

Influence of Promotion through Instagram on Consumer Buying Interest (Study on Consumers of Nangkring Seblak in Cimahi)

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ABSTRACT

This study aims to examine the influence of promotion through Instagram social media on consumer purchasing interest in Nangkring Seblak MSMEs in Cimahi. This study uses a quantitative descriptive approach involving 104 respondents selected using a purposive sampling method. The results of the study indicate that promotion through Instagram significantly influences consumer purchasing interest with a contribution of 55.9%, while 44.1% is influenced by other factors. Promotional aspects such as context, communication, collaboration, and connection have been shown to play an important role in attracting consumer interest. These findings indicate that promotional strategies through Instagram are effective in increasing brand awareness and consumer purchasing interest, although ongoing evaluation is still needed to optimize results. In practice, MSMEs can utilize Instagram to reach a wider market by presenting interesting and relevant content. From a theoretical perspective, this study supports the literature related to the influence of social media on consumer behavior and provides a basis for further research in the field of digital marketing.

Keywords: Instagram; Nangkring Seblak; Promotion; Buying Interest



Received: 22 November, 2024

Accepted: 28 March, 2025

Available online: 30 April, 2025

DOI: 10.61242/ijabo.25.446

JEL Classifications: M11, M12



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INTRODUCTION

The development of social media platforms in the current internet era has achieved very rapid progress among the public. The need for someone to interact in the context of communicating without the limitations of distance and time by using a social media platform such as Whatsapp, YouTube, Facebook, Instagram and so on is one of the factors for the rapid development of social media platforms (Zaqiwalı et al., 2021). Along with the times, social media platforms now have other functions in their use. This development transition can be seen clearly that there is a transition in the initial context of only interacting with each other via the internet network, now social media platforms have a function as a medium for advertising or promoting a product or service (Huang, 2020).

Dwi Ageng Setyawan et al. (2023), in their research titled "Optimizing Social Media for Marketing in Micro, Small and Medium Enterprises" can also conclude that promotion through social media is a fairly effective marketing strategy. This is indicated by the increase in followers on social media accounts and the number of product orders through social media applications. This increase is supported by the ability of MSME owners to update product displays in the form of business cards, brochures, photos and videos to make them more organized and professional (Setyawan et al., 2020). Then Muh Isa Al Mansyur's research entitled "Utilization of Social Media for Marketing the Mawar Tea UMKM Industry in Cluntang Village, Musuk, Boyolali" concluded that the existence of social media can help MSMEs to promote their products. Promotion through social media is considered very effective, this is due to the increasing number of social media users. With so many users, the wider the target market will be (Mansyur, 2021).

Instagram is one of the most striking social media in presenting content that contains advertisements or promotions of a product or service. The impact of Instagram itself is estimated to be the most effective way of doing promotions to link the relationship between buying interest and customers in the current internet era (Lee & Kim, 2020; Nurain et al., 2024; Thariq & Efawati, 2024). Interest basically means a deep sense of desire or a person's desire to fulfill whatever he likes. The statement in the study results (Bhatia, 2019) explains that the desire to buy can be grouped in an element of buyer cognitive behavior and expresses the way a person has the intention of buying a particular brand.

The desire to buy based on Irawan, Pane (2011: 66-79) in the study results (Dian et al., 2021) has an understanding in the form of a strong sense of desire and passion from a very high heart in order to obtain something through sacrificial means such as obtaining something by paying a fee. Regarding this, there are various methods so that buyers can make decisions to make a purchase, including via the internet and purchasing to the place directly.

Nangkring seblak is one of the MSMEs that implements its promotion on Instagram social media. Nangkring seblak itself has been operating in the culinary field since 2018 and until now this MSM\|E has been active on Instagram social media which has 83.8 thousand followers on its Instagram. Nangkring Seblak has also issued various promotional activities through Instagram social media, one of which is an endorsement to a food vlogger who managed to get more than 100 thousand viewers from several of his videos.

Previous research still focuses on the effectiveness of social media in general and has not specifically explored the key elements that influence the success of promotional strategies on Instagram. For example, no research has explored the role of viral content, types of collaboration with influencers, or visual design of content in increasing user engagement. In addition, research on promotion through Instagram for MSMEs in the culinary sector, especially with a local context such as West Bandung, is also still limited.

Therefore, this study aims to fill the gap by analyzing the specific elements of Instagram promotion used by Nangkring Seblak in influencing customer purchase intention.

Viral content on Nangkring Seblak's Instagram has great potential in influencing consumer behavior. Consumers are often compelled to buy products immediately after seeing popular content without doing further research (Rachman et al., 2024). Comments and reviews that appear in viral content also influence purchasing decisions. Ultimately, viral content not only has a direct impact on purchase intention but also strengthens brand awareness, making the brand more remembered and considered by consumers in the future (Munandar & Efawati, 2020). Therefore, this study aims to determine the effect of promotion through Instagram on buying interest in Nangkring Seblak.

LITERATURE REVIEW

Promotion

Promotion according to Suryadi in Wardani (2016: 4) is a series of activities to communicate, provide knowledge and convince people about a product so that they recognize the greatness of the product, as well as bind their thoughts and feelings in a form of loyalty to the product.

Social Media Instagram

Social media is a major change in the media world that can present or influence customers using the full power to obtain information and send information (Lee & Kim, 2020). Based on (Mailoor et al., 2017) social media is a media platform centered on the presence of users who provide them with facilities to carry out various activities and work together.

Instagram or IG is an application that can be used to upload and share photos and videos. The rise of IG as a tool used in sharing images has caused users to plunge into the business world on IG such as creating business accounts that can advertise their goods or services through IG (Lee & Kim, 2020).

Promotion Indicators Through Instagram Social Media, according to (Pamungkas & Zuhroh, 2017) Instagram promotion indicators, namely:

- 1) Context - How do we form a story or information such as the form of the content of the message itself, the use of language and the content of the message.
- 2) Communication - Sharing stories or information as well as we listen, respond and grow in a way that makes users feel comfortable and the message can be conveyed properly.
- 3) Collaboration - How a company's efforts to make a promotion even better.
- 4) Connection - How to make a good and fostered relationship.

Purchase Interest

Purchase Interest is a tendency and desire that strongly encourages individuals to buy a product. Purchase Interest is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making process (Chaniago, 2020). Consumer buying interest is consumer behavior that arises in response to an object that describes the desire of consumers to make a purchase (Al Hafizi & Ali, 2021).

Stages of The Aida Model Purchase Interest

AIDA theory (Attention, Interest, Desire, Action) according to this theory, promotional tools must attract attention get and encourage interest, arouse desire and produce action. In building an effective communication program, the most important aspect is to understand the process of response from the audience to build interest by a product, it is necessary to understand the promotional efforts that can influence the audience's response (Rehman, 2014: 2).

1. Attention

At this stage, it raises attention to the audience in the form of delivery and any media used in promoting a product or service. This can be expressed in writing or images that are prominent and clear, interesting or memorable words, and have their own characteristics. An attention-grabbing message is a first step for the company where the message will be known, known, and remembered by the audience. This process can be said to be a process of awareness or awareness of the product conveyed to the audience.

2. Interest

At this stage, after getting the attention of potential consumers, it is important to be able to turn attention into a higher interest in the product or service being offered.

3. Desire

At this stage, the emergence of potential consumers is generally based on the motives and motivations of consumers in believing and buying a product. Purchasing motives can be divided into two, namely rational and emotional motives. Where rational motives consumers consider the advantages and disadvantages obtained, while emotional motives occur due to emotions about purchasing products.

4. Action

At this stage, there is a purchase action on a strong desire and desire to make a decision to use the product or service offered.

The Relationship Between Promotion Through Instagram Social Media and Consumer Buying Interest

The ease of promotion through social media makes it easier for companies to achieve sales targets and increase consumer buying interest (Efawati et al., 2024). Promotion on social media, especially Instagram, is growing rapidly as the majority of consumers are now actively using the platform. Promotion is also an important aspect as it conveys relevant information to consumers and potential consumers.

Promotion on Instagram has a strong link to consumer buying interest thanks to visual features such as images, videos and reels that effectively attract attention and arouse interest. Interaction through comments, messages and collaboration support desire, while features like bio links make it easier for consumers to take action. With creative, interactive and relevant content, Instagram is a highly effective tool to influence consumer purchasing decisions.

Frame of Mind

The supporting factors of the promotion concept on Instagram are linked to the theory of Pamungkas & Zuhroh (2017) which includes content, communication, collaboration, and connection factors. By linking these factors to the concept of promotion on Instagram, researchers can evaluate more comprehensively how each element contributes to

consumer buying interest. Factors supporting the purchase interest variable include attention, interest, desire, and action factors. Using these four indicators, Kotler created a framework that allows marketers to design effective marketing strategies, guide consumers through the stages from initial awareness to purchase, and evaluate the effectiveness of promotions in driving sales.

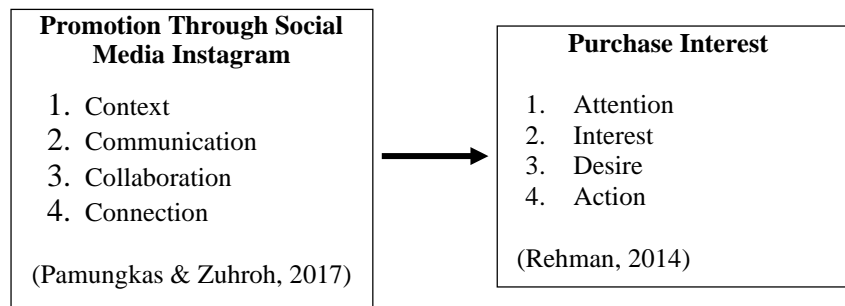


Figure 1. Framework
Source: Own compilation

The hypothesis of this study to be tested is as follows:

H0: Promotion via Instagram does not affect consumer buying interest in Nangkring Seblak

H1: Promotion via Instagram affects consumer buying interest in Nangkring Seblak

RESEARCH METHOD

This research uses quantitative descriptive methods. The object in this study is divided into two variables, namely Promotion Through Social Media Instagram as an independent variable (X) and consumer buying interest in Nangkring Seblak in Cimahi as the dependent variable (Y). The population in this study were consumers of Nangkring Seblak in Cimahi.

The sampling technique used is nonprobability sampling with a purposive sampling method. According to Chaniago et al (2023), purposive sampling is a sampling method in which subjects are selected based on certain criteria relevant to the research objectives. Technical data analysis using descriptive statistics and simple regression tests with the help of SPSS and SmartPLS software. The data collection tool used is a questionnaire (g-form) distributed using social media, based on a Likert scale, which offers 5 answer options.

RESEARCH RESULTS

Validity and Reliability Test

Researchers conducted validity and reliability tests by distributing questionnaires to 22 respondents. According to Chaniago and colleagues (2023) the validity test can be said to be valid if the total correlation is > 0.3 . Based on the test results in our study, the results are more than 0.3, this shows that the statement is valid and suitable for distribution to a wider range of respondents.

The reliability test is carried out to determine whether the data that has been collected is suitable for analysis, provided that if the Cronbach Alpha value is $> 0.6 - 0.7$ the data from the respondent is suitable for use (Chaniago et al., 2023). In the research

results, the reliability test shows 0.823 for the Instagram Promotion Influence variable and 0.881 for the Purchase Interest variable, which means that the data obtained from respondents is suitable for use in this study.

Respondent Profile

Table 1. Gender of respondents

Gender	Frequency	Percentage
Female	64	61.5%
Male	40	38.5%
Total	104	100%

Source: Own compilation

The gender of the respondents consists of two, namely male and female. After the questionnaire was distributed to 104 respondents, the following identification of respondents was carried out. It can be seen in Table 1 that based on gender, the respondents were dominated by women 64 people or 61.5% while men 40 people or 38.5%. The profile of respondents according to gender can be seen in table 1.

Table 2. Age of respondents

Age	Frequency	Percentage
14 - 18	49	47.12%
19 - 23	55	52.88%
Total	104	100%

Source: Own compilation

Based on the age of the research respondents. Respondents came from the age category 19-23 years, namely 55 people or 52.88%, and 14-18 as many as 49 people or 47.12%.

Table 3. Education level of respondents

Education	Frequency	Percentage
High school	36	34.62%
3-year Diploma (D3)	40	38.46%
Bachelor (D4/S1)	21	20.19%
Working	7	6.73%
Total	104	100%

Source: Own compilation

Based on the level of education of the respondents, the most respondents had a D3 education of 40 people or 38.46% followed by respondents who had a high school / vocational high school education as many as 36 people or 34.62%, D4 / S1 as many as 21 people or 20.19% and working as many as 7 people or 6.73% as seen in table 3.

Simple Regression Test Results

Convergent Validity

Convergent validity aims to determine the validity of each relationship between indicators and their constructs or latent variables. In testing convergent validity, it can be assessed based on outer loadings or loading factors and Average Variance Extracted (AVE). Outer loading or loading factor describes the level of validity of items in measuring variables. The recommended outer loading or loading factor value is a minimum of 0.70, (Hair et al., 2021) If the measurement item has an outer loading or loading factor value of less

than 0.70, it is removed from the model. To find out the outer model analysis of this study, it can be seen in the picture below:

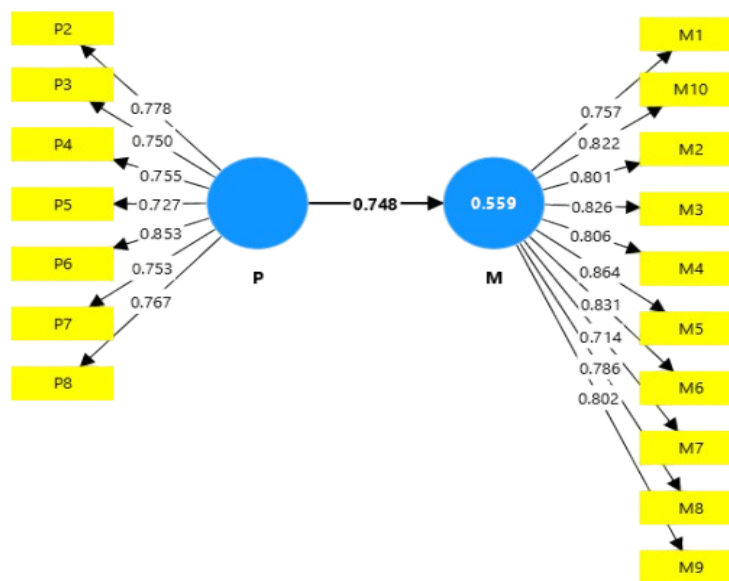


Figure 2. Research Model Results
 Source: Own compilation

Judging from the picture above, all indicators in this study, both indicators on the variable influence of Instagram promotion (X) and indicators on the purchase intention variable for Nangkring Seblak consumers. Each has an outer loading above > 0.70 which is declared valid, this means that the next analysis can be carried out. Average Variance Extracted (AVE) is a measure of convergent validity or the extent to which the overall measurement item represents variable measurement. AVE here explains the amount of variation in measurement items loaded by dimensions or variables. According to (Hair et al., 2021), the minimum AVE value is 0.50. AVE in this study is presented in the following table:

Table 4. Average Variance Extracted (AVE) results

Variable	Average Variance Extracted (AVE)
Effect of Instagram Promotion (X)	0.593
Purchase interest (Y)	0.643

Source: Own compilation

In the table above, the AVE value on the Instagram Promotion Influence variable (X) is 0.593 and on the Purchase Interest variable (Y) is 0.643, where the value of both is > 0.5 so that there are no problems with convergent validity, so the next thing to test is problems related to discriminant validity.

Discriminant Validity

The validity test can be fulfilled if the correlation between variables is higher than the correlation between variables and other variables. Discriminant validity can be measured by looking at the cross loading table. If the cross loading value of each variable in the question is greater than the correlation value between the variable and other variables, the discriminant validity test is fulfilled, so the item is considered valid. Ghazali in (Supriyati,

2021). According to Hair et al (2021) for the cross loading value of each variable must be > 0.70 .

Table 5. Cross loadings results

	Purchase Interest	Promotion
M1	0.757	0.452
M10	0.822	0.685
M2	0.801	0.601
M3	0.826	0.615
M4	0.806	0.614
M5	0.864	0.647
M6	0.831	0.639
M7	0.714	0.485
M8	0.786	0.554
M9	0.802	0.642
P2	0.471	0.778
P3	0.612	0.750
P4	0.512	0.755
P5	0.589	0.727
P6	0.652	0.853
P7	0.521	0.753
P8	0.629	0.767

Source: Own compilation

The results of Cross Loading in this study show above > 0.70 , which means that in this study each indicator has good discriminant validity.

Composite Reliability and Cronbach Alpha

Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7 (Ghozali, 2014: 39). Reliability test with composite reliability above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable / meets Cronbach alpha if it has a value > 0.6 (Ghozali, 2014: 39).

Table 6. Composite reliability results

Variable	Cronbach's alpha	Composite reliability
Promotion Through Social Media	0.885	0.910
Instagram Social Media (X)	0.938	0.947

Source: Own compilation

Inner Model

According to Ghozali & Latan (2020: 67), inner model analysis is a structural model that aims to predict the causal relationship between latent variables. inner model evaluation can be seen using several indicators, namely R-Square (R^2) and Q-Square (Q^2). In (R^2) it is 0.75 which means good, while for a value of 0.50 in R^2 which means moderate, and for a value of 0.25 in R^2 which means weak (Ghozali & Latan, 2020: 75). The value of $Q^2 > 0$ indicates that the model has predictive relevance, while the value of $Q^2 < 0$ indicates that the model lacks predictive relevance, if the value at predictive relevance (Q^2) shows 0.02 it can be interpreted as weak, 0.15 can be interpreted as moderate, while for a value of 0.35 it can be interpreted as strong (Ghozali & Latan, 2020: 75).

Table 7. Results of R^2 and Q^2

Variable	Nilai R^2	Nilai Q^2
Purchase Interest (Y)	0.559	1,269

Source: Own compilation

From the table above, it can be seen that the calculation result of R^2 for the purchase interest variable is 0.559. This value means that buying interest is influenced by 55.9% by promotion through Instagram social media, the remaining 44.1% is influenced by other variables that are not included in the research model. The R^2 value of buying interest is included in the moderate category because it is > 0.50 . Not only that, the Q^2 value of buying interest is 1.269 which shows that buying interest is included in the strong category because it is more than 0.35.

Hypothesis Test

According to Arifin (2017:17), hypothesis testing is conducted to statistically evaluate the validity of a statement and to draw conclusions regarding its acceptance or rejection. To assess the hypothesis testing in this study using Partial Least Squares Structural Equation Modeling (PLS-SEM), the bootstrapping procedure can be employed. The confidence level adopted in this research is 95%, corresponding to an alpha (α) of 5% or 0.05. The t-table value for an α 0.05, with a lot of data of $(n) - 2$, namely $54 - 2 = 52$, which is 2.006. The hypothesis test is deemed significant if the t-statistic exceeds the t-table value (2.006) and the P-value < 0.05 .

Table 8. Hypothesis Test

	T-Statistics	P-Values
P -> M	13.314	0.000

Source: Own compilation

Based on the table states that promotion through Instagram social media has a significant positive effect on consumer buying interest in Nangkring Sebalak in Cimahi. With the t-statistic value obtained of 13.314 (> 2.006). The P-value is obtained at 0.000 (< 0.05).

DISCUSSION

This study shows that promotion through Instagram social media has a significant influence on consumer buying interest in Nangkring Seblak in Cimahi. Analysis of the data obtained concluded that 55.9% of consumer buying interest in Nangkring Seblak in Cimahi was influenced by promotion through Instagram social media with the factors Context, Communication, Collaboration, and Connection. While the remaining 44.1% is influenced by other factors not included in this research model. Hypothesis testing provides a t-statistic value of 13.314 (above t table 2.006) and a P-value of 0.000 (below 0.05), which informs that promotion through Instagram social media on consumer buying interest in Nangkring Seblak in Cimahi is real and significant.

Promotion through Instagram by UMKM Nangkring Seblak influences consumer buying interest through four main factors.

1. Context

Plays an important role by presenting appetizing photos of seblak, videos of the cooking process, and interesting descriptions that can attract attention and increase consumer curiosity.

2. Communication

Is built through active interactions, such as quick responses to comments or messages, as well as the use of friendly and informative captions that make consumers feel more connected and trusting of the brand.

3. Collaboration

Can be seen from collaborations with local influencers or reposts of customer reviews that increase credibility and strengthen positive perceptions of the product, making consumers more confident to try. Meanwhile,

4. Connection

Is created through inspirational stories about Nangkring Seblak's business journey or interactive activities such as giveaways, which build emotional connections and a sense of community with consumers. The combination of these four factors makes Nangkring Seblak's Instagram promotions effective in attracting attention, building trust, and encouraging consumer buying interest.

In line with Afiah and Vera (2020) research, which examines the influence of Seblak Jeletet Murni's Instagram content on consumer buying interest. By using the AIDA theory (Attention, Interest, Desire, Action) to analyze how social media content affects attention, interest, desire and consumer decisions to buy. Her research also equally highlights the effectiveness of Instagram as a promotional platform, although using different approaches and research objects. Their research findings with ours indicate the importance of social media in modern promotions to increase consumer buying interest.

There are also practical implications for Seblak Jeletet Murni MSMEs, namely by optimizing their promotional strategies with several steps. First, prioritizing the uniqueness of product characteristics, such as spicy level or unique ingredients used, to increase consumer appeal. In addition, improving the quality of visual content is essential, for example by uploading quality photos or videos can also strengthen interaction with consumers through polls, quizzes, or responding to comments and messages from followers to build interest.

Furthermore, consumer desire can be aroused by sharing testimonials of satisfied customers, featuring reviews from food bloggers or influencers, and incentivizing exclusive promos. The buying process should also be made easy, for example by providing direct links to purchasing platforms or contact information on each post (Efawati, 2024). Finally, utilizing Instagram's analytics feature to monitor content performance can help determine the most effective promotional strategies (Chaniago & Efawati, 2024). With these steps, Seblak Jeletet Murni can strengthen its presence on social media and increase conversion from purchase intention to purchase decision.

Afiah and Vera (2020) research uses a quantitative approach with an explanatory survey method, where data is collected through questionnaires distributed to 100 respondents who are followers of the @seblak_jeletet_murni Instagram account. This study analyzed the relationship between Instagram content and consumer purchase intention using simple linear regression. In contrast, this study used a descriptive quantitative approach involving 104 respondents selected through purposive sampling technique. Data analysis was carried out with simple regression using statistical software such as SPSS and SmartPLS to provide more in-depth results regarding the effect of promotions on Instagram on consumer buying interest.

The previous research was conducted in Jakarta with the object of research Seblak Jeletet Murni, a restaurant that is popular on Instagram social media. Meanwhile, this study focuses on Nangkring Seblak MSME in Cimahi, West Java, which also uses Instagram as its main promotional media. This focus on MSMEs provides a more specific

perspective on the challenges and opportunities for small businesses in utilizing social media. The results of Afiah and Vera (2020) research show that the effect of Instagram content on consumer buying interest is only 9.1%, with the other 90.9% influenced by external factors such as offline promotions, word of mouth, or event marketing. In contrast, this study shows more significant results, where promotion through Instagram contributes 55.9% to the purchase intention of Nangkring Seblak consumers. Elements such as relevant content, effective interaction, collaboration with influencers, and emotional connection with consumers were shown to play an important role in influencing purchase intention (Rifathurrahman et al., 2024; Chaniago & Efawati, 2022).

This study has several limitations, including the population and sample being limited to only one MSME in Cimahi, so the results are not necessarily relevant for MSMEs in other locations with different market characteristics. In addition, the research focus on Instagram has not explored the influence of other social media platforms such as TikTok, Facebook, or YouTube. The relatively short duration of the study is also an obstacle in understanding the long-term impact of Instagram promotions on consumer behavior and brand loyalty (Efawati & Hermawan, 2020). For future research, it is recommended that the scope and population be expanded by involving more MSMEs in various regions to obtain more comprehensive data. Research should also integrate analysis from other social media platforms to understand differences in effectiveness between platforms in influencing consumer purchase intention. In addition, the development of variables such as consumer loyalty, brand trust level, or visual impact of content can provide a more holistic understanding of promotion through social media. With these suggestions, further research is expected to broaden insights into digital promotion strategies, especially among MSMEs, to make them more relevant to evolving market needs.

CONCLUSION

Based on the research, promotion through Instagram social media has a significant influence on consumer buying interest in Nangkring Seblak in Cimahi. The analysis shows that 55.9% of purchase intention is influenced by promotion through Instagram, while the remaining 44.1% is influenced by other factors outside the research model. Promotion elements such as context (content), communication (communication), collaboration (collaboration), and connection (connection) play an important role in building consumer buying interest.

Statistical testing shows significant results, with a t-statistic value of 13.314 (above the t-table of 2.006) and a P-value of 0.000 (below 0.05). This proves that the Instagram promotion strategy is effective in attracting consumers' attention and encouraging them to buy. Thus, MSMEs such as Nangkring Seblak can optimize social media-based promotional strategies to increase brand awareness and purchase intention. However, it is important for MSMEs to continue to evaluate and adjust strategies to suit market dynamics and consider other factors that can also influence consumer buying interest.

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