

# The Influence of Social Media Marketing and Personal Selling on Consumer Purchase Decisions Through Purchase Interest as a Mediating Variable

Mesra Surya Ariefien<sup>1\*</sup>, Mesra Berlyn Hakim<sup>2</sup>, Yushinta Alya Putri<sup>3</sup>

<sup>1,2,3</sup> Department of Management, Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan

Correspondence: Mesra Surya Ariefien (mesrasuryaariefien93@gmail.com)

Received: 10-07-2023, Revised: 25-08-2023, Accepted: 05-09-2023, Published: 18-09-2023

## ABSTRACT

The research aims to examine the Influence of Social Media Marketing and Personal Selling on Consumer Purchase Decisions Through Purchase Interest as a Mediating Variable. This study is categorized as a survey research, where the research instrument is in the form of a questionnaire. The population in this study consists of all House Of Yush customers who have made purchases throughout Indonesia. The sample includes 100 respondents determined by non-probability sampling using purposive sampling techniques. Data were analyzed using the SPSS for Windows version 26.0 software. The results indicate that the direct influence of social media marketing and personal selling is greater than the indirect influence on purchase decisions through purchase interest. The overall findings imply that social media marketing and personal selling are factors in increasing purchase interest to achieve improved purchase decisions at House Of Yush production house.

**Keywords:** Personal Selling, Purchase Decisions, Purchase Interest, Social Media Marketing

**JEL Classification:** D43, L17, M31



## 1. INTRODUCTION

In general, human primary needs are divided into three categories, food, clothing, and shelter (Gough, 2020; Iswari, Anam, et al., 2023). These necessities significantly influence individuals' activities in their daily lives (Shamshiripour et al., 2020). Inability to meet some of these needs can create impacts on one's life (Iswari et al., 2022; Rizki & Sulistyan, 2022). Clothing stands as one of humanity's essential needs, functioning as protection and body covering. To fulfill this purpose, every individual continually desires to meet their clothing needs. Garments are not only used for meeting primary needs but also often used to display the wearer's character and individual traits (Makhinya & Yakovleva, 2022).

The business sector has undergone rapid progress, especially in the fashion industry (Anam et al., 2021; Sulistyan et al., 2022). Presently, there are numerous options available to the public for obtaining clothing, one of which involves opting for tailoring services. With many businesses offering tailoring services, entrepreneurs in this field must strive to understand their consumers' needs and desires to succeed in the competitive business world (Anam et al., 2020). By choosing the right tailoring service, consumers can attain satisfaction from the quality of the tailored clothing. In the current market scenario, relying solely on the quality of services rendered is insufficient to satisfy consumers (Prameswari et al., 2018; Sulistyan et al., 2017). It must be complemented by effective marketing management. Tailoring services are inseparable from promotion. Promotion is an integral

part of business practices to achieve particular objectives (Susandri et al., 2020). Promotion can be carried out through various means and media to attract customers. Therefore, entrepreneurs must be capable of implementing appropriate marketing strategies in business to increase consumer interest and ultimately enhance purchase decisions (Iswari, Wardhana, et al., 2023).

Previously, the majority of people made purchases in person, but now there has been a shift towards online networks (Kemenparekraf/Baparekraf, 2021). This shift presents a significant challenge for the creative economy and home industry sectors. As per the Ministry of Coordinating Economic Affairs website, economic development has been progressing rapidly. On the other hand, the digital sector also shows significant changes, with internet users reaching 51.8%. However, despite this growth, the implementation of e-commerce is not entirely smooth, and there are still limitations for MSMEs to capitalize on digital opportunities (Sulistyan et al., 2022). One of the technologies that can be utilized is mobile technology, particularly Android. The demand for mobile applications is currently high, given that telecommunication devices require applications that can facilitate users' tasks, especially for transactions and information (Fandhilah et al., 2017).

In Lamongan region itself, there are numerous home industries operating in the fashion world, especially in tailoring services. These businesses can be considered competitors, such as Sya House and Vara Official. These two brands are seen as competitors due to their similar marketing strategies. House Of Yush, Vara Official, and Sya House employ similar marketing tactics, namely using Instagram, WhatsApp Business, and Shopee.

**Table 1.** Social Media Comparison

<b>Business Name</b>	<b>Instagram Followers</b>	<b>Shopee Sales</b>	<b>Shopee Rating</b>
House Of Yush	483	309 terjual	5.0/5.0
Vara Official	215	120 terjual	4.7/5.0
Sya House	5	0	0

Source: Instagram and Shopee as of June 23, 2023.

Among the aforementioned competitors, none obstructs House of Yush production house from engaging in marketing strategies. One of the marketing and promotional strategies employed by House of Yush involves digital marketing through leveraging existing social media platforms. Moreover, House of Yush does not overlook personal branding, which is conducted by the owner and staff when interacting with offline customers, relying on word-of-mouth referrals.

It is undeniable that consumer purchasing decisions occur when there is an interest in making a purchase. This purchasing interest can lead to a buying decision or merely serve as an alternative reference that does not necessarily influence the purchase decision.

Based on the aforementioned phenomenon, the proposer intends to conduct a study at House of Yush production house to investigate whether digital marketing and personal selling influence the buying interest that ultimately leads to consumer purchasing decisions in utilizing the tailoring services or purchasing products from House of Yush.

## 2. LITERATURE REVIEW

### Social Media Marketing

According to Kotler et al. (2017), social media marketing refers to online activities and programs designed to engage customers or prospects, directly or indirectly, to enhance awareness, improve image, or generate sales of products and services. Social media marketing is a marketing strategy that involves using social media platforms to promote products or services (Li et al., 2020; Sulistyan et al., 2023). In this digital era, social media has become an integral part of many people's daily lives, so utilizing it as a marketing tool can provide broad access to a potential audience. Through platforms such as Facebook, Instagram, Twitter, and LinkedIn, companies can interact directly with consumers, build

their brand, and increase awareness about their products or services. Social media marketing also allows companies to gather insights about consumer preferences and behavior through data analysis, which can be used to optimize marketing campaigns and increase strategy effectiveness (Rosário & Raimundo, 2021).

Apart from that, the success of social media marketing also depends on creativity and interesting content. Content that is relevant and valuable to the audience can increase engagement and interaction, creating a stronger bond between brands and consumers. By leveraging features like images, videos, and stories, companies can provide engaging experiences and build active online communities. Therefore, social media marketing is not only about product promotion, but also about building relationships, creating added value, and creating positive experiences for consumers, which in turn can increase brand loyalty and generate long-term impacts on business success.

### **Personal Selling**

As stated by Kotler and Keller (2012), personal selling involves personal presentations by the sales force for the purpose of making sales and building customer relationships. Personal selling is a marketing method that involves direct interaction between sellers and potential buyers. It is an interactive process in which sellers communicate directly with potential customers to understand their needs, provide information about products or services, and convince them to make a purchase. Personal selling often involves building strong human relationships and requires good communication skills, in-depth product knowledge, and the ability to read and respond directly to customer needs and concerns.

One of the advantages of personal selling is its ability to provide solutions tailored to specific customer needs. Personal selling allows salespeople to respond directly to questions or concerns customers may have, provide additional explanations, and create a personalized experience. In many situations, personal selling also plays a key role in sales processes involving complex or expensive products or services, where customers require further encouragement or in-depth explanation before they are willing to make a purchasing decision.

### **Consumer Purchasing Decision**

According to Kotler et al. (2017), purchasing decision is the consumer process of recognizing a problem, seeking information about specific products or brands, and evaluating how well each alternative can solve their problem, which leads to the purchasing decision. Consumer purchasing decisions are the result of a complex process involving a series of steps and factors that influence purchasing behavior. This process can be divided into several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumers first become aware of a need or problem that needs to be solved, which then drives them to seek a solution. In the information search stage, consumers gather data about products or services that might meet their needs, either through online sources, friends' recommendations, or through direct experience with the product.

After gathering information, consumers engage in the evaluation of alternatives, comparing various options and assessing their advantages and disadvantages. Factors such as price, quality, brand and customer experience can play an important role in this process. A final purchase decision is then made, and once the purchase is made, consumers may experience a post-purchase evaluation stage in which they assess the extent to which the purchase decision met their expectations. Psychological, social, and economic factors can also influence consumer purchasing decisions, making them an interesting area of research for marketers seeking to understand and influence consumer behavior.

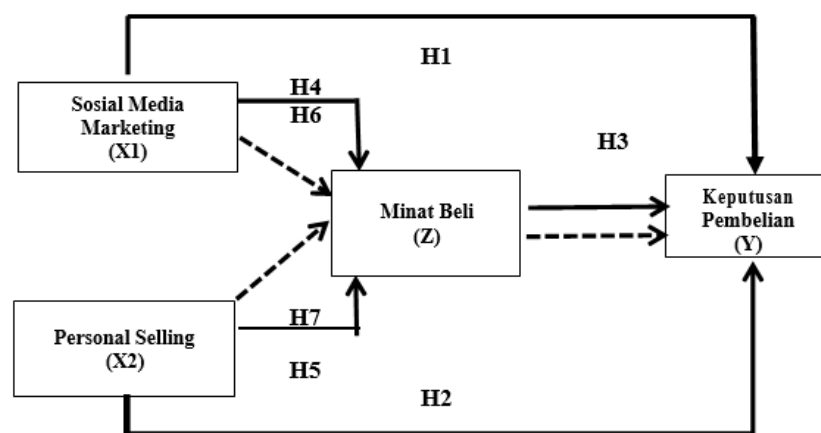
### **Buying Interest**

According to Kotler and Keller (2012) buying interest is a consumer behavior in which consumers choose a product based on their experience in selecting, using, consuming, or even desiring a particular product. Buying interest refers to a person's level of interest or

desire to buy a product or service. This is an important element in the sales cycle, as a person's level of interest can influence their purchasing decisions. Factors such as personal needs, preferences, previous experiences, and marketing promotions can play a role in shaping purchase intentions. Marketers and sellers often try to increase consumer interest with attractive marketing strategies, effective communication, and clear delivery of product value.

It is important to understand that purchasing intentions may change over time and can be influenced by a variety of external and internal factors. Successful marketing strategies are often able to build and maintain purchasing interest by conveying added value, capturing consumer attention, and building positive relationships with customers. Tracking and understanding changes in purchasing interests can help companies adapt their marketing strategies to stay relevant and meet consumer needs.

Based on the theoretical review and previous research, a conceptual framework model for this study has been constructed, as depicted in Figure 1, as follows:



**Figure 1.** Conceptual Framework Diagram  
Source: Development by researchers (2023)

### 3. METHODS

This research employs a quantitative research method. The population under study includes consumers who use products from House Of Yush and customers interested in or who have utilized House Of Yush's tailoring services. The researcher used representative sampling, with a sample size of 100 respondents. The sample criteria include individuals who have used or are currently using House Of Yush's products and those who have used House Of Yush's tailoring services. The data collection method employed in this study is through a closed-ended questionnaire. The measurement technique utilized is the Likert scale with five categories, a scale used to measure the opinions of a group of individuals about a social phenomenon, and quantitative analysis is conducted using scoring questions. Data analysis is performed using statistical tools through the SPSS (Statistical Product and Service Solutions) program.

### 4. RESULT AND DISCUSSION

Hypothesis testing in this research is conducted to obtain the actual answers from the study. The t-test results in this study can be observed in the following table:

**Table 1.** Coefficients of Path Model I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.570	2.025		3.245	0.002
Sosial Media Marketing	0.377	0.117	0.361	3.224	0.002
Personal Selling	0.340	0.113	0.336	3.001	0.003

Source: Data Processed (2023)

**Conclusion**

1. Sosial media marketing significantly influences Y at  $0.002 \leq 0.05$  (H1 accepted)
2. Personal selling significantly influences Y at  $0.003 \leq 0.05$  (H2 accepted)

**Table 2.** Coefficients of Path Model II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.090	3.376		2.693	0.008
Sosial Media Marketing	0.311	0.195	0.252	2.085	0.031
Personal Selling	0.394	0.188	0.293	2.099	0.038
Consumer Purchasing Decision	0.390	0.161	0.293	2.423	0.017

Source: Data Processed (2023)

**Conclusion**

1. Consumer Purchasing Decision significantly influences Z at  $0.017 \leq 0.05$  (H3 accepted)
2. Sosial Media Marketing significantly influences Z at  $0.031 \leq 0.05$  (H4 accepted)
3. Personal Selling significantly influences Z at  $0.038 \leq 0.05$  (H5 accepted)
4. Analysis of X1 through Z on Y. The direct influence given by X1 on Y is 0.252. The indirect influence of X1 through Z on Y:  $0.361 \times 0.293 = 0.105$  Direct influence + indirect influence  $0.252 + 0.105 = 0.357$  Since the direct influence is greater than the indirect influence, it indicates that X1 through Z has a significant effect on Y (H6 accepted)
5. Analysis of X2 through Z on Y. The direct influence given by X2 on Y is 0.293. The indirect influence of X2 through Z on Y:  $0.336 \times 0.293 = 0.099$  Direct influence + indirect influence  $0.293 + 0.099 = 0.392$  Since the direct influence is greater than the indirect influence, it indicates that X2 through Z has a significant effect on Y (H7 accepted)

**Coefficient of Determination ( $R^2$ )****Table 3.** Model Summary Results of Path Model I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.646 <sup>a</sup>	0.417	0.405	1.283

Source: Data Processed (2023)

Based on Table 3, it can be concluded that:

1. The correlation coefficient (R) of 0.646 indicates a strong relationship between the independent and dependent variables.
2. The coefficient of determination ( $R^2$ ) of 0.417 signifies that the contribution of the independent variables influences the dependent variable by 41.7%, while the remaining 58.3% is influenced by other variables.
3. The Adjusted R square of 0.405 denotes that the contribution of the independent variables to the dependent variable is 40.5%, while the remaining 59.5% is influenced by other factors not considered in this study.

**Table 4.** Results of Model Summary Path Model II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.423 <sup>a</sup>	0.379	0.354	02.032

Source: Data Processed (2023)

**Based on Table 4, it is concluded that:**

1. The correlation coefficient (R) of 0.423 indicates a strong relationship between the independent and dependent variables.
2. The coefficient of determination (R<sup>2</sup>) at 0.379 indicates that the contribution of the independent variable affects the dependent variable by 37.9%, while the remaining 65.1% is influenced by other variables.
3. The Adjusted R square at 0.354 indicates that the contribution of the independent variable to the dependent variable is 35.4%, with the remaining 64% influenced by other factors not included in this study.

**The Influence of Social Media Marketing on Purchase Decisions**

Based on the analysis above, the obtained significance value is  $0.003 \leq 0.05$ , indicating that social media marketing significantly and positively influences purchase decisions. This aligns with the study conducted by Muafidah and Sulistyowati (2021), which stated that digital marketing has a positive and significant impact on purchase decisions. The findings are consistent with the research of Mulyansyah and Sulistyowati (2021), indicating that social media marketing significantly affects purchase decisions.

**The Influence of Personal Selling on Purchase Decisions**

According to the analysis, the significance value of personal selling is  $0.002 < 0.05$ , inferring that the variable of personal selling significantly influences consumer purchase decisions. This correlates with the study by Muafidah and Sulistyowati (2021), suggesting that personal selling positively affects purchase decisions. This is in line with the findings of Solihah et al. (2023), indicating that personal selling, both simultaneously and partially, has a positive and significant effect on consumer purchase decisions. Alrwashdeh et al. (2019) also emphasizes that personal selling activities of a particular brand can significantly impact purchase decisions.

**The Influence of Purchase Decisions on Purchase Interest**

The significance value obtained from the analysis is  $0.017 \leq 0.05$  for Consumer Purchase Decision, indicating that this variable significantly influences purchase interest. This aligns with Alrwashdeh et al. (2019) statement that purchase interest significantly affects purchase decisions.

**The Influence of Social Media Marketing on Purchase Interest**

The significance value obtained from the analysis is  $0.031 < 0.05$  for Social Media Marketing, implying that the variable of Social Media Marketing significantly influences purchase interest. This result is consistent with the study by Rezekimuli and Maolana (2019), stating that Social Media Marketing significantly affects Purchase Interest in Bandung Makuta.

**The Influence of Personal Selling on Purchase Interest**

The significance value obtained from the analysis is  $0.038 < 0.05$  for Personal Selling, concluding that the Personal Selling variable significantly influences purchase interest. This aligns with Alrwashdeh et al. (2019) statement that personal selling significantly affects purchase intention.

**The Influence of Social Media Marketing via Purchase Interest on Purchase Decisions**

Regarding the direct impact of social media marketing on purchase decisions, the direct effect is 0.252. The indirect impact of social media marketing through purchase interest on

purchase decisions:  $0.361 \times 0.293 = 0.105$  direct impact + indirect impact  $0.252 + 0.105 = 0.357$  Since the direct effect is greater than the indirect effect, it indicates that social media marketing through purchase interest significantly influences purchase decisions.

### **The Influence of Personal Selling via Purchase Interest on Purchase Decisions**

Concerning the direct impact of personal selling on purchase decisions, the direct effect is 0.293. The indirect impact of personal selling through purchase interest on purchase decisions:  $0.336 \times 0.293 = 0.099$  direct impact + indirect impact  $0.293 + 0.099 = 0.392$  Since the direct effect is greater than the indirect effect, it shows that personal selling through purchase interest significantly influences purchase decisions. This is consistent with Alrwashdeh et al. (2019), which found that personal selling influences purchase decisions through purchase interest. However, the magnitude of the effect through the mediating variable is smaller than its direct impact. Hence, based on the significance of its influence, personal selling will directly affect purchase decisions.

## **5. CONCLUSION**

The conclusions drawn from this research are as follows, (1) The research findings establish a positive and significant influence between the social media marketing variable and purchase decisions. This indicates that the better the social media marketing offered by House Of Yush, the more it can enhance consumer purchase decisions. (2) The research results demonstrate a positive and significant effect between the personal selling variable and purchase decisions. This suggests that the better the personal selling strategy applied by House Of Yush, the more it can improve consumer purchase decisions. (3) The study proves a positive and significant relationship between the purchase decision variable and purchase interest. This signifies that increased consumer purchase interest will lead to more frequent purchase decisions. (4) The research reveals a positive and significant impact between the social media marketing variable and purchase interest. This shows that the more effective the social media marketing strategies used by House Of Yush, the greater the influence on consumer purchase interest. (5) The findings confirm a positive and significant relationship between the personal selling variable and consumer purchase interest. This signifies that stronger and more effective personal selling practices conducted with consumers will reinforce their purchase interest. (6) The research demonstrates that social media marketing does not significantly affect purchase decisions through brand awareness. Since the direct impact is greater than the indirect impact, it indicates that social media marketing through purchase interest significantly influences purchase decisions. (7) The study shows that the personal selling variable significantly influences purchase decisions through purchase interest. This is due to the greater direct impact compared to the indirect impact, indicating that personal selling through purchase interest significantly affects purchase decisions.

Based on the conclusions above, the following recommendations are proposed, (1) For the House Of Yush company, it is advised to maintain its social media marketing and personal selling marketing strategies. This is because consumer purchase decisions can be driven by increasing consumer purchase interest. If purchase interest increases, consumer purchase decisions will also experience a significant enhancement. (2) For future researchers, it is recommended to include additional independent or other mediating variables that potentially have a substantial impact. This will provide an opportunity for subsequent researchers to conduct studies using different factors to achieve more accurate test results.

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