


Digital Behavior: How Cognition Social Forming Behavior Consumers in Today's Era

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| Article Info | ABSTRACT |
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| <p>Keywords: Digital Behavior, Social Cognition, Behavior Consumers, Social Media</p> | <p>In the digital era, understanding consumer behavior is very important for business success. This is in a way to directly influence decisions, starting from determining organizational objectives to marketing strategies. Research This aims to analyze How social cognition- as a mental process that involves perception, interpretation and understanding to other people's behavior- can give impact to the behavior of Consumers in the Digital Age. This research uses a qualitative approach with descriptive method. Research results show that social cognition plays an important role in forming consumer behavior through social media influence, online reviews, and recommendations. Third factor This creates social interaction, trust, and influences collective influence consumer purchase intention in the digital age. Consumers are now more critical and selective, so that companies need to adjust their marketing strategy to their pattern of thoughts and needs. Four key strategies — consistent digital presence, experience delighted customers, relevant personalization, and utilization data analytics — be key for building credibility, increasing loyalty, and maintaining the company's Competitive Power.</p> |
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INTRODUCTION

Amidst today's rapid digitalization, understanding consumer behavior is a crucial factor in determining a business's success (Khairi et al., 2024). Every strategic company move, from determining its vision and mission to formulating its marketing mix, is inextricably linked to how consumers think, feel, and act in the digital environment (Marni et al., 2024). Widespread information dissemination, increasingly advanced technological access, and the emergence of various digital platforms require companies to be able to understand consumer behavior patterns more deeply to develop appropriate targeting strategies (Chaidir & Irawan, 2024). Furthermore, the dynamics of consumer behavior in the digital era are flexible and constantly changing as the intensity of interactions through social media increases. Consumers not only act as recipients of information but also as content producers and sources of influence for other consumers (Wardhana, 2024). This situation requires companies to continuously adapt, understand trends, and pay attention to the cognitive aspects and social skills that are formed in the digital space. An organization's ability to accurately interpret consumer behavior is not

only a competitive advantage but also a key requirement for survival and growth in increasingly fierce business competition (Ardani, 2022).

Organizations that can identify consumption patterns and the dynamics of anticipated customer preferences will more easily adapt their strategies, both in the context of marketing planning and business model development (Stiawan et al., 2024). This understanding not only impacts the effectiveness of organizational strategy but also serves as a driver for product and service innovation that meets the needs of modern consumers. Thus, the ability to accurately understand consumer behavior enables companies to align offerings with market expectations and strengthen long-term competitiveness (Pramiarsih, 2024).

Social cognition is a crucial dimension influencing digital consumer behavior because it relates to how individuals interpret information, respond to social interactions, and make consumer behavioral decisions in the digital space (Dewanti & Irwansyah, 2021). This cognitive process includes perceptions of information credibility, attachment to group norms, and the formation of self-identity through interactions on social media. These factors directly shape consumer decision-making patterns, from purchase intention and purchase decisions to brand loyalty (Santoso et al., 2021). Therefore, analyzing social cognition provides a strong conceptual foundation for companies to design more effective, adaptive digital marketing strategies that are oriented toward building long-term relationships with consumers (Sono et al., 2023).

The study of consumer behavior in the digital era has grown rapidly in the last decade, along with the increasing role of information technology and social media in everyday life. Classical studies of consumer behavior focused on psychological and economic aspects, such as motivation, needs, and decision-making processes (Utami, 2017). However, with the emergence of the digital ecosystem, these studies have shifted to a more in-depth understanding of these complexities, particularly related to social interactions in cyberspace and their influence on consumption patterns.

Recent studies emphasize that consumers no longer act merely as recipients of information, but also as content producers and agents influencing the decisions of others through digital activities (Febriani & Dewi, 2019). This aligns with findings that online reviews, influencer opinions, and brand engagement on social media contribute significantly to consumer trust and loyalty (Maulidiyah & Handoko, 2024). Furthermore, the social cognition approach provides a new perspective by highlighting the mental processes underlying consumers' interpretation of digital information, including perceived source credibility, social norms within online communities, and the formation of self-identity in the digital space.

From the various studies mentioned, a gap can be identified that needs to be addressed, namely a more integrated understanding of the relationship between social cognition and consumer digital behavior in general. Most previous research has focused on the technical aspects of digital marketing or the influence of social media on purchasing decisions, without deeply connecting them to the theoretical framework of social cognition. Therefore, this study aims to enrich the literature by explaining how social cognition shapes consumer behavior in the digital age and providing practical contributions to more effective, adaptive, ethical, and

sustainable marketing strategies. This study aims to analyze the role of social cognition in shaping consumer behavior in the digital age, where social interaction and influence increasingly dominate the decision-making process.

METHOD

This study is based on the global phenomenon of changing consumer behavior in the digital era. For this study, the research uses a qualitative descriptive approach, as proposed by Sugiyono (2018), which aims to deeply understand the meaning of a social phenomenon. Data collection was conducted through literature review by exploring various written sources, such as books, journals, articles, magazines, documents, archives, and relevant digital publications. The data used is secondary data obtained from literature and the internet, so it can support the analysis and answer the research problem formulation. The analytical method used is content analysis, a systematic procedure for examining documents or texts to discover patterns, themes, and meanings contained within them (Yuliana, 2022). This analysis is considered appropriate because it can explore a deeper understanding of how social cognition plays a role in shaping consumers' digital behavior. This research approach is expected to provide a comprehensive picture and enrich the existing literature on the relationship between social cognition and consumer behavior in the digital era.

RESULTS AND DISCUSSION

The Role of Cognition Social in Forming Behavior Consumers in the Digital Age

Cognition social play role important in form behavior consumers in the digital era. Influence social from social media, online reviews, and recommendations brand from other people greatly influences decision purchase. Consumer tend look for information and compare product through digital platforms, as well as influenced by the opinions and experiences of others in online community.

The influence of social media

In the digital era, social media has become a primary channel for distributing information about products and services. Platforms such as Instagram, TikTok, and Facebook allow information about a brand or product to reach consumers very quickly. This makes social media not only a means of communication but also a space for interaction, increasing consumer exposure to a wide range of product options (Kristiani, 2017). This widespread dissemination of information gives consumers the ability to learn about, evaluate, and compare products before deciding to make a purchase. Beyond serving as a platform for information distribution, social media also plays a role in shaping consumer opinion. Reviews or testimonials from other users are often a determining factor in shaping perceptions of a product or brand. Consumers tend to trust opinions from people they deem credible, such as friends, family, or even influencers with significant influence in the digital world (Asrun & Gunawan, 2024). Opinions formed within online communities shape preferences and strengthen consumer purchase intentions, so purchasing decisions are no longer individual but are influenced by the experiences of others.

Furthermore, social media also serves as a recipient for the distribution of trends and lifestyles that influence consumer behavior in society. Trends emerging in the digital space spread rapidly and are adopted by consumers, especially the younger generation, who tend to be responsive to new lifestyle developments. Consumption of No Again products is driven not only by functional needs but also by a desire to adapt to popular trends. This phenomenon demonstrates that consumption behavior in the digital era is closely linked to popular culture shaped through social media.

On the other hand, social validation also plays a crucial role in shaping consumer confidence in a product or brand. Many consumers feel more confident purchasing when the product receives recognition, recommendations, or is considered popular in online communities. This validation provides a sense of security and reduces hesitation in making purchasing decisions. Thus, consumer decisions are often based on acceptance of social formations in the digital space, rather than solely on personal considerations.

This overall dynamic demonstrates that social cognition plays a significant role in shaping consumer behavior in the digital era. Social media functions as a medium that not only conveys information but also influences how consumers interpret, evaluate, and respond to a product. Through the mechanisms of information distribution, opinion formation, trend reinforcement, and social validation, consumer behavior is shaped by the ongoing interaction of social events in the digital space. Understanding the role of social cognition is important for companies in designing effective, relevant, and adaptive marketing strategies to change modern consumer behavior.



Figure 1 Illustration of the Role of Social Media in Forming Behavior Digital Consumer The Existence of Influence Online Reviews

Online reviews now play a crucial role in shaping consumer behavior in the digital age. Consumers tend to trust reviews written by other individuals, especially those with similar experiences or reputations. This is beneficial for providing objective assessments. This trust arises because reviews are perceived as authentic accounts of real experiences, unlike promotions that typically come directly from companies (Rahmawati, 2022). Therefore, online

reviews are often viewed as a more neutral and reliable source of information in helping consumers evaluate the quality of a product or service.

Furthermore, online reviews have a significant influence on the consumer decision-making process. Positive reviews can increase a person's interest and confidence in making a purchase, while negative reviews can raise doubts and even derail purchase intentions. This shows that a product or brand's reputation in the digital space is highly dependent on the perceptions of other consumers expressed in their reviews (Mulyana, 2021). Therefore, companies need not only to maintain product quality but also to manage customer satisfaction so that reviews can strengthen a positive brand image.

Furthermore, online reviews provide an opportunity for consumers to compare before making a final choice. By reading various reviews, consumers can evaluate a product's strengths and weaknesses more comprehensively. This process makes it easier for them to tailor their choices to their needs, preferences, and available budget. Access to this extensive information makes consumers more critical and selective in deciding which products or services to purchase.

Ultimately, the presence of online reviews creates a more transparent consumption ecosystem in a competitive era. Suede manufacturers are more responsive to customer feedback because circulating reviews can directly impact image and sales performance. Meanwhile, consumers gain greater control in the decision-making process, as they no longer rely solely on official promotions but also on the real experiences of others. Thus, online reviews are not only an information tool but also a means of shaping consumer trust, preference, and loyalty in the digital marketplace.

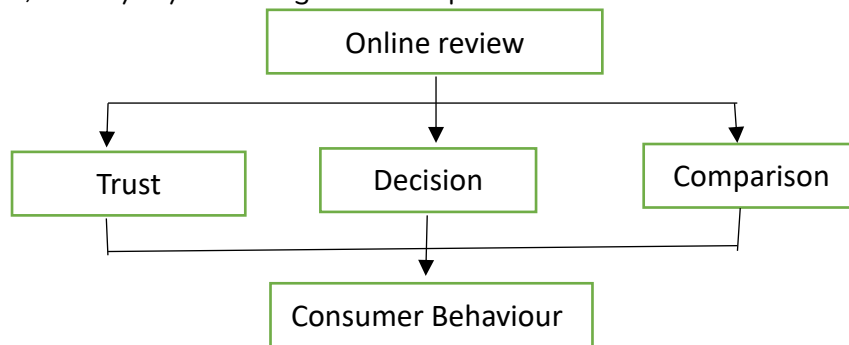


Figure 2 Illustration Online Reviews in form behavior digital consumers

There is influence Brand Recommendations

Recommendations from friends and family are one of the strongest factors influencing consumer behavior. This is due to the emotional bond and pre-established sense of trust. Consumers typically feel more confident when hearing firsthand experiences about a product or service from those closest to them. These recommendations are perceived as more honest and authentic than advertisements or company promotions (Sitompul & Medan, 2021). Therefore, trusting recommendations from close social circles can encourage consumers to make purchases without hesitation.

Furthermore, recommendations from friends and family also play a significant role in reducing perceived consumer risk. In many cases, consumers hesitate to try new products

due to uncertainty about their quality or benefits. However, when someone they know well provides a positive review, consumers feel more secure in making a decision. This is why personal recommendations are considered a form of "social security" that provides additional confidence in the purchasing process.

On the other hand, the development of social media has given rise to a new phenomenon: the influence of influencers. Influencers with large followings are able to shape public opinion through product or service recommendations. Although the relationship between influencers and their followers isn't as strong as that of family or close friends, many consumers still trust their recommendations because they are perceived as experts, experienced figures, or have a lifestyle they admire. This makes influencers a crucial element in digital marketing strategies (Hariyanti & Wirapraja, 2018).

Furthermore, influencer recommendations often not only directly influence purchasing decisions but also shape consumers' aspirations and lifestyles. Recommended products or services are often associated with a specific image, prompting consumers to purchase not only for their function but also to achieve the same identity or social status as the influencer. Thus, positive recommendations from friends, family, and influencers all play a significant role in shaping consumer behavior, even if their underlying beliefs differ.

Behavior Digital Consumers and the Development of Marketing Strategies

The ever-evolving patterns of consumer behavior are a crucial factor that companies cannot ignore when developing adaptation strategies. This change is primarily influenced by advances in digital technology, which allows consumers to access information quickly and widely. Easy access to a wide selection of products, prices, and services makes consumers increasingly critical in their decision-making. Consumers no longer rely solely on traditional advertising, but tend to seek references through online reviews, testimonials, and social media discussions before making a purchase.

In addition to accessing information, consumer interactions through social media also have a significant influence on shaping their behavior patterns. Social media is not only a means of communication but also a space where consumers can form opinions, share experiences, and follow the latest trends. This requires companies to be more proactive in building engagement with consumers through interactive, responsive, and authentic communication strategies. A company's presence on digital platforms must be able to create a brand that is relevant to the lifestyles of modern consumers.

Therefore, understanding consumer behavior trends is fundamental to adjusting marketing and sales strategies. Companies that are able to understand changing consumer preferences and needs can create more targeted strategies, both in terms of market segmentation, product offerings, and communication models. This adjustment not only increases customer satisfaction but also strengthens companies' competitiveness in the face of increasingly complex market dynamics. Therefore, adapting to consumer behavior patterns is key to business sustainability in the contemporary era.

Having a Professional and Consistent Digital Presence

Consistent and professional digital presence be one of fundamental factors in build image companies in the digital era. Websites designed with good and user-friendly isn't it?

only functioning as a medium of information, but also as representation professionalism and credibility company. Attractive appearance, easy navigation, and speed access will influence experience users in a way directly. As door enter main for candidate customers, websites often become base evaluation consumer to seriousness and quality company. Therefore that, digital design and content must be thought about in a way strategic in order to create impression the first positive one.

Besides the website, social media accounts companies also play a role important in build interaction and closeness with consumers. Social media No only room promotion, but also a means two- way communication where consumers can ask, give response, even convey Complaints. Active, responsive, and well-managed accounts with Good reflect commitment company in give fast and transparent service. More far, consistency in present relevant and interesting content will strengthen image brand as well as guard loyalty consumers. With thus, social media become vital canal in expand reach and increase involvement consumers.

Consistency visual communication and brand voice also play a role central in strengthen identity company. Uniform visuals, starting from logo, color, to style delivery message, help consumer recognize and remember brand with more easy. Meanwhile that, consistent brand voice, good in form Language and style communication, will create character more companies authentic. Combination between visual consistency, communication, and fast interaction give experience comprehensive for consumers, which ultimately build trust and increase opportunity conversion. With a consistent and professional digital presence strategy, companies can create differentiation at a time strengthen Power competition in the increasingly digital market competitive.

Having Experience Happy Customers

Experience happy customers is one of the main pillars in create connection term long between companies and consumers. Every point interaction, start from search information until the purchasing process, must designed to provide Convenience, speed, and clarity. Simple checkout process as well as transparency in payment and delivery become indicator main satisfaction consumers. When consumers feel the shopping process walk fluent without barriers, perceptions they to professionalism company increases, which in the end strengthen level trust and loyalty.

Besides the convenience transactions, quality service customers also have vital role in form pleasant experience. Response fast from team service customer, good through telephone, email, or social media, reflecting seriousness company in fulfil need consumers. Presence live chat, chatbot, and center features help AI -based becomes modern solutions that allow company give service fast, personal, and relevant. With existence technology this, consumers No need long wait for finish problem, so that experience shopping felt more efficient.

More far, experience happy customers No only stop at the stage transactions, but also includes interaction post- purchase. Prompt delivery time, system clear tracking, as well as follow-up in the form of saying accept love or offer special can increase satisfaction consumers. This is potential generate positive word-of-mouth in a way organic, where

consumers recommend product or service to others without requested. Recommendation kind of this is very valuable Because own credibility tall in influence candidate consumer new. With thus, experience happy customers No only strengthen loyalty, but also be an effective strategy in expanding the consumer base through influence social.

Approach Relevant Personalization

Approach relevant personalization is an important strategy in increase effectiveness Marketing in the digital age. Personalization No may stop at the aspect superficial like customer name mention in email, but must truly touch needs and preferences individual. With utilize accurate data, such as history purchases and habits search products, companies can designing recommendation more products appropriate target. This is make consumer feel valued Because get experience appropriate shopping with interest they, so that increase attachment emotional with brand.

More far, personalization can also be realized in form bundling promotions and relevant digital content. For example, consumers who frequently buy product certain Can offered package economical with product complement or served relevant articles and videos with interest they. With method this company No only increase opportunity occurrence sale additional (upselling and cross-selling), but also capable build perception as a brand that understands need consumers. Consumers who feel understood tend more loyal because experience shop they felt more meaningful.

In addition, the approach precise personalization can produce impact significant on engagement and level conversion sales. Consumers who receive recommendation product in accordance his needs more big possibility For do purchase, compared with consumers who only served promotion general. This is show that relevance become key main in communication digital marketing. Therefore that, utilization technology analytics and intelligence artificial intelligence (AI) in read pattern behavior consumer become very important For optimizing personalization strategies. By approach this company can change interaction normal become a more personal, relevant and valuable experience for consumers.

Optimal Utilization of Analytical Data

Utilization optimal data analytics is one of the foundation main in develop a modern business strategy based on consumers. The data obtained from transactions, browsing activities, social media interactions, and response to campaign promotion give outlook valuable about behavior consumers. With process this data in a way systematic, company can understand pattern consumption, preferences, and factors that influence decision purchasing. Approach based on this data capable reduce uncertainty in taking decision at a time increase effectiveness of marketing strategies.

More from just understanding behavior consumers, data analytics also allows company do segmentation customer with more accurate. Segmentation This important for adapt offer products, prices, and communication strategies in accordance with need group consumer certain. For example, customers who frequently buy premium products can given recommendation exclusive, temporary customer with preference price economical Can directed to economical bundling products. In addition, analysis trend from long-term data long help company predict market changes so that the strategies implemented can more adaptive.

In addition to supporting more strategic planning proper utilization data analytics also plays a role in minimize risk at a time open opportunity new. With accurate predictions about market needs, companies can avoid error production or stock excessive which is detrimental. On the other hand, the opportunity like emergence trend new can quick arrested before competitors do it. This is make data not only tool For evaluation, but also instruments proactive in create superiority sustainable competitiveness in the midst of competition growing business strict.

Following from four marketing strategies on summarized in the comparison table and benefits of marketing strategies.

Table 1 Comparison and Benefits of Marketing Strategies

| Strategy | Main Focus | Tools / Implementation | Impact on Consumers | Impact on Companies |
|---------------------|---------------------------------------|--------------------------------------------|---------------------------------|---------------------------------------|
| Digital Presence | Credibility & impression professional | Website, social media active | Increase trust beginning | More brand reputation strong |
| Experience Customer | Comfort interaction | Easy checkout, chatbot, responsive CS | Satisfaction & loyalty increase | Positive word-of-mouth |
| Personalization | Relevance need consumer | Recommendation product, bundling promotion | More engagement tall | Conversion sales increase |
| Data Analytics | Data -driven decisions | Segmentation, analysis trend | Offer more in accordance | Efficiency & new market opportunities |

Based on the strategy table above, can concluded that success company in face digital era competition is largely determined by ability they in integrate consistent digital presence, experience customer delight, approach relevant personalization, as well as utilization optimal data analytics. These four strategies form One mutual unity complement, where digital presence creates credibility beginning, experience good customer build loyalty, personalization increase engagement, and data analytics strengthen taking precise decisions. With implement the strategy in a way integrated, company No only capable fulfil need consumers, but can also create superiority sustainable competitiveness in an increasingly digital market dynamic.

CONCLUSION

Cognition social own role central in form behavior consumers in the digital era through social media influence, online reviews, and recommendations brand. Social media become room interactions that spread information, forming opinion, creating trends, and provide validation strengthening social intention buy. Online reviews present source information that is considered authentic and neutral, so it is very influential image product at a time decision purchase consumers. Meanwhile that, recommendation from friends, family, and influencers provide guarantee social and authority symbolic that strengthens belief consumers. Third

factor This show that behavior modern consumerism does not Again determined solely by necessity individual, but rather formed through interaction social, trust, and influence collective in digital space. Consumer now more critical and selective in take decision purchase, so that company sued for adjust marketing strategy they with pattern thoughts and needs modern consumers. The four strategies discussed — consistent digital presence, user experience customer delight, approach relevant personalization, as well as utilization optimal data analytics — to be key important for company in face behavior consumers in the digital age. Digital consistency helps build credibility, pleasant experience create loyalty, personalization increase engagement and conversion, while data analytics provides base precision in taking decision. With integrate these four strategies in a way integrated, company can more adaptive, innovative, and competitive in respond dynamics need as well as preference modern consumers.

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