

THE INFLUENCE OF DIGITAL MARKETING ON PURCHASING DECISIONS AND CUSTOMER SATISFACTION ON ONLINE TRAVEL AGENT SERVICES

¹Didit Iswahyuniarto, ²Nafiah Ariyani, ³Levyda

^{1,2,3} Sekolah Pascasarjana Universitas Sahid Jakarta, Indonesia

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E- mail :

didit1106@gmail.com,
nafiah_ariyani@yahoo.com,
levyda_mm@yahoo.co.id

ABSTRACT

Online Travel Agent (OTA) is a website that sells travel products and services through digital marketing to customers. These OTA products include hotels, flights, travel packages, and car rentals. OTAs here are third parties that resell services on behalf of other businesses, including in the hospitality industry. The AISAS (Attention, Interest, Search, Action and Share) method is one of the methods or models designed to approach the target audience effectively by looking at behavioral changes that occur especially related to the background of advances in internet technology. This study used a descriptive statistical data analysis method. The presentation of descriptive statistical data is usually carried out in the form of graphs or tables. Descriptive statistics include average, maximum, minimum, and standard deviation. Digital Marketing OTAs expressed in (X) have a strong correlation to the dependent variable: Purchasing Decisions expressed in (Y1) which has an index correlation of 0.663 or 66.3%. The correlation of the influence of the Purchasing Decision variable (Y1) on the Customer Satisfaction variable (Y2) is significant because it has an index correlation of 0.633 or 63.3%, so it is stated that the correlation of the Y1 variable to the Y2 variable is strong. The customer decides to purchase OTA products after verifying certainty about the advantages in transactions such as prices, promotions and reservation fees are in line with expectations. The certainty of benefits and convenience when transacting based on information that is successfully tracked on the OTA website is the reason customers make purchase decisions. Product purchase transactions at selected Online Travel Agents (OTA) in terms of price, promotions and facilities are very profitable and customers are satisfied because their expectations have been met. The ease of accessing information about the benefits, benefits and transaction prices facilitated by the OTA digital marketing service of the customer's choice has met its expectations.

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1. INTRODUCTION

Business competition that continues to increase is also accompanied by very rapid technological developments, from here, companies see the need to increase the role of technology, one of which is internet digital world technology. This is one of the things that the company benefits. Because the internet has now become an essential need for all levels of society. With the internet, all information can be easily obtained, anytime and anywhere as long as there is an internet network connection. This development starts from the development of technological advances, trading systems, and growing consumer interest. This competition occurs as a result of globalization and the existence of a free market economy to changes that cause companies to face various obstacles in the development of their business. The current business growth condition is quite high, which can be seen from the growth of new companies with similar products as competitors, so that there is competition in fighting for market share and consumers, companies should know where the market for products or services produced is marketed to consumers (Afriantoni, 2020).

Marketing activities or offers are carried out intensively, both from product offerings, payment and delivery. *Digital marketing* is all promotional or marketing efforts and market search using internet devices with digital media online by utilizing various means such as social networks in order to communicate with potential consumers (Marlina, 2020).

With the development of digital world technology and internet which has a very big role in the world of marketing, *digital marketing* strategies allow more prospective because they can fulfill all kinds of

products and can obtain wider information through the internet. To streamline finances in promoting is used through *website* technology. (Musnaini, 2020).

The use of *the website* as a medium of communication has been so widespread with factors of low cost, ease of access and efficiency because it can be accessed within 24 hours. Website technology is experiencing a fairly rapid development. *Today's website* is not only an information medium that is simply read or tends to be static, but has developed into a more dynamic and interactive media. So that the benefits felt by the community are also more because almost all fields can enjoy the benefits such as business, banking, insurance, tourism, education and so on. Each field has interests and needs in all aspects, one example of the benefits felt by industry players in all fields is a *website* that makes it easier for activities to carry out shopping, entertainment and *traveling* and so on.

Online Travel Agent (OTA) is a *website* that sells online travel products and services to customers. These OTA products include hotels, flights, travel packages, and car rentals. OTAs here are third parties that resell services on behalf of other businesses, including in the hospitality industry. Typically, OTAs will offer many of the advantages of using an offline travel agency, with added convenience and more self-service methods. The role of online travel agencies, or OTAs, is becoming increasingly important in the hospitality industry, as it allows customers to compare hotels and book rooms with only Android and ios-based mobile phones (*smartphones*) over the network. This has been a revolution in the hospitality industry, where hotels often serve orders by phone or email, which is very outdated because it wastes a lot of time in the process.

Online Travel Agents (OTAs) enable entrepreneurs in the hospitality industry to reach a wider audience. From the data cited by Google Indonesia (2022) illustrates the projected value of *Travel Online* transactions in 2019 and 2025 that the *Travel Online* Indonesia market is the highest in Southeast Asia. The role of *Online Travel Agents* (OTAs) in Indonesia has a positive impact on the tourism industry in Indonesia. *Online Travel Agents* (OTAs) can attract domestic and foreign tourists, as well as promote tourist destinations (www.beritasatu.com, 2019).

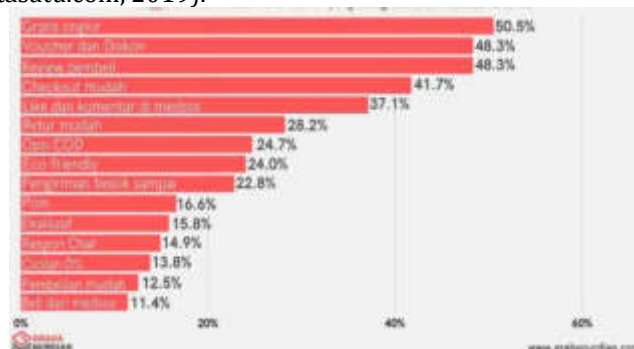


Figure 1 Driving Factors for Online Purchases in Indonesia aged 16 – 64 years
Source: Global Web Index (Q3 2021)

Figure 1 illustrates that online purchases are also influenced by several promotional factors implemented by the company and one of the high numbers driving purchases is the free shipping in the figure table, which shows a figure of more than 50%.

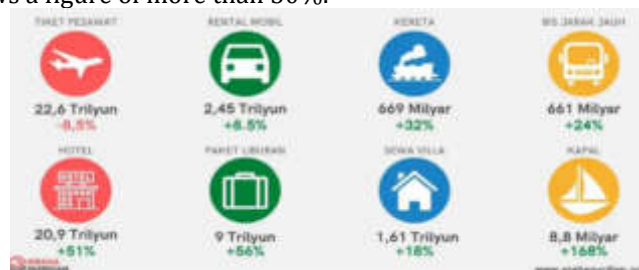


Figure 2: Value of Indonesian Tourism Transactions in 2022
Source: Digital Market Outlook Statistics 2022

From figure 2 above, it also shows an annual picture based on tourism services in 2022. Here explained that online tourism has always increased even though the world is experiencing the Covid-19

pandemic, this does not affect online business except for the online business of airline users, there is a decrease of 8.5%.

The covid-19 pandemic condition does not affect the decline in digital marketing interactions, on the contrary, digital marketing interactions are increasing. Quoted from the Global Web Index (2021) that digital marketing interactions occur due to several causal factors, one of which is the highest so that consumers are interested is from brand research before buying where in figure 1.3 shows a figure of 67.5%.



Figure 3: Digital Marketing Interactions

Source: Gobar Web Index (2021)

In the purchasing decision-making process, especially on *high-engagement* items, customers will conduct a deeper search than items with low engagement. The AISAS method is one of the methods or models designed to approach the target audience effectively by looking at behavioral changes that occur specifically related to the background of advances in internet technology. AISAS stands for Attention, Interest, Search, Action and *Share* where a consumer who pays attention to a product, service, or advertisement (*Attention*) and causes interest (*Interest*) so that a desire to collect information (*Search*) arises about the item. The consumer then makes an overall judgment based on the information collected, then makes a decision to make a purchase (*Action*). After purchase, consumers become informed by talking to others or by posting comments and impressions on the Internet (*Sharing*) (Dentsu in Sugiyama and Andree, 2011).

2. METHODS

This research was conducted on January 5-10, 2023 with the object of the study being the *Online Travel Agentt* (OTA) service company in Jakarta, while the research subjects were customers who had used digital marketing services both through *websites* and social media.

The population in this study was all residents of Jakarta and its surroundings who were 17 (seventeen) years old and above who had used *Online Travel Agent* (OTA) services.

This study uses a *non-probability* sampling technique with a *convenience sampling* method, where researchers have the freedom to choose samples. The respondents in this study were 200 (two hundred) residents of Jakarta and its surroundings who were selected and active as internet social media users and had used digital marketing services on *Online Travel Agent* services.

Using a *margin of error* of 10%, the minimum number of samples that can be taken is:

$$n = \frac{(1,96)^2 (0.5) (0.5)}{(0,1)^2}$$

$$n = 96.04 \text{ rounded to } 97$$

Based on these calculations, the minimum number of samples that must be used in the study is 97 responden.

In order for this study to be more fit, 200 people were sampled in this study. The number of respondents as many as 200 people is considered representative because it is already greater than the minimum sample limit.

In this study, the author used primary data, namely data obtained directly from the original source in the form of questionnaire distribution, and also secondary data, namely additional data on various theories related to research problems obtained through *e-books* and printed books, as well as published journals relevant to this study as in the data from previous studies contained in table 1.4 above.

Data collection techniques that can be applied in research are by distributing questionnaires and library research or literature studies. This study used the correlation analysis method. Correlation analysis is a way or method to find out the presence or absence of linear relationships between variables. If there is a relationship, changes that occur in one of the X variables will result in changes in the other variable (Y). Correlation is divided into three correlations, namely, simple, partial and also double correlations. In this

The Influence Of Digital Marketing On Purchasing Decisions And Customer Satisfaction On Online Travel Agent Services. Didit Iswahyuniarto, et.al

study the authors used a simple correlation analysis method. Simple correlation is a statistical analysis used to measure the strength of the relationship between two variables. The results of this analysis will be numerical, but can be categorized into several types, namely positive correlation (if the value of x rises, then y will also rise), negative correlation (if the value of x rises, the value of y will fall), does not correlate (if the two variables do not indicate the existence of a relationship).

3. RESULT AND DISCUSSION

Description of Customer Classification of Online Travel Agent Options

Table 1. *Online Travel Agent Options By Gender Category*

Gene	<i>Online Travel Agent Options (Frequency / Percentage)</i>						Total / %
	Traveloka	Tiket.com	Agoda	Pegi-Pegi	Mr. Aladdin	Other	
LK	45 55,6%	11 13,6%	3 3,7%	3 3,7%	4 4,9%	15 18,5%	81 100%
PR	69 58,0%	19 16,0%	7 5,9%	4 3,4%	3 2,5%	17 14,3%	119 100%
T	114 57,0%	30 15,0%	10 5,0%	7 3,5%	7 3,5%	32 16,0%	200 100%

Of the total number of respondents based on gender or gender, the majority were women with 119 people (59.5%), while men were 81 people (40.5%). Online Travel Agent (OTA) service users for the male gender made purchase transactions at Traveloka agents totaling 45 people (55.6%), at Tiket.com agents totaling 11 people (13.6%), at Agoda agents totaling 3 people (3.7%), in Pegi-Pegi agents totaling 3 people (3.7%), in Mister Aladin agents totaling 4 people (4.9%) and on other *Online Travel Agents* (OTA) totaling 15 people (18.5%) of the total 81 people (100%) male genders.

While the gender of women making transactions at Traveloka agents is 69 people (58.0%), in Tiket.com agents there are 19 people (16.0%), in Agoda agents there are 7 people (5.9%), in Pegi-Pegi agents there are 4 people (3.4%), in Mister Aladin agents there are 3 people (2.5%) and in other *Online Travel Agents* (OTAs) there are 17 people (14.3%) of the total 119 people (100%) gender women.

Table 2. *Online Travel Agent Options By Age Category*

AGE	<i>Online Travel agent Options (Frequency / Percentage)</i>						Total / %
	Traveloka	Tiket.com	Agoda	Pegi-Pegi	Mr. Aladdin	Other	
18 - 30	20 66,7%	7 23,3%	0 0,0%	0 0,0%	1 3,3%	2 6,7%	30 100%
31- 40	22 51,2%	4 9,3%	3 7,0%	5 11,6%	4 9,3%	5 11,6%	43 100%
41- 50	43 53,1%	13 16,0%	6 7,4%	1 1,2%	1 1,2%	17 21,0%	81 100%
51 - 60	27 62,8%	6 14,0%	1 2,3%	1 2,3%	1 2,3%	7 16,3%	43 100%
60 -Up	2 66,7%	0 0,0%	0 0,0%	0 0,0%	0 0,0%	1 33,3%	3 100%
T	114 57,0%	30 15,0%	10 5,0%	7 3,5%	7 3,5%	32 16,0%	200 100%

Of the total number of respondents by age category, for the age interval of 18 – 30 years of age making transactions at Traveloka agents amounted to 20 people (66.7%), at Tiket.com agents there were 7 people (23.3%), at Agoda agents there were 0 people (0.0%), at Pegi-Pegi agents there were 0 people (0.0%), at Mister Aladin agents there were 1 person (3.3%) and at other *Online Travel Agents* (OTA) there were 2 people (6.7%) out of a total of 30 people (100%) age intervals of 18 – 30 years.

For the age interval of 31 - 40 years who made transactions at Traveloka agents amounted to 22 people (51.2%), in Tiket.com agents there were 4 people (9.3%), in Agoda agents there were 3 people (7.0%), in Pegi-Pegi agents there were 5 people (11.6%), in Mister Aladin agents there were 4 people (9.3%) and in other *Online Travel Agents* (OTA) there were 5 people (11.6%) out of a total of 43 people (100%) age intervals of 31–40 years.

For the age interval of 41 - 50 years who made transactions at Traveloka agents amounted to 43 people (53.1%), in Tiket.com agents there were 13 people (16.0%), in Agoda agents there were 6 people (7.4%), in Pegi-Pegi agents there were 1 person (1.2%), in Mister Aladin agents there were 1 person (1.2%) and in other *Online Travel Agents* (OTAs) there were 17 people (21.0%) of the total 81 people (100%) age intervals of 41–50 years.

For the age interval of 51-60 years who made transactions at Traveloka agents amounted to 27 people (62.8%), in Tiket.com agents there were 6 people (14.0%), in Agoda agents there were 1 person (2.3%), in Pegi-Pegi agents there were 1 person (2.3%), in Mister Aladin agents there were 1 person (2.3%) and in other *Online Travel Agents* (OTA) there were 7 people (16.3%) out of a total of 43 people (100%) age intervals of 51–60 years.

As for the age interval of 61 years and above, the number of people who make transactions at Traveloka agents is 2 people (66.7%), at Tiket.com agents there are 0 people (0.0%), at Agoda agents there are 0 people (0.0%), at Pegi-Pegi agents there are 0 people (0.0%), Mister Aladin agents are 0 people (0.0%) and on other *Online Travel Agents* (OTA) there are 1 person (33.3%) of the total 3 people (100%) age intervals of 61 years and above.

Table 3. Online Travel Agent Options By Job Category

PKJ	Online Travel Agent Options (Frequency / Percentage)						Total / %
	Traveloka	Tiket.com	Agoda	Pegi-Pegi	Mr. Aladdin	Other	
	28	7	0	1	2	1	39
Civil servants	71,8%	17,9%	0,0%	2,6%	5,1%	2,6%	100%
TNI - POLRI	1	0	0	0	0	0	1
	100%	0,0%	0,0%	0,0%	0,0%	0,0%	100%
Private	24	5	4	3	0	1	37
Employees	64,9%	13,5%	10,8%	8,1%	0,0%	2,7%	100%
Entrepreneur	8	5	1	1	1	6	22
/Trader	36,4%	22,8%	4,5%	4,5%	4,5%	27,3%	100%
Contract	6	7	0	0	0	1	14
Employees	42,9%	50,0%	0,0%	0,0%	0,0%	7,1%	100%
	3	0	0	0	0	4	7
Freelance	42,9%	0,0%	0,0%	0,0%	0,0%	57,1%	100%
	44	6	5	2	4	19	80
Other	55,0%	7,5%	6,2%	2,5%	5,0%	23,8%	100%
	114	30	10	7	7	32	200
Total / %	57,0%	15,0%	5,0%	3,5%	3,5%	16,0%	100%

Of the total number of respondents based on job category, for those who work as civil servants (Civil Servants) make transactions at Traveloka agents totaling 28 people (71.8%), at Tiket.com agents totaling 7 people (17.9%), at Agoda agents totaling 0 people (0.0%), in Pegi-Pegi agents totaling 1 person (2.6%), in Mister Aladin agents totaling 2 people (5.1%) and on *Online Travel Agents* The other (OTA) amounted to 1 person (2.6%) out of a total of 39 people (100%) who were civil servants.

For those who work as TNI - POLRI, transactions at Traveloka agents are 1 person (100%), at Tiket.com agents there are 0 people (0.0%), at Agoda agents there are 0 people (0.0%), at Pegi-Pegi agents there are 0 people (0.0%), Mister Aladin agents are 0 people (0.0%) and on other *Online Travel Agents* (OTA) there are 0 people (0.0%) of the total 1 person (100%) who have TNI - POLRI status.

For those who work as Private Employees, there are 24 transactions with Traveloka agents (64.9%), 5 Tiket.com agents (13.5%), 4 Agoda agents (10.8%), 3 Pegi-Pegi agents (8.1%), 0 Mister Aladin agents (0.0%) and 1 other *Online Travel Agent* (OTA) from 1 person (2.7%) out of a total of 37 people (100%) who are Private Employees.

For those who work as Entrepreneurs/Merchants, there are 8 transactions with Traveloka agents (36.4%), 5 Tiket.com agents (22.8%), 1 Agoda agent (4.5%), 1 Pegi-Pegi agent (4.5%), 1 Mister Aladin agent (4.5%) and 6 other *Online Travel Agents* (OTAs) out of a total of 22 people (100%) who are Entrepreneurs/Merchants.

Contract employees make transactions at Traveloka agents totaling 6 people (42.9%), at Tiket.com agents there are 7 people (50.0%), at Agoda agents there are 0 people (0.0%), at Pegi-Pegi agents there are 0 people (0.0%), at Mister Aladin agents there are 0 people (0.0%) and at other *Online Travel Agents* (OTAs) there are 1 person (7.1%) of the total 14 people (100%) who are Contract Employees.

Freelance workers make transactions at Traveloka agents totaling 3 people (42.9%), at Tiket.com agents there are 0 people (0.0%), at Agoda agents there are 0 people (0.0%), at Pegi-Pegi agents there are 0 people (0.0%), at Mister Aladin agents there are 0 people (0.0%) and on other *Online Travel Agents* (OTA) there are 4 people (57.1%) of the total 7 people (100%) who are Freelance.

Meanwhile, for those who work as Other Workers, there are 44 transactions at Traveloka agents (55.0%), 6 Tiket.com agents (7.5%), 5 Agoda agents (6.2%), 2 Pegi-Pegi agents (2.5%), Mister Aladin agents 4 people (5.0%) and 19 other *Online Travel Agents* (OTAs) from 80 people (100%) who have the status of Other Workers.

Of the overall respondents' choice of *Online Travel Agents* (OTAs) based on the category of employment status, where respondents who have the status of Other Workers have the highest number, namely 80 people (40%) of the total number of respondents 200 people. *Online Travel Agent* service users with employment status identified in this study are predominantly distributed into 3 groups, namely those with the status of civil servants, private employees and entrepreneurs / traders, whose total total amounts to 98 people (49%) from a total of 200 respondents.

Table 4. *Online Travel Agent Options* By Education Category

P D K	<i>Online Travel Agent Options (Frequency / Percentage)</i>						Total / %
	Traveloka	Tiket.com	Agoda	Pegi-Pegi	Mr. Aladdin	Other	
High School/ Equivalent Diploma	34 44.1%	8 10.4%	3 3.9%	1 1.3%	3 3.9%	28 36.4%	77 100.0%
D4/S1	16 66.6%	6 25.0%	1 4.2%	1 4.2%	0 0.0%	0 0.0%	24 100.0%
S2	51 68.0%	11 14.6%	6 8.0%	2 2.7%	3 4.0%	2 2.7%	75 100.0%
S3	12 52.2%	5 21.7%	0 0.0%	3 13.0%	1 4.4%	2 8.7%	23 100.0%
Total / %	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%
	114 57.0%	30 15.0%	10 5.0%	7 3.5%	7 3.5%	32 16.0%	200 100.0%

Of the total number of respondents based on the Education category, where for respondents with a high school education background/equivalent, transactions were made at Traveloka agents totaling 34 people (44.1%), at Tiket.com agents there were 8 people (10.4%), at Agoda agents there were 3 people (3.9%), at Pegi-Pegi agents there were 1 person (1.3%), Mister Aladin agents were 3 people (3.9%) and on *Online Travel Agents* The other (OTAs) amounted to 28 people (36.4%) out of a total of 77 people (100%) who had a high school/equivalent education.

For respondents with a Diploma Education background, there were 16 transactions with Traveloka agents (66.6%), 6 Tiket.com agents (25.0%), 1 Agoda agent (4.2%), 1 Pegi-Pegi agent (4.2%), 0 Mister Aladin agents (0.0%) and 0 other *Online Travel Agents* (OTAs) from 0 people (0.0%) (0.0%) out of a total of 24 people (100%) with Diploma education.

For respondents with a D4/S1 education background, there were 51 transactions with Traveloka agents (68.0%), 11 Tiket.com agents (14.6%), 6 Agoda agents (8.0%), 2 Pegi-Pegi agents (2.7%), 3 Mister Aladin agents (4.0%) and 2 other *Online Travel Agents* (OTAs) (2.7%) (2.7%) out of a total of 75 people (100%) with D4/S1 education.

For respondents with a background in S2 Education, there were 12 transactions with Traveloka agents (52.2%), 5 Tiket.com agents (21.7%), 0 Agoda agents (0.0%), 3 Pegi-Pegi agents (13.0%), 1 Mister Aladin agent (4.4%) and 2 other *Online Travel Agents* (OTAs) (8.7%) out of a total of 23 people (100%) with S2 education.

For respondents with a background in S3 Education, there are 1 transaction with Traveloka agents (100%), 0 agents in Tiket.com agents (0.0%), 0 in Agoda agents (0.0%), 0 in Pegi-Pegi agents, 0 people (0.0%), Mister Aladin agents 0 people (0.0%) and in other *Online Travel Agents* (OTAs) 0 people (0.0%) out of a total of 1 person (100%) who have S3 education.

The Effect of Digital Marketing on *Online Travel Agents* (OTAs) on Purchasing Decisions and Customer Satisfaction with the Correlation of the AISAS Method

The influence of digital marketing in terms of strategy and its benefits such as marketing automation and ease of accessing information on the internet media regularly and continuously has received a positive response from customers including the display of digital marketing features and content on an easy-to-understand *Online Travel Agent* (OTA) that can attract the attention of customers.

Table 5. Correlation of Variable X (Digital Marketing OTA) To Variable Y1 (Purchasing Decision)

		Digital Marketing (OTA) X	Y1 Purchasing Decision
Digital Marketing (OTA) X	Pearson Correlation	1	.663**
	Sig. (2-tailed)		.000
	N	200	200
Y1 Purchasing Decision	Pearson Correlation	.663**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

In general, digital marketing has a strong influence on customer purchasing decisions on the service products of an *Online Travel Agent*, this is illustrated in table 5 of the SPSS *Pearson Correlation* data processing results explaining that the independent variable: Digital Marketing OTA expressed in (X) has a strong correlation to the dependent variable: Purchase Decision expressed in (Y1) which has an index correlation of 0.663 or 66.3%.

Table 6. Correlation of variable X (Digital Marketing OTA) to variable Y2 (customer satisfaction)

		Digital Marketing (OTA) X	Y2 Customer Satisfaction
Digital Marketing (OTA) X	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	200	200
Y2 Customer Satisfaction	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

If the Independent variable: Digital Marketing OTA (X) is directly correlated to the dependent variable: Customer Satisfaction (Y2) then the result has an index correlation of 0.505 or 50.5%, meaning that the correlation effect is moderate as described in table 4.20. It is different if the Digital Marketing OTA variable (X) is correlated with the Customer Satisfaction variable (Y2) through the Purchase Decision variable (Y1). This means that after first correlating the OTA Digital Marketing Variable (X) to the Purchase Decision variable (Y1), then correlating the Purchase Decision variable (Y1) to the Customer Satisfaction variable (Y2) then the result is significant, namely having an index correlation of 0.633 or 63.3%, so it is stated that the correlation of the Y1 variable to the Y2 variable is strong, as explained in table 7.

Table 7. Correlation of variable Y1 (purchase decision) to variable Y2 (customer satisfaction)

		Y1 Purchasing Decision	Y2 Customer Satisfaction
Y1 Purchasing Decision	Pearson Correlation	1	.633**
	Sig. (2-tailed)		.000
	N	200	200
Y2 Customer Satisfaction	Pearson Correlation	.633**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

So it can be concluded that Digital Marketing *Online Travel Agent* in terms of strategy and benefits has a strong influence on customer Purchase Decisions on OTA service products and Purchasing Decisions have a strong effect on Customer Satisfaction because logically a customer will be able to feel satisfaction if they have made a transaction or purchase decision. Based on the results of the post-purchase decision evaluation, if the purchase of the service product is in accordance with expectations, the customer will feel satisfied.

The influence of digital marketing OTAs on purchasing decisions and customer satisfaction is generally strongly correlated, it is different when correlating influences linearly based on the relationship between indicators of each variable using the AISAS (*Attention, Interest, Search, Action and Share*) method, where the correlation of influences between indicators is dynamic. When distributed, *the Attention, Interest and Search* factors are indicators of an independent variable (X): Digital Marketing OTA. The *Action* Factor is an indicator of the dependent variable (Y1): Purchase Decision and the *Share* factor is an indicator of the dependent variable (Y2): Customer Satisfaction.

Correlation of *The Effect of Attention on Interest*

Table 8. Effect of Attention on Interest indicator

Variable X Digital Marketing OTA	Interest P3
Attention	Response to Interest Regarding OTA Digital Marketing Offer Content on social media.
P1	P1 → P3 (0.610)
Digital marketing automation Offers that often appear repeatedly on social media are OTA strategies have received attention from customers.	The intensity and duration of OTA ads on Social Media has repeatedly formed an introductory memory about the content of the offer so that customers are curious and interested in knowing more.
P2	P2 → P3 (0.615)
The Display feature of OTA ads attracts attention and is easy to understand so as to attract the attention of customers.	Brand features and ad display are easy to remember and understand and direct customers to be interested in knowing the content of OTA ads.

Online Travel Agent digital marketing strategies such as marketing automation in digital marketing intensely and repeatedly have received attention which forms the memory of customer recognition of the content of the offer so that customers are curious and interested (*interest*) to find out more. Likewise, the advertising display feature and the brand of an *Online Travel Agent* (OTA) that is easy to remember and understand has led customers to be interested in knowing the content of OTA advertisements. The attention factor expressed in P1 and P2 has a strong influence correlation on the interest factor expressed in P3 as described in table 9. the following where the correlation of the statement P1 (*attention*) to the statement P3 (*interest*) has an index correlation of 0.610 or 61.0%. Meanwhile, the correlation of the statement P2 (*attention*) to the statement P3 (*interest*) has an index correlation of 0.615 or 61.5%. The conclusion is that the *attention* factor is positively and significantly correlated to the *interest* factor.

Table 9. Correlation of Attention (P1, P2) To Interest (P3)

		P1	P2	P3
Question 1	Pearson Correlation	1	.782**	.610**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Question 2	Pearson Correlation	.782**	1	.615**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Question 3	Pearson Correlation	.610**	.615**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

Correlation of *Interest Effect on Search*

Table 10. Effect of Interest Indicators on Search

Variable X Digital Marketing OTA	S e a r c h
Interest	P4
Response to interest regarding OTA Digital marketing content on Social Media	Interest in tracking (<i>Search</i>) OTA websites as a first step to ascertain about OTA content offerings about the ease of transactions.
P3 P1 → P3 (0.610)	P3 → P4 (0.463)
The intensity and duration of OTA ads on Social Media has repeatedly formed an introductory memory about the content of the offer so that it is curious and interested to know more.	The memory of the OTA formed makes customers interested in tracking the OTA's website in order to verify the convenience and attractive content of the OTA
Brand features and ad display are easy to remember and understand and direct customers to be interested in knowing the content of OTA ads.	The influence of brand features and the appearance of OTA Digital Marketing Ads has directed and made it easier for customers to track on the <i>website</i> about the certainty of the content of the OTA offer.

Variable X Digital Marketing OTA	S e a r c h
Interest	P5
Response to interest regarding OTA Digital marketing content on Social Media	Interest in tracking (<i>Search</i>) OTA websites to ascertain about OTA content offerings about the advantages of transacting
P3 P2 → P3 (0.615)	P3 → P5 (0.487)
The intensity and duration of OTA ads on Social Media has repeatedly formed an introductory memory about the content of the offer so that it is curious and interested to know more.	Attractive offer content about the advantages of transacting on recorded OTA ads has motivated customers to track OTA websites as a verification step to make a decision
Brand features and ad display are easy to remember and understand and direct customers to be interested in knowing the content of OTA ads.	The display of advertising features and memorable Brand OTAs has attracted customers to track information about the benefits that can be obtained when transacting with OTAs.

The memory of an *Online Travel Agent* (OTA) formed in the *attention* process makes customers interested in tracking the OTA website in order to verify the convenience and content of attractive offers from OTAs. The influence of brand features and the appearance of OTA Digital Marketing Ads has directed and made it easier for customers to track on the *website* about the certainty of the content of the OTA offer. The content of attractive offers about the advantages of transacting on recorded OTA ads has motivated customers to track OTA *websites* as a verification step to make a decision. The display of advertising features and memorable Brand OTAs has attracted customers to track information about the benefits that can be obtained when transacting with OTAs. The interest factor expressed in P3 has a moderate influence correlation on the search factor expressed in P4 and P5 as described in table 11 below where the correlation of the P3 statement (*interest*) to the P4 statement (*search*) has an index correlation of 0.463 or 46.3%. Meanwhile, the correlation of P3 statements (*interest*) to P5 statements (*search*) has an index correlation of 0.487 or 48.7%.

Table 11. Correlation of Interest (P3) To Search (P4, P5)

		P3	P4	P5
Question 3	Pearson Correlation	1	.463**	.487**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Question 4	Pearson Correlation	.463**	1	.743**
	Sig. (2-tailed)	.000		.000
	N	200	200	200

Question 5	Pearson Correlation	.487**	.743**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

Correlation of Search Effect on Action (Purchase Decision)

Table 12. Effect of Search Indicators on Action

Variable X Digital Marketing OTA	Variable Y1 Purchasing Decision (Action)
Search	P6
<p>Interest in tracking (<i>Search</i>) OTA websites as a first step to ensure regarding OTA content offerings about ease of transaction</p> <p>P4 P3 → P4 (0.463) The memory of the OTA formed makes customers interested in tracking the OTA's website in order to verify the convenience and attractive content of the OTA The influence of brand features and the appearance of OTA Digital Marketing Ads has directed and made it easier for customers to track on the <i>website</i> about the certainty of the content of the OTA offer.</p> <p style="text-align: center;">Search</p> <p>Interest in tracking (<i>Search</i>) OTA websites to ascertain about OTA content offerings about the advantages of transacting</p> <p>P5 P3 → P5 (0.487) Attractive offer content about the advantages of transacting on recorded OTA ads has motivated customers to track OTA websites as a verification step to make a decision The display of advertising features and memorable Brand OTAs has attracted customers to track information about the benefits that can be obtained when transacting with OTAs.</p>	<p>Purchasing decisions on OTA services because of the promised convenience can meet customer expectations</p> <p>P4 → P6 (0.688) The customer decides to purchase a preferred OTA service product after verifying the website that the convenience of the promised offer content can meet expectations The ease of customers to track service information on OTA digital marketing websites regarding offer content has provided certainty to make purchase decisions</p> <p>P5 → P6 (0.569) The customer decides to purchase OTA products after verifying certainty about the advantages in transactions such as prices, promotions and reservation fees are in line with expectations The certainty of benefits and convenience when transacting based on information that is successfully tracked on the OTA website is the reason customers make purchase decisions</p>

The customer decides to purchase the service product on the OTA (*Online Travel Agent*) of choice after verifying the *website* that the convenience of the promised offer content can meet expectations. The ease of customers to track service information on OTA digital marketing websites regarding the content of offers has provided certainty to make purchase decisions. The customer decides to purchase OTA products after verifying certainty about the advantages in transactions such as prices, promotions and reservation fees are in line with expectations. The certainty of benefits and convenience when transacting based on information that is successfully tracked on the OTA website is the reason customers make purchase decisions.

Search factors expressed in P4 and P5 have a strong influence correlation to action factors (purchase decisions) expressed in P6 and P7 as described in table 12 below where the correlation of P4 statements (*search*) to P6 statements (*action*) has an index correlation of 0.688 or 68.8%. While the correlation of P5 statements (*search*) to P6 statements (*action*) has an index correlation of 0.569 or 56.9%.

Table 12. Effect of Search Indicators on Action

Variable X Digital Marketing OTA	Variable Y1 Purchasing Decision (Action)
Search	P7
<p>Interest in tracking (<i>Search</i>) OTA websites as a first step to ensure regarding OTA content offerings about ease of transaction</p>	<p>Purchasing decisions on OTA digital marketing services based on the promised price benefits can meet customer expectations</p>

The Influence Of Digital Marketing On Purchasing Decisions And Customer Satisfaction On Online Travel Agent Services. Didit Iswahyuniarto, et.al

P4 P3 → P4 (0.463)

The memory of the OTA formed makes customers interested in tracking the OTA's website in order to verify the convenience and attractive content of the OTA

The influence of brand features and the appearance of OTA Digital Marketing Ads has directed and made it easier for customers to track on the *website* about the certainty of the content of the OTA offer.

Search

Interest in tracking (*Search*) OTA websites to ascertain about OTA content offerings about the advantages of transacting

P5 P3 → P5 (0.487)

Attractive offer content about the advantages of transacting on recorded OTA ads has motivated customers to track OTA websites as a verification step to make a decision

The display of advertising features and memorable Brand OTAs has attracted customers to track information about the benefits that can be obtained when transacting with OTAs.

P4 → P7 (0.591)

The content of the offer on digital marketing OTAs about the compatibility between convenience and profit of verified prices in accordance with expectations so that customers make a purchase decision.

The ease of accessing OTA digital marketing advertising information about the benefits of product prices that match expectations is a reason for customers to make purchases on selected OTAs.

P5 → P7 (0.638)

After tracking the information on the OTA website and verifying about the price profit obtained in accordance with expectations, the customer decides to make a purchase.

Certainty of information about the benefits that can be processed when transacting through digital marketing / OTA *website* Choice, becomes the reason for the customer to make a purchase decision.

The content of the offer on digital marketing *Online Travel Agent* (OTA) about the compatibility between convenience and price benefits is verified according to expectations so that customers make a purchase decision. The ease of accessing OTA digital marketing advertising information about the benefits of product prices that match expectations is a reason for customers to make purchases on selected OTAs. After tracking the information on the OTA website and verifying about the price profit obtained in accordance with expectations, the customer decides to make a purchase. The certainty of information about the benefits that can be processed when transacting through digital marketing / OTA Preferred website, is the reason for customers to make purchase decisions. Similarly, the correlation of P4 statements (*search*) to P7 statements (*action*) has an index correlation of 0.591 or 59.1%. While the correlation of P5 statements (*search*) to P7 statements (*action*) has an index correlation of 0.638 or 63.8%.

Table 13. Correlation of Search (P4, P5) To Action (P6, P7)

		P4	P5	P6	P7
Question 4	Pearson Correlation	1	.743**	.688**	.591**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Question 5	Pearson Correlation	.743**	1	.569**	.638**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Question 6	Pearson Correlation	.688**	.569**	1	.668**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Question 7	Pearson Correlation	.591**	.638**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

Correlation of Effect of Action (Purchase Decision) on Customer Satisfaction

Table 14. The Effect of Purchasing Decisions on Customer Satisfaction

		Customer Satisfaction Y2
	Action (Purchase Decision)	Customer satisfaction using selected OTA services because the facilities, benefits and prices provided have met expectations P6 → Y2 (0.538)
P6	The customer decides to purchase OTA products after verifying certainty about the advantages in transactions such as prices, promotions and reservation fees are in line with expectations	Product purchase transactions on selected OTAs from the aspect of price, promotions and facilities are very profitable and customers are satisfied because they have met their expectations
P7	.The ease of accessing OTA digital marketing advertising information about the benefits of product prices that match expectations is a reason for customers to make purchases on selected OTAs.	P7 → Y2 (0.622) The ease of accessing information about benefits, benefits and transaction prices facilitated by selected OTA digital marketing services has met customer expectations.

Product purchase transactions at *selected Online Travel Agents* (OTA) in terms of price, promotions and facilities are very profitable and customers are satisfied because their expectations have been met. The ease of accessing information about the benefits, benefits and transaction prices facilitated by the OTA digital marketing service of the customer's choice has met its expectations. The action factor expressed in P6 and P7 has a strong influence correlation to the Customer Satisfaction factor expressed in the Y2 variable as described in table 15 below where the correlation of the P6 statement (action) to the variable Y2 (customer satisfaction) has an index correlation of 0.538 or 53.8%. Meanwhile, the correlation of the P7 statement (*action*) to the variable Y2 (Customer satisfaction) has an index correlation of 0.622 or 62.2%. The conclusion is that purchase decisions (*action*) are positively and significantly correlated to customer satisfaction.

Table 15. Correlation of Purchasing Decisions (P6, p7) To Customer Satisfaction (Y2)

		P6	P7	Y2
Question 6	Pearson Correlation	1	.668**	.538**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Question 7	Pearson Correlation	.668**	1	.622**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Satisfaction Customer (Y2)	Pearson Correlation	.538**	.622**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

Table 16. The Effect of Customer Satisfaction on Share

		Share P11
	Customer Satisfaction	Customers share their experiences about their satisfaction transacting on their chosen OTA on social media because the services provided always consistently meet their expectations. Y2 → P11 (0.886)
Y2	P6 → Y2 (0.538) Product purchase transactions on selected OTAs from the aspect of price, promotions and facilities are very profitable and customers are satisfied because they have met their expectations	Purchase transactions on selected Online Travel Agent (OTA) services are very profitable in terms of price and promotion facilities and customers are satisfied and share their experiences on social media

P7 → Y2 (0.622)

The ease of accessing information about benefits, benefits and transaction prices facilitated by selected OTA digital marketing services has met customer expectations.

The ease of accessing information about the advantages of transacting on selected OTA digital marketing services that have met expectations is a reason for customers to share their experiences on social media.

Correlation of the Effect of Customer Satisfaction on Share

Purchase transactions on selected *Online Travel Agent* (OTA) services are very profitable in terms of facilities, prices, promotions and satisfied customers and share their experiences on social media. The ease of accessing information about the advantages of transacting on selected OTA digital marketing services that have met expectations is a reason for customers to share their experiences on social media. The customer satisfaction factor expressed in the variable Y2 has a strong influence correlation to the *Share* factor expressed in P11 as described in table 17 below where the correlation of the variable Y2 (Customer satisfaction) to the P11 Statement (*share*) has an index correlation of 0.886 or 88.6%. The conclusion is that customer satisfaction is positively correlated and has a very significant effect on the *share* factor.

Table 17. Correlation of Customer Satisfaction (Y2) To Share (P11)

		P11	Y2
Question 11	Pearson Correlation	1	.886**
	Sig. (2-tailed)		.000
	N	200	200
Customer Satisfaction (Y2)	Pearson Correlation	.886**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed)

4. CONCLUSION

In general, digital marketing has a strong influence on customer purchasing decisions on the service products of an *Online Travel Agent* based on SPSS data *Pearson Correlation* explains that the independent variable: Digital Marketing OTA expressed in (X) has a strong correlation to the dependent variable: Purchase Decision expressed in (Y1) which has an index correlation of 0.663 or 66.3%. Similarly, the influence of the Purchasing Decision variable (Y1) on the Customer Satisfaction variable (Y2) is positively and significantly correlated by having an index correlation of 0.633 or 63.3%, so it is stated that the correlation of the Y1 variable to the Y2 variable is strong.

The competition for selling online *travel agent* (OTA) delivery service products through benefits and digital marketing strategies to get customers is very effective through the AISAS method approach. In this study, it is known that the digital marketing strategy approach through the automation of offers that often appear repeatedly and the display of OTA advertising features and content that are easy to understand on social media has received *attention* from customers. The attention of customers with their chosen OTAs such as Traveloka, Tiket.com, Agoda, Pegi-Pegi, Mister Aladin and other OTAs is strongly and positively correlated by 0.610 (61%) to customer *interest* in OTA digital marketing offer content through the intensity and duration of OTA advertisements on social media has repeatedly formed an introduction memory about the content of the offer so that customers are curious and interested to know more. Similarly, the influence of *attention* on customer *interest* in OTA digital marketing offer content is strongly and positively correlated by 0.615 (61.5%) through Brand features and memorable and understood advertising displays have led customers to be interested in knowing OTA advertising content.

The interest factor expressed in the response to interest regarding the content of OTA Digital marketing offers on Social Media (P3) has a correlation of not too significant influence on the *search* factor stated in the memory of OTAs that are formed making customers interested in tracking *the website* OTAs in order to verify about the convenience and attractive content of the OTA (P4) have an index correlation of 0.463 or 46.3%. Meanwhile, the correlation of the statement of interest response regarding the content of the OTA Digital marketing offer on Social Media (P3) / (interest) to the statement of the display of advertising features and the memorable OTA Brand has attracted customers to track information about the benefits that can be obtained when transacting with OTAs. (P5)/(*search*) has an index correlation of 0.487 or 48.7% is also not very significant.

The *search* factor expressed in the interest in tracking OTA *websites* as a first step to ensure that the OTA content offering about ease of transaction (P4) has a strong influence correlation on the action factor

of the customer's statement of deciding to purchase the OTA service product of choice after verifying the *website* that the convenience of the promised offer content can meet expectations (P6) / (*action*) has an index correlation of 0.688 or 68.8%. Meanwhile, the correlation of statements of interest in tracking (*Search*) *OTA websites* to ascertain the offering of OTA content about the advantages of transacting (P5) / (*search*) to the statement of certainty of benefits and convenience when transacting based on information that has been successfully tracked on the OTA website is the reason for customers to make purchase decisions (P6) / (*action*) has an index correlation of 0.569 or 56.9%. Similarly, the correlation of statements of interest in tracking *OTA websites* as a first step to ascertaining the issue of OTA content offerings about ease of transaction (P4) / (*search*) to the statement of ease of accessing OTA digital marketing advertising information about the price advantages of products that match expectations is the reason for customers to make purchases on selected OTAs. (P7) / (*action*) has an index correlation of 0.591 or 59.1%. Meanwhile, the correlation of the statement of interest in tracking (*Search*) *OTA websites* to ascertain the OTA content offering about the advantages of transacting (P5) / (*search*) to the statement of certainty of information about the benefits that can be processed when transacting through digital marketing / OTA website Choice, becomes the reason for customers to make purchase decisions. (P7) / (*action*) has an index correlation of 0.638 or 63.8%. The conclusion is that *search* factors are positively and significantly correlated with purchase decision factors (*action*).

The action factor expressed in P6 and P7 has a strong influence correlation to the Customer Satisfaction factor expressed in the Y2 variable where the correlation of the statement P6 (*action*) to the variable Y2 (customer satisfaction) has an index correlation of 0.538 or 53.8%. Meanwhile, the correlation of the P7 statement (*action*) to the variable Y2 (Customer satisfaction) has an index correlation of 0.622 or 62.2%. The conclusion is that purchase decisions (*action*) are positively and significantly correlated to customer satisfaction (Y2).

The customer satisfaction factor expressed in the variable Y2 has a strong influence correlation to the *Share* factor expressed in P11 as described in table 4.32 below where the correlation of the variable Y2 (Customer satisfaction) to the P11 Statement (*share*) has an index correlation of 0.886 or 88.6%. The conclusion is that customer satisfaction is positively correlated and significantly affects the *share* factor.

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