consumers through *internet marketing* which results in available information about the market. Based on previous research, it can be determined that the first hypothesis is H1: there is a suspected *digital marketing* effect on consumer purchasing decisions for Culinary MSMEs.

b. Influence of Personal Branding on Purchasing Decisions

In research (Romadhon & Hakimah, 2021) it is stated that personal branding does not have a significant influence on purchasing decisions because for consumers personal branding is not always a material consideration when making purchasing decisions for a product. However, in the research presented by (Amoako & Okpattah, 2018) it is stated that personal branding built by marketers can affect performance as a result of increased consumer interest. Thus, the third hypothesis is determined, H2: it is suspected *that personal branding* has an effect on consumer purchasing decisions for culinary SMEs.

c. The Influence of Consumer Perception on Purchasing Decisions

In the research proposed (Pardede & Haryadi, 2017) consumer perceptions consisting of perceptions of diversity, price perceptions and perceptions of service quality simultaneously have a significant influence on consumer buying interest. Research (Effendi et al., 2021) suggests that consumer perceptions of location and quality can have a positive effect on someone's buying interest while price perceptions have a negative effect.

However, there is a study (Month et al., 2020) which suggests that consumer perception does not significantly influence a person's buying interest. Thus, the third hypothesis is determined, H3: it is suspected *consumer perception* has an effect on consumer purchasing decisions for culinary SMEs.

d. Moderation of Consumer Perception is able to strengthen the Influence of Digital Marketing on Purchasing Decisions

In the research proposed by (Roncevic et al., 2019) it is stated that digital marketing will greatly influence young people/millennials who often spend their time playing gadgets. This research was further strengthened by research (Korenkova et al., 2020) which stated that promotional strategies through digital media were more accepted by young people than older people/adults who were perceived to be less familiar with the use of digital media. Thus, the fourth hypothesis is H4: it is suspected that moderate *consumer perception is able* to strengthen the influence of *digital marketing* on consumer purchasing decisions for culinary SMEs.

e. Moderation of Consumer Perception is able to strengthen the Influence of Personal Branding on Purchasing Decisions

In the research proposed by (Bajaj, 2019) it is stated that *branding* in the culinary business is one of the most important factors for a consumer making purchasing decisions. *branding* can be built through the quality, taste, freshness and comfort of the food. Then in another study (Malik & Khan, 2016) revealed that there are several things that affect consumer perceptions, especially in countries with a majority Muslim population, such as the use of "halal" and the moral values of the Muslim community. Thus, the fifth hypothesis is H5: it is suspected that moderate *consumer perception is able* to strengthen the positive influence of *personal branding* on consumer purchasing decisions of culinary SMEs.
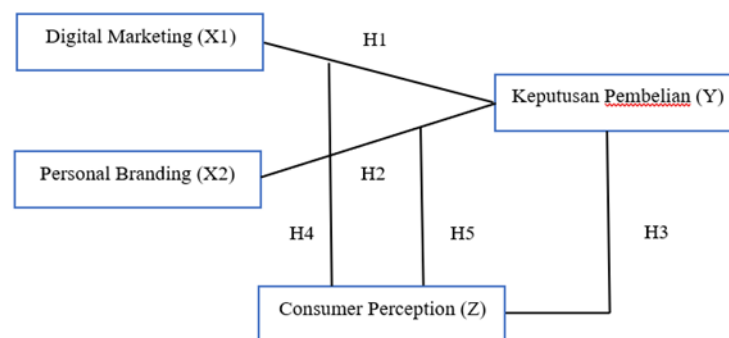

Figure 1. *Hypothesis Development*

III. Research Method

This research is a quantitative study with an explanatory design to test the hypothesized inter-variable relationships. by measuring the indicators of the variables in the research, and it is hoped that they can obtain an overview, collect data, conclude research problems and find out the level of relationship through statistical calculation techniques through smartPLS. The approach used is quantitative, supported by a literature study of reference sources relevant to the problem to be studied.

Based on the hypothesis of this research design, there are 4 variables that will be used, namely: *Digital Marketing* (X1), *Personal Branding* (X2), Consumer Purchase Decision (Y) culinary in Jakarta moderated by *Consumer Perception* (Z).

3.1 Population and Sample

According to (Sugiyono, 2018) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Therefore, the population that I use in this research is consumers of culinary SMEs in Jakarta.

While the sample according to (Sugiyono, 2018) is part of the number and characteristics possessed by the population. Based on the population above, a sample was taken using a random sampling technique, which is a sampling technique where questionnaires are randomly distributed to consumers of culinary SMEs with the number of samples used is 183 people in Jakarta.

3.2 Data Collection Procedure

Researchers will collect data from respondents using an instrument in the form of a questionnaire. According to (Arikunto, 2010) a questionnaire is a set of questions used to obtain respondent information related to their personal information and matters relating to research material. In this questionnaire, various questions have been prepared regarding the variables studied, namely "The influence *of digital marketing* and *personal branding* on consumer purchasing decisions in Jakarta moderated by *consumer perception*"

a. Primary data

According to (Sugiyono, 2017) primary data is a data source that directly provides data to data collectors. Then (Arikunto, 2012) also stated that primary data is data collected through the first party, usually through interviews, traces and others.

The primary data in this study was obtained from distributing questionnaires to consumers of culinary SMEs scattered throughout the DKI Jakarta area.

b. Secondary Data

According to (Sugiyono, 2017) secondary data is a source that does not directly provide data to data collectors. According to (Umar, 2013) secondary data is primary data that has been further processed and presented either by primary data collectors or by other parties, for example in the form of tables or diagrams.

Secondary data in this research were obtained from research documentation and literature.

3.3 Operationalization of Variables

Operational variables are made so that research can be more easily understood by every reader of this journal, as well as to avoid misunderstandings or mistakes in interpreting the variables studied, besides that it is also useful as a frame of reference to describe the problems to be revealed. All indicators in the operationalization of this variable are Likert scale.

Table 1. Operational Variables Content Marketing (X1) and Online Marketing (X2)

Variables	Indicator	Measuring Tool	Measurement Scale	score
Digital Marketing	*Interactivity*		Likert	1-5
	Incentive		Likert	1-5
Digital Marketing is the	*Site Design*	Questionnaire	Likert	1-5
marketing of products	*transaction/cost*		Likert	1-5
or services using digital				

Variables	Indicator	Measuring Tool	Measurement Scale	score
technology which is generally on the Internet, but also includes mobile phones, display ads, and digital media (Desai, 2019).				
Personal branding	*Distinctive*		Likert	1-5
	(Relevant)		Likert	1-5
Personal Branding is the process of forming public perceptions of aspects that are owned by a person, including personality, abilities, or values and how all of it creates positive perceptions from the community which can eventually be used as a marketing tool (Haroen, 2014).	*Consistent* Operational		Likert	1-5

Table 2. Y Customer

Variables	Indicator	Measuring Tool	Measurement Scale	score
Decision Purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from the many choices. (Armstrong & Kotler, 2014)	Product selection	Questionnaire	Likert	1-5
	brand selection		Likert	1-5
	purchasing channel selection		Likert	1-5
	purchase timing		Likert	1-5
	purchase amount		Likert	1-5
	payment method		Likert	1-5

Table 3. Operational Variables Customer Satisfaction (Z)

Variables	Indicator	Measuring Tool	Measurement Scale	score
Consumer perception *Consumer perception* is the process of how stimulus or stimuli are selected, organized and interpreted or given a	Promotion perception	Questionnaire	Likert	1-5
	product perception		Likert	1-5
	price perception		Likert	1-5
	store perception		Likert	1-5

name/meaning" (J Supranto, 2011).	self-perception		Likert	1-5

3.4 Data Analysis Methods

Data processing and analysis in this study using *SmartPLS software for windows*

a. Validity Test

According to (Suharsimi, 2010) validity is a measure that shows the levels of validity or validity of an instrument. A valid or valid instrument has high validity. On the other hand, an instrument that is less valid means it has low validity.

According to (Hair, 2009) the loading factor should be more than 0.5 and ideally more than 0.7. If the correlation of each factor is positive and the magnitude is 0.5 and above, then the factor is a strong construct.

b. Reliability Test

To test the reliability of the measuring instrument used in the form of a questionnaire, *Cronbach's Alpha, rho_A, Composite reliability* and *Average Variance extracted.*

c. Hypothesis

Hypothesis testing is to see the significance which is carried out separately or partially to determine the significant effect whether or not from the independent variable to the dependent variable.

IV. Results and Discussion

4.1 Descriptive Statistics

The respondents used 183 respondents, using *random sampling* with the method (Hair Jr et al., 2014) at least 10 times the number of indicators. The research data was obtained from questionnaires distributed to consumers of culinary SMEs in Jakarta using the google form. The data collected are presented as follows:

Table 4. Characteristics of Correspondents

| No	Characteristics	Total	Percentage (%)
1.	Age		
	1. < 25 years	109	59.6
	2. 26 to 30 years	21	11.5
	3. 31 to 35 years	7	3.8
	4. 36 to 40 years	8	4.4
	5. > 40 years	38	20.8
2.	Gender		
	1. Male	76	41.5
	2. Female	107	58.5
3.	Type of occupation		
	1. Student	71	38.8
	2. Employee	50	27.3
	3 Entrepreneur	11	6
	4. Freelance	3	1.6
	5. And others	48	26.2

4.	Have you ever bought snacks/food digitally through certain platforms (Shopee Food, GoFood, grabfood, etc.)?		
	1. Yes	174	95.1
	2. No	9	4.9
5.	How many times have you made digital purchases of snacks/food?		
	1. 1 time	9	4.9
	2. 2 – 4 times	40	21.9
	3. 5 – 7 times	33	18
	4. > 8 times	101	55.2
	Total	**183**	**100**

From the table, it can be seen the description of gender, age and type of vehicle purchased by the respondent. When viewed from the gender of the respondents, women dominated with a total of 107 people (58.5%) and men as many as 76 people (41.5%). In terms of age, respondents were dominated by age <25 years as many as 109 respondents (59.6%). In terms of occupation, the respondents were dominated by students as many as 71 people (38.8%). Then there are 174 respondents who have made digital purchases with 101 people (55.2%) of whom quite often (> 8 times).

4.2 Validity and Reliability Test
a. Validity Test

The results of the validity test were carried out on the research question variables using the SmartPLS application. A questionnaire is said to be valid if the questions and questionnaires are able to reveal something that will be measured by the questionnaire which is indicated by the loading factor value. If the value of the loading factor exceeds 0.5, then the questions in an indicator variable will be declared valid, while the questions whose loading factor is below 0.5 will be omitted from the model. In this study, there is 1 question indicator on the Y variable which is omitted because the loading factor is below 0.5.
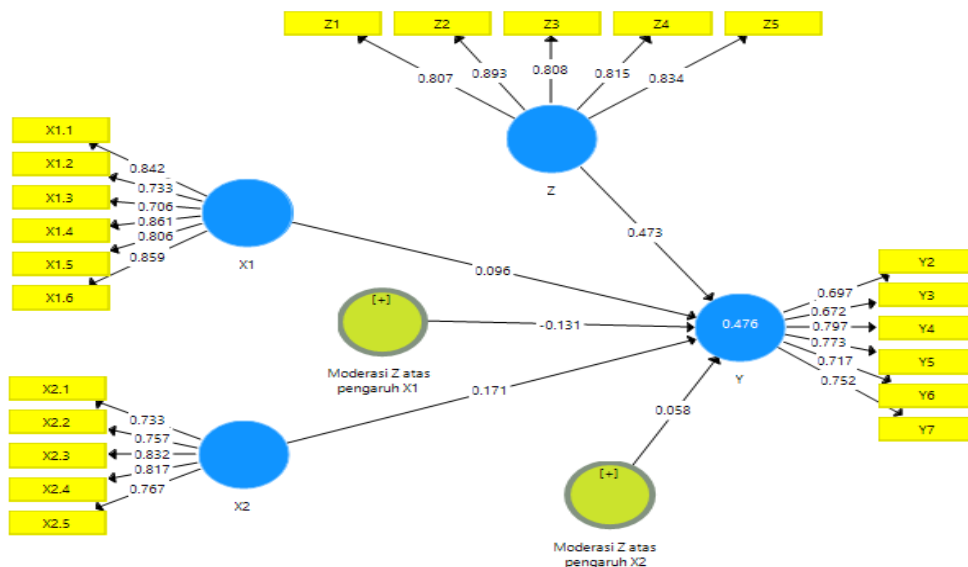
b. Reliability Test

According to (Sugiyono, 2017) states that the reliability test is the extent to which the measurement results using the same object will produce the same data. The reliability test was carried out simultaneously on all statements. The reliability test was carried out on the model:

1. Cronbach Alpha. The reliability test was strengthened by Cronbach Alpha. Expected value > 0.7 for all constructs.
2. Rho_A. Expected value > 0.7
3. Composite Reliability. Data that has composite reliability > 0.7 has high reliability.
4. Average Variance Extracted (AVE). Expected AVE value > 0.5

Table 5. Reliability Testing Results

Description	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
Digital Marketing (X1)	0.890	0.646	0.899 0.916	Personal
Branding (X2)	0.843	0.855	0.887	0.612
Purchase Decision (Y)	0.831	0.876	0.841	0.542
Consumer Perception (Z)	Z	0.692	0.888 0.894 0.918	Moderation
on X1	1,000	1,000	1,000	1,000
Z Moderation on X2	1,000	1,000	1,000	1,000

4.3 Hypothesis Testing

Table 6. Hypothesis Test Results

Description	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
Digital Marketing -> Purchase Decision	0.096	0.111	0.108	0.885	0.376
Personal Branding -> Purchase decision	0.171	0.170	0.082	2.092	0.037
Consumer perception -> Purchase decision	0.473	0.469	0.080	5.942	0.000
Z moderation on X1 -> Purchase decision	- 0.131	-0.139	0.077	1.690	0.092
Z moderation on X2 -> Purchase decision	0.058	0.066	0.074	0.777	0.438

From table 6 based on the results of data that has been processed, it can be seen that of the 5 hypotheses proposed, 2 of them can be accepted. This means that there are variables that influence the independent and dependent variables significantly. Then there are also those that do not have a significant influence between the variables. The following is an analysis related to the influence between variables according to the proposed hypothesis:

a. The Effect of Digital Marketing on Consumer Purchasing Decisions for MSMEs

The results of the first hypothesis test, the path coefficient based on the T-Statistics and P Value shows that *Digital marketing* has no significant effect on purchasing decisions because the T-Statistics are only 0.885 and P The value is 0.376., 2020) *Digital marketing* has a significant influence on purchasing decisions. **The 1 is not accepted.**

b. Ardani

Hypothesis *results branding* has a significant influence on purchasing decisions of motorized vehicles with a T-Statistics value of 2,092. This is in line with the results of research proposed by (Amoako & Okpattah, 2018) regarding the influence of personal branding. **Based on these results, the second hypothesis can be accepted.**

c. The Influence of Consumer Perception on the Purchasing Decisions of MSME Consumers

The third hypothesis test results show that consumer perception has the greatest influence on MSME consumer purchasing decisions. This result is shown by its T-Statistics of 5,942 and its P Value of 0.000. This result is in line with the results of research (Pardede & Haryadi, 2017) which states that consumer perception shows a significant influence on one's purchasing decisions. **Based on these results, the third hypothesis can be accepted.**

d. The Effect of Moderating Consumer Perception on Digital Marketing on Consumer Purchasing Decisions for MSMEs

The results of the fourth hypothesis test indicate that moderating consumer perception is not able to strengthen the influence of digital marketing on customer decisions. This result is shown by T-Statistics which is only 1,690 or below 1.96. **Based on these results, the fourth hypothesis is not accepted.**

e. The Moderating Effect of Consumer Perception on Personal Branding on Consumer Purchasing Decisions for MSMEs

The results of the fourth hypothesis test also show that moderating customer satisfaction is not able to strengthen the influence of online marketing on customer decisions. This result is shown by the T-Statistics which is 0.777 and the P Value is 0.438. **Based on these results, the 5th hypothesis is not accepted.**

V. Conclusion

From the results of this study, namely the influence of *digital marketing* and *personal branding* on consumer purchasing decisions for MSMEs in Jakarta moderated by *consumer perception*, researchers get results that have been concluded into several things, namely:

1. *Digital marketing* has no influence on purchasing decisions for culinary SMEs. This can happen, because this marketing system can only run effectively for businesses that are already medium to high in scale. Usually, MSME consumers don't think too much about content or digital-based advertising when they want to buy MSME food products.
2. *Personal branding* has a significant influence on purchasing decisions for culinary SMEs. This is because the branding built by the seller or the business itself will create a strong image/figure in consumers' memories *image* is often used as the basis for a consumer in making a decision to make a purchase.

3. *Consumer perception* has an influence on the purchasing decisions of culinary SMEs. This is because consumers, especially for the MSME scale, always think about price, service, place and so on. When an entrepreneur is able to facilitate what the consumer wants, the good perception that arises will make someone make a purchase decision in that place.
4. Moderation *consumer perception* is not able to strengthen the influence of *digital marketing* on purchasing decisions for culinary SMEs. This is due to the fact that consumer perceptions of MSMEs are not too high. Consumers become "ignorant" to digital media promotions carried out by sellers. In addition, the level of consumer confidence in MSMEs cannot be built only through digital media.
5. Moderation *consumer perception* weakens the influence *of personal branding* on purchasing decisions for culinary MSMEs. These results show that although personal branding has a direct effect on purchasing decisions, in general, its personality is not necessarily acceptable to consumers. Personal branding must be done consistently and relevantly so that consumers can accept the branding carried out by entrepreneurs.

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