

SOCIAL MEDIA INFLUENCER IMPLEMENTATION ON CONSUMER PURCHASE INTEREST

Eliyanti Agus Mokodompit¹, Hardi Fardiansyah², Leny Yuliyani³
Universitas Halu Oleo, Kendari¹, STIH Dharma Andigha², Universitas Siliwangi³

ARTICLE INFO

Keywords:
*digital marketing,
social media influencer,
buying interest*

ABSTRACT

Technology, such as social media apps, has made communication and relationship building easier. The use of influencers is one of the actors that contributes to the success of digital marketing platforms such as social media. Effective marketing entails keeping products in the forefront of consumers' minds so that they will choose to purchase the products offered. The goal of this research is to determine how digital marketing uses social media influencers to influence consumer purchasing behavior. According to the AISAS flow, micro-influencers, macro-influencers, and mega-influencers can create interesting content that sways the interests of a large number of consumers. The number of likes and comments on influencer accounts can indicate how interested followers are in the account. Influencers can also convey various types of promotions via their visual style and personal language. This is demonstrated by the use of interesting photography and copywriting. The potential for affected netizens to search for products (search), buy products (action), and leave product reviews is obvious, which can have an impact on companies that can promote their products to influencers. Important Instagram statistics and trends for 2022, for example, advertisers could reach 1.440 billion Instagram users in July 2022, ranking it as the world's fourth most 'active' social media platform. Instagram restricts its platform to people aged 13 and up, so knowing that 45.8 percent of the eligible audience in Indonesia is using Instagram in 2022 is useful. As a result, influencer marketing is quickly becoming one of the most popular marketing strategies for influencers, as they can present posts that promote brand image and characteristics, which have a significant impact on consumers.

E-mail:
eliyantiagusmokodompit@uho.ac.id¹
<mailto:hardifardiansyah.law@gmail.com>²
yuliyani@unsil.ac.id³

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The rapid development of technology in this digital era has had a significant impact in various fields. The Internet is one of the significant technologies that can grow rapidly. Current habits, according to [1], have finally changed behavior in marketing their products. This matter resulted in a shift in the way businesses promote their products, namely using digital platforms. The digital era that was previously completely offline is now completely online. Today, communication and building relationships has become easier using technology such as social media applications. The use of influencers is one of the actors that underlies the success of marketing through digital platforms such as social media. Influencers are netizen actors who have social media accounts and continue to spread messages or campaign content to other netizens to strengthen the message or content [2].

influencers come from various backgrounds, including celebrities, politicians, public figures, entrepreneurs, and others. Increasingly popular influencers play an important role in product promotion. Influencer marketing effectively motivates consumers to buy products on the spot. This is in accordance with research [3] which found that social media has a positive effect on consumer purchase intentions. Likewise, [4] found that digital marketing is effective in attracting consumers and increasing consumer buying interest based on the results of descriptive analysis.

In terms of marketing in today's digital era, social media influencers certainly have a very large influence, but product innovation and interesting content to regular and continuous communication are the keys to impressing consumers' minds so that consumers are interested in these products. Many businesses believe that relying solely on social media marketing can help and add value to their products

while being more efficient. If many consumers and customers visit the site and become familiar with the brands offered, the impact on sales will be significant. One of the goals of effective marketing is to maintain the existence of a product in the minds of consumers so they choose to buy the products offered.

So, in this study, the formulation of the problem is how to apply digital marketing using social media influencers to consumer buying interest, departing from the background described above. The purpose of this study is to determine the application of digital marketing using social media influencers to consumer buying interest. In general, the benefits of research are expected to provide input to business actors to develop and develop their business. In addition, it can help businesses make the best decisions to increase buyer confidence. As a result, companies are able to increase sales through digital marketing by attracting consumer buying interest through social media influencers.

According to research [5], advertising disclosure has a significant positive effect on trust, a significant positive effect on expertise, a significant positive effect on purchase intention, trust has a significant positive effect on purchase intention, and expertise has a significant effect on purchase intention. Significant positive effect on purchase intention.

Meanwhile, according to research findings conducted [6], there is a direct influence of digital marketing and social media influencers on Customer Online Reviews, and a direct influence of digital marketing, social media influencers, and online customer reviews on purchase intentions. However, the customer variable online reviews has not been proven to be an intervening variable between digital marketing and so on.

Furthermore, according to research [7] the use of social media as a marketplace and marketshare is very helpful and useful because you can communicate directly with customers without having to meet and get feedback, and customers can also share information they have. Get it from the seller. Many people of all ages find Instagram social media easier to understand because Instagram provides its main services through images and videos, allowing people to easily view advertisements or brochures shared via Instagram social media.

2. LITERATURE REVIEW

2.1. Digital Marketing

Digital marketing is the use of information technology to expand and improve traditional marketing functions such as developing ideas or concepts, pricing, promotion, and distribution [8]. Digital marketing is the dominant variable that affects revenue growth because it makes it easier for people to obtain information about products sold so as to enable more buying and selling [9]. According to [10], digital marketing is the use of the internet and other interactive technologies to create and link information which is then used to carry out digital transactions. Digital marketing allows advertisers to interact directly with buyers regardless of location or time constraints and reduces the clutter of direct communication with consumers. Business people are involved in digital marketing activities in order to increase the use of internet media by the market. Digital marketing can be divided into two types [11]:

- 1) The cost is relatively cheap because digital marketing is much cheaper and easier to reach potential customers than traditional advertising. Due to the nature of digital marketing, consumers can more easily check and compare products.
- 2) A large amount of informational content is provided using digital marketing as compared to traditional media such as print, radio and television. Digital marketing can also store accurate data that companies need.

[12] explains that the use of digital marketing is a way to more easily understand the problem of communication goals that companies can achieve by using the internet:

- 1) Information dissemination: One of the main purposes of using the website is to provide complete and in-depth information about the company's products. Customers can be attracted in many ways for businesses to use digital marketing. It can be said that the use of internet media in marketing is the most effective way to communicate complete information to the wider community.
- 2) Increase awareness Digital marketing can be more effective than traditional marketing in increasing awareness of a company and its products and services. Digital marketing is a more effective way to raise awareness than traditional media for businesses with a promotional budget limited.
- 3) Companies use digital marketing not only for marketing, but also for market research and gathering information about competitors and target customers.
- 4) Perception: Businesses use digital marketing to help them create a positive perception or image about their company among their target audience.

- 5) Product experimentation: Businesses use digital marketing to offer their products to customers to entice them to try the company's products.
- 6) Improving services, the role of digital marketing is to provide information and answer various customer complaints and questions. Digital marketing skills can also help businesses improve service and foster positive relationships with their customers.
- 7) As product distribution grows, digital marketing provides a variety of methods to market, promote, and display products. One way is to use a website designed to work with affiliate names. Collaborative relationships between multiple sites are referred to as affiliates. Companies can grow as a result of website collaboration.

2.2. Social Media Influencers

Influencers formed by adding the suffix "er" (to indicate a person) to the word "influence" and referring to people who have influence. According to [13], influencers are people or figures on social media who have a large or significant number of followers, and their messages can influence the behavior of their followers (2018: 141). The emergence of influencers who have a strong influence on many social media users has changed the way businesses communicate with their customers [14].

Companies work with influencers to introduce and promote their brands as they embody fun and empathy. Instead of directly promoting new products and services to consumers, businesses promote them indirectly through influencers. When compared to traditional media, social media influencers effectively present a large amount of information to all their followers, so that the information provided is more likely to be received by social media users [15].

2.3. Consumer buying interest

Consumer buying interest is the stage where consumers form their preferences among several brands that are integrated into their choice of devices, then ultimately make purchases on the alternatives they prefer, or the process that consumers go through to buy goods or services based on various considerations. Purchase intention according to [16] is customer behavior that appears in response to an object that indicates the customer's desire to make a purchase. According to [17], one of the psychological aspects that has a significant influence on attitudes and behavior is interest. Purchase interest is defined as a positive attitude towards an object that motivates someone to work on it by paying or making other sacrifices. Furthermore, the desire to buy a product within a certain period of time.

Buying interest results from learning and thinking processes that produce perceptions. This buying interest creates a motivation that continues to be recorded in his mind and develops into a very strong desire which in the end when a consumer has to fulfill his needs, he will realize what is on his mind. When a consumer buys a need problem, the buying process begins. The buying consumer acknowledges the difference between the actual condition and the desired condition. Consumers are interested in the product and desire to buy it. Consumers make purchasing decisions based on their buying interest. [23]

3. METHOD

This is an example of qualitative research which according to [18], qualitative research, or research, does not use statistics but instead collects, analyzes, and interprets data. This qualitative research is research that focuses on understanding social problems through holistic, complex, and detailed natural orders or arrangements. So, to obtain data related to the research title, the authors used the method of collecting data using field research, namely field research of the subjects studied.

This is a descriptive analysis, which is a type of research that provides an overview and describes the situation as clearly as possible without treating the object under study [19]. This research relies on 2 (two) data sources, namely primary data and secondary data. [20] defines primary data sources as data obtained from the field, particularly through structured and unstructured interviews. Purposive sampling is used to determine the research subjects who will be the sample of this study, where this technique is used if the sample members are specifically selected or there are certain considerations so as to be able to provide maximum data. Secondary data previously obtained information collected from indirect or used sources, such as government-owned written sources, libraries, official documents, books, research results in the form of reports, and so on. The secondary data of this research were obtained from books and journals.[9]

4. RESULTS AND DISCUSSION

In this research, we apply digital marketing using social media influencers for consumer buying interest. According to information obtained by the author from both primary and secondary data sources, digital marketing through social media influencers can help increase buying interest.

Several large companies, as well as Small and Medium Enterprises (SMEs), have started using influencers in their social media marketing to support their business. Influencers were chosen not because they have a lot of followers, but because they often use their own way of promoting products through soft selling, which then becomes a testimony to increase the trust of their followers. This will almost certainly increase brand awareness of the product. This shows that using influencers to increase brand awareness is important and effective for businesses.

Brand awareness should be done in such a way that people believe before making a buying decision. If the company often increases promotions, it will be known that the purchasing decisions of prospective customers will be easier to make first.

influencers considered an effective marketing strategy because of their ability to build strong trust with their followers. Moreover, millennials, especially generations Y and Z dominate the Instagram market today. Individuals belonging to the Millennial generation and who have internet access prefer an online approach in the form of User Generated Content (UGC). They use social media to gather information and base purchasing decisions on product reviews or testimonials from customers or other users. The target demographic whose buying habits fit the AISAS marketing communication model is the millennial generation. (Sugiyama, Kotaro, & Tim, 2011) believes that AISAS is an effective model approach for a small target audience due to advances in internet technology. Attention, Interest, Search, Action, [12],

Before deciding, the target audience will first see the advertisement (attention) and generate consumer interest so that consumers want to learn more about the product. Consumers consider options and make purchases during the search process (action). The customer provides additional information. After purchase, customers provide additional information via the Internet in the form of comments, testimonials or reviews. Other potential customers use the sharing provided as a guide when making a buying decision.

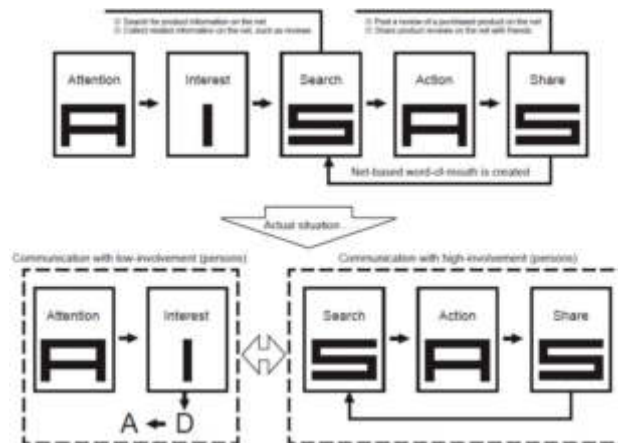


Figure 1. AISAS Model

Influencer marketing activities can also reach the target audience effectively. Influencer followers usually show similar behavior or interests to their influencer. If the influencer's content is relevant to a brand, then the target audience will indirectly match the brand because they follow the influencer. For example, if a food brand works with a food influencer, then the intended followers will be suitable because the influencer's followers are interested in the culinary field [21]. The job of an influencer is to provide reviews that instill confidence in their followers while providing engaging content.

Influencer followers usually exhibit similar behavior or interests to their influencers. If the influencer's content is relevant to a brand, then the target audience will indirectly match the brand because they follow the influencer. For example, if a food brand works with a food influencer, then the intended followers will be suitable because the influencer's followers are interested in the culinary field. Influencers' job is to provide reviews that inspire confidence in their followers while providing engaging content. Direct interaction in the comments section of a post will also show trust. Interesting and diverse content is another advantage of implementing an influencer marketing strategy. Influencers post loads of funny photo content,

promotions, tutorials, or show their identity in everyday life. It retains the influencer's personality, maximizes follower engagement, and keeps the company's brand image intact but presented in a more creative and unique way.

4.1. Micro Influencers

influencer this type has a few followers under 100K. You could say this influencer is the type closest to customers in general. That way micro influencers have a higher level of trust compared to other types. Micro influencers are perfect if a business wants to drive high levels of engagement and be able to convert target customers to make purchases. Examples of these micro influencers are Rozana Julani, Triwi Dyatmoko, and Rizky Firani. @meongculinary account: This Indonesian inspirational influencer who often discusses culinary delights has the following total Instagram: 35,400.

Figure 2. Micro Influencer @meongculinary

4.2. Macro Influencer

Examples of macro influencers are Andika Honda, Nex Carlos, and Alifah Ratu Saelynda. For example, from Alifah Ratu Saelynda's Instagram account "alifahratu", documenting all her activities and constantly promoting beauty products. Lots netizens who follow the Alifah Ratu account because the content contains interesting beauty products, and the account eventually becomes an influential account for their followers. Alifah Ratu has 350k followers, placing her in the macro influencer category. Informal language styles that talk about promoting beauty products are reviews of netizens who plan to buy products endorsed by these influencers. For example, one of the posts contains a photo of Alifah Ratu trying one of the OMG lip cream products in the form of likes and comments from netizens. This is not only due to good video content, but also interesting influencer reviews. This was expressed as an enlightenment to netizens, especially Indonesian teenagers, that enlightenment about affordable and quality products exists. Alifah Ratu's positive influence and large number of followers present excellent opportunities for collaboration among various businesses. For example, Lipice invited Alifah Ratu to collaborate to improve branding and introduction R&D process to find a good product formula. BPOM process & product testing. The process of mixing, filling, and packing must be sterile so that it is truly safe to use. Therefore, many netizens do not doubt Lipice products to continue to use and be trusted. The right strategy to attract the attention of netizens who see Alifah Ratu's content

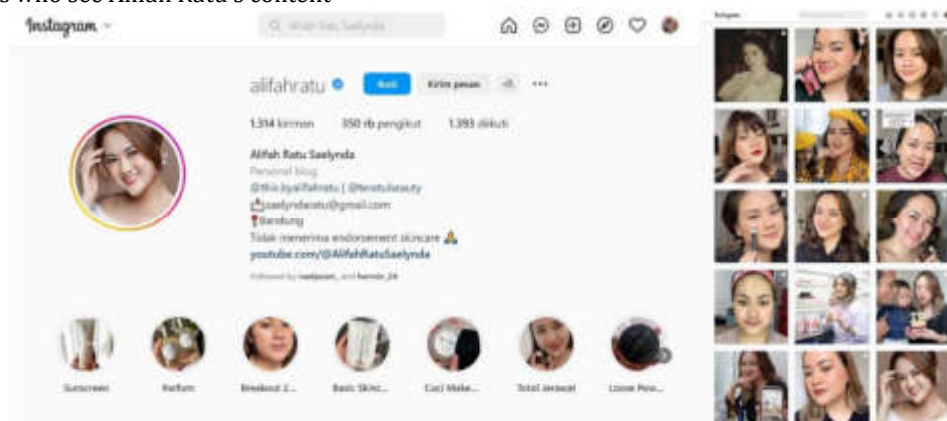


Figure 3. Macro Influencer @alifahratu

4.3. Mega Influencers

Indonesia's top artists are now venturing into cyberspace. Their lives are interesting to listen to because they invite millions of netizens to follow social media accounts on the internet, especially Instagram Raffi Ahmad, Syahrini and Ria Ricis. Influencers of this type are generally artists or celebrities who have more than 1 million followers. Usually, this type of circle generates revenue as an additional influencer, not the main one. Mega influencers are perfect for business people who want to increase awareness because they have a wide reach. Raffi Farid Ahmad or better known as Raffi Ahmad is an Indonesian celebrity, actor, presenter, singer, entrepreneur, YouTuber, and producer. Currently has one mega influencer account namely raffinagita1717 has more than 65.9 million followers on Instagram, and make it a mega influencer. Most of the content presented is about his personal life, his children, and hosting an event. In addition, there are many commercial companies that use Raffi Ahmad's services to promote their products, both small to large scale companies. Raffi Ahmad's content displays a lot of his family and activities carried out such as participating in the download of in-laws in Solo at the wedding of Kaesang and Erina (President Joko Widodo's daughter) and getting 1.1 million likes. The compatibility of Raffi Ahmad and Nagita Slavina provides an opportunity for influencers to promote products from various elements that Rafi and Nagita fans are almost sure to be interested in.

Figure 4. Mega Influencer @raffinagita1717

According to these findings, the way influencers communicate on social media attracts the attention of potential buyers who use the video because the video is equipped with complete audio, text and photos. The finding that social media influencers increase consumer interest is then true and proven. Along with technological advances, business people are innovating to sell stalls to influence the millennial generation in buying and selling.

According to research by Sugiharto, Ramadhan and Maulana Rezi conducted in 2018, the role of social media influencers has a dimension in every promotion, including influencers with high credibility who attract customers. Influencers have a clear picture of products that are appreciated with videos in terms of influencing consumer purchasing decisions, audio content, and visual influencers can improve purchasing decisions. As a result, incorporating influencers into a marketing strategy can persuade others

to make firm decisions, ultimately using the product and increasing the business owner's income (Lengkawati, Arti Sukma; 2021).

According to research based on a literature review and indirect interviews, these influencers either directly or indirectly influence their followers. Unless contracted by a brand to promote an item or product, these influencers do not set daily posting goals. If they are asked to promote new regular items, their post content will be determined. They will determine the best time to post the message they want to convey to attract their followers. According to viewer statistics, they would usually notice around 12 noon or 6 pm.

Because this period is considered highly influential, and because it is the ideal time to launch social media. Another consideration is choosing word of mouth or electronic information that is appropriate for the message they want to convey through the photos they post. To attract the attention of their followers, these influencers will avoid using negative words or making posts that don't match the photo. However, they will usually share attractive, high-quality photos with captions that share positive personal experiences that can be useful and inspire others. You can also share something or ask for feedback from your followers.

On the other hand, followers of these influencers say they are sometimes inspired by what these influencers say and do. For example, when buying a new item, they are more likely to do so if they have seen reviews from influencers. On the other hand, some people don't want to follow what influencers share because they only want to enjoy the photo content and messages conveyed by influencers and don't want to take important information that is shared. The role of influencers in communicating messages via Instagram can be described as a type of mass communication and self-mass communication, because what they convey has the potential to influence their followers to provide the information their followers need.

4.4. Instagram users in Indonesia in 2022

Figures published in the advertising tool Meta show that Instagram had 99.15 million users in Indonesia at the start of 2022. This figure shows the reach of Instagram ads in Indonesia equivalent to 35.7 percent of the total population at the start of the year. However, Instagram limits use of its platform to people aged 13 and over, so it's helpful to know that 45.8 percent of Indonesia's eligible audience are using Instagram in 2022.

It should also be noted that the reach of Instagram ads in Indonesia in early 2022 is equivalent to 48.4 percent of the local internet user base (regardless of age). At the beginning of 2022, 52.3 percent of Instagram ad audiences in Indonesia are women, while 47.7 percent are men. Meta advertising resources only publish audience gender data for female and male users.

Important Instagram statistics and trends for 2022 i.e. advertisers could reach 1.440 billion users on Instagram in July 2022, ranking it the 4th most 'active' social media platform in the world. Meta appears to have revised its underlying data for Instagram reach in Q2 2022, so at this time Meta is unable to provide accurate figures for year-over-year Instagram ad audience growth. However, the latest figures show that around 18.1% of all people on Earth are using Instagram right now. In addition, because the company limits the use of its platform to people aged 13 and over, the rate of Qualifying Instagram usage will likely be higher than this figure suggests.



Figure 5. July 2022 Instagram User Data

Source: datareportal.com/

5. CONCLUSION

Based on the AISAS flow, namely micro influencers, macro influencers, and mega influencers, all of them can create content that is of interest to netizens. The number of likes and comments that can be an indicator of follower interest in each Influencer account shows this. Influencers can also deliver a variety of promotions through their visual style and personal language. This is shown by the selection of photos and copywriting that can attract the interest of potential customers. The potential for affected netizens to search for products (search), buy (action), and review is increasing, which can impact companies marketing to influencers. As a result, influencers are considered as an effective marketing strategy because influencers can present posts to promote brands with their own image and characteristics, have a huge impact on their consumers. Important Instagram statistics and trends for 2022: advertisers could reach 1.440 billion users on Instagram by July 2022, ranking it the 4th most 'active' social media platform in the world. Instagram limits use of its platform to people aged 13 and over, so it's helpful to know that 45.8 percent of Indonesia's eligible audience is using Instagram in 2022

According to research, social media influencers who can be trusted can increase consumer buying interest. Therefore, businesses must identify trustworthy social media influencers, because consumers will have more purchase intentions if the advertisements they see are trustworthy.

REFERENCES

- [1] M. M. Purwaningwulan, A. Suryana, U. ud Wahyudin, and S. S. Dida, "The uniqueness of influencer marketing in the Indonesian muslim fashion industry on digital marketing communication era," in *International Conference on Business, Economic, Social Science and Humanities (ICOBEST 2018)*, 2018, pp. 114–119.
- [2] B. Arianto and A. Risdiyanto, "Kiprah Aktor Warganet melalui Media Sosial dalam Pemasaran Digital: Studi Kasus pada# HondaBeAT," *J. Maxispreneur Manajemen, Koperasi, dan Entrep.*, vol. 11, no. 1, pp. 19–46, 2021.
- [3] H. M. Cahya, "Pengaruh Social Media Influencer terhadap Minat Beli Konsumen Di Media Sosial," *J. Syntax Transform.*, vol. 3, no. 4, pp. 588–597, 2022.
- [4] A. R. P. Darmanto and D. Sari, "Pengaruh Digital Marketing Terhadap Minat Beli Konsumen Bradermaker Store," *eProceedings Manag.*, vol. 9, no. 2, 2022.
- [5] A. Kurniawan, M. Yusuf, B. B. R. Manueke, N. Norvadewi, and A. Nurriqli, "IN TOKOPEDIA APPLICATIONS, THE EFFECT OF ELECTRONIC WORD OF MOUTH AND DIGITAL PAYMENT ON BUYING INTENTION," *J. Darma Agung*, vol. 30, no. 3, pp. 272–286, 2022.
- [6] F. A. I. Wasiat and E. Bertuah, "Pengaruh Digital Marketing, Social Media Influencer Terhadap Niat Beli Produk Fashion Pada Generasi Milenial Melalui Customer Online Review di Instagram," *SINOMIKA J. Publ. Ilm. Bid. Ekon. dan Akunt.*, vol. 1, no. 3, pp. 513–532, 2022.
- [7] W. Setiawan and H. Sama, "Penerapan Digital Marketing Menggunakan Instagram Pada Toko Indoraya Furniture," in *Conference on Business, Social Sciences and Innovation Technology, 2020*, vol. 1, no. 1, pp. 401–408.
- [8] I. G. A. S. Nurtirtawaty, N. G. N. S. Murni, N. K. Bagiastuti, and M. Ruki, "Digital marketing strategy through mobile application to increase room sales At Ibis Styles Bali Legian Hotel," *J. Appl. Sci. Travel Hosp.*, vol. 4, no. 2, pp. 93–100, 2021.
- [9] F. Sampe, M. Yusuf, D. L. Pakiding, A. Haryono, and S. Sutrisno, "APPLICATION OF DIGITAL MARKETING IN MAINTAINING MSMES DURING THE COVID-19 PANDEMIC," *J. Darma Agung*, vol. 30, no. 2, pp. 663–676, 2022.
- [10] P. M. Putri and R. A. Marlien, "Pengaruh Digital Marketing terhadap Keputusan Pembelian Online," *Jesya (Jurnal Ekon. dan Ekon. Syariah)*, vol. 5, no. 1, pp. 25–36, 2022.
- [11] A. Hermawan, "Komunikasi pemasaran," 2012.
- [12] K. Kurhayadi, B. Rosadi, M. Yusuf, A. Saepudin, and T. Asmala, "The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia," *Riwayat Educ. J. Hist. Humanit.*, vol. 5, no. 2, pp. 381–385, 2022.
- [13] N. T. Hariyanti and A. Wirapraja, "Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi literatur)," *Eksekutif*, vol. 15, no. 1, pp. 133–146, 2018.
- [14] W. A. Saputro, "Pengaruh Digital Marketing Dan Layanan Purna Jual Terhadap Keputusan Pembelian Yang Dimoderasi Oleh Citra Perusahaan," *Media Manaj. Jasa*, vol. 8, no. 2, 2020.
- [15] G. W. Saputra and I. Ardani, "Pengaruh digital marketing, word of mouth, dan kualitas pelayanan terhadap keputusan pembelian," *E-Jurnal Manaj. Univ. Udayana*, vol. 9, no. 7, p. 2596, 2020.
- [16] P. Kotler and K. L. Keller, *A framework for marketing management*. Pearson Boston, MA, 2016.

- [17] L. G. Schiffman and L. L. Kanuk, "Consumer behavior, 7th," *NY Prentice Hall*, pp. 15–36, 2000.
- [18] A. Anggito and J. Setiawan, *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher), 2018.
- [19] S. Arikunto, "Prosedur penelitian suatu pendekatan praktik," 2019.
- [20] Y. Marihot, S. Sari, and A. Endang, "Buku Metode Penelitian Kualitatif & Kuantitatif," *J. Multidisiplin Madani*, vol. 1, no. 1, 2022.
- [21] M. Yusuf, H. Betty, and M. Sihombing, "The Effect of Product and Service Quality on Consumer Loyalty at Palopo Minimarkets," no. December, 2022, doi: 10.24042/febi.v7i2.14430.
- [22] M. Yusuf, A. Haryono, H. Hafid, N. A. Salim, and M. Efendi, "ANALYSIS OF COMPETENCE, LEADERSHIP STYLE, AND COMPENSATION IN THE BANDUNG CITY PASAR BERMARTABAT," *J. Darma Agung*, vol. 30, no. 1, pp. 522–524, 2022.
- [23] B. Rosadi, M. Yusuf, A. Saepudin, and T. Asmala, "The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia," vol. 5, no. 2, pp. 381–385, 2022.