

# Implementation of Integrated Marketing Communication Based on Purchase Intention in The Artisan Tea Marketing Program

Khofifah Rahmat Syahban<sup>1</sup>; Endy Gunanto Marsasi<sup>2\*</sup>

<sup>1,2\*</sup> Department of Management, Faculty of Economics and Business, Universitas Islam Indonesia, Jl. Prawiro Kuat, Ngringin, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55283

## ARTICLE INFO



**Correspondence Email:**  
[183111301@uii.ac.id](mailto:183111301@uii.ac.id)

### Keywords:

Digital Marketing; Marketing Management; Purchase Intention; Integrated Marketing Communication

### DOI:

<https://doi.org/10.33096/jmb.v11i1.625>

## ABSTRACT

This study delves into a plantation industry company operating with B2B and B2C marketing but needs more digital marketing expertise. Their production base is situated in Wonosobo Regency, known for supplying raw materials to market leaders, positioning them as market followers. PT. Perkebunan Teh Tambi introduced the "Volka" brand's Tea Artisan program. The primary aim of this research is to formulate the company's digital marketing strategy. Qualitative research methods such as in-depth interviews, direct observations, document collection, and secondary data analysis within the company's marketing division are utilized. The ultimate goal is to aid the company's market expansion through digital marketing, improving Purchase Intention via Integrated Marketing Communication theory, with an anticipated optimization of digital marketing's utility.

## ABSTRAK

Studi ini mendalami perusahaan industri perkebunan yang beroperasi dengan pemasaran B2B dan B2C namun membutuhkan lebih banyak keahlian pemasaran digital. Basis produksinya terletak di Kabupaten Wonosobo yang dikenal sebagai pemasok bahan baku kepada pemimpin pasar sehingga memposisikan mereka sebagai pengikut pasar. PT. Perkebunan Teh Tambi memperkenalkan program Pengrajin Teh merek "Volka". Tujuan utama dari penelitian ini adalah untuk merumuskan strategi pemasaran digital perusahaan. Metode penelitian kualitatif seperti wawancara mendalam, observasi langsung, pengumpulan dokumen, dan analisis data sekunder dalam divisi pemasaran perusahaan digunakan. Tujuan utamanya adalah untuk membantu perluasan pasar perusahaan melalui pemasaran digital, meningkatkan Niat Membeli melalui teori Komunikasi Pemasaran Terpadu, dengan antisipasi optimalisasi utilitas pemasaran digital.



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

## INTRODUCTION

PT. Perkebunan Teh Tambi was established around 1865 by the Dutch and was initially leased to Dutch individuals. In 1880, the company was purchased by Dutch individuals and jointly managed in the Wonosobo region. After Indonesia gained independence in 1945, the company became the property of the Republic of Indonesia government and became part of the State Plantation Company. According to Chalo Richard Muoki (2020), tea is a plant that can thrive in various climates and locations, including rainy regions, the Mediterranean, and humid tropics. PT. Perkebunan Teh Tambi, situated in a cold climate area, has a unique advantage in tea production. Additionally, as mentioned by Kumhar K. (2020), tea holds high economic value, and the company offers affordable prices for various income groups. PT. Perkebunan Teh Tambi's vision is to be an environmentally friendly, highly productive tea plantation company with quality that meets standards and is sustainable. The company's mission is to support natural economic growth, conserve nature, provide employment opportunities, and ensure an adequate tea supply for the community.

## RESEARCH METHOD

This research adopts a qualitative research approach, as described by Creswell, J.W (2018), which is qualitative descriptive research involving the creation of detailed descriptions

and comprehensive information from various information sources. The study collects two types of data: primary data collected by the researcher and secondary data from other sources such as books and journals. Observation and documentation were conducted for four months at the PT. Perkebunan Teh Tambi headquarters in Wonosobo Regency. The aim is to identify weaknesses within the context of marketing programs that the company has implemented. Through SWOT analysis, it is expected to gain a deeper understanding of the company's internal conditions, which, in turn, will provide a strong foundation for formulating marketing strategies.

## RESULTS AND DISCUSSION

PT. Perkebunan Teh Tambi is a plantation company that originated from the Dutch-owned Bagelen Thee & Kina Maatschaappij. In 1954, the company was taken over by NV. Eks PPN Sindoro Sumbing and changed its name to NV. Tambi in 1957, which later became PT. Perkebunan Tambi. The company processes its products internally and markets them locally at affordable prices. They implement a competitive pricing strategy to enhance market value. Distribution is carried out through agents, stores, and supplies, involving both local and export marketing. PT. Perkebunan Teh Tambi uses a vertical distribution channel and has two distribution processes: contract marketing channels and company marketing channels. Promotion involves personal sales, including direct sales at the director's office store.

PT. Perkebunan Tambi is a supplier company that explicitly focuses its attention on a specific market segment they have identified. They consider customer quality and loyalty as two crucial aspects of their business. Tambi adopts a unique approach by selling its products directly to consumers and building a well-known brand among its customers. In order to optimize their marketing strategy, this research adopts the SWOT analysis method. This analysis is used to identify the strengths and weaknesses of the company. With a deeper understanding of the company's internal conditions, the goal is to provide valuable evaluation material to assist PT. Perkebunan Tambi in assessing and addressing potential weaknesses.

**Table 1. SWOT Analysis Results**

Strength	Weaknesses	Opportunity	Threats
The price offered by the company is the same as other companies tends to be lower (Price)	Company's less active social media promotion (Promotion)	The product is growing due to intense competition (Product)	The product is less known because it introduces its products widely in Indonesia (Promotion)
Relatively faster supply delivery (Distribution )	The company does not have a website yet (Promotion)	The product is established as a typical souvenir of wonosolo (Product)	Lack of advertising (Promotion)
Maintaining product quality is always good (Product)			
Various flavors and aroma variants (Product)			

Source: Khofifah, 2023

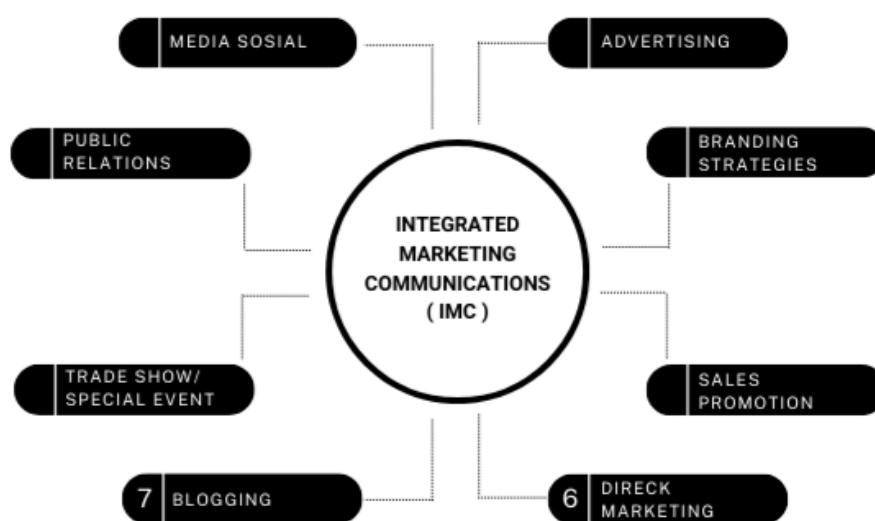
Table 1 presents a SWOT analysis to identify strengths, weaknesses, opportunities, and threats. The SWOT analysis presented by the author is based on the company's 4Ps, which include competitive pricing, high-quality products, efficient distribution processes, and rapid supply. However, its weakness lies in digital media promotion, which is still lacking and not up-to-date. To address the company's weaknesses, the researcher aims to provide marketing innovation through more targeted digital marketing, facilitating communication between the company and customers. PT. Perkebunan Teh Tambi would enable the company to capture customer preferences and needs better, ultimately enhancing its marketing effectiveness and delivering added value to customers.

**Table 2. Interview Results**

Research-Related Question	Research Findings
What strategies are used by the marketing team of PT. Perkebunan Teh Tambi?	<ul style="list-style-type: none"> <li>The strategies employed by PT. Perkebunan Teh Tambi includes both B2B and B2C approaches, high product quality, efficient supply, and procurement.</li> <li>PT. Perkebunan Teh Tambi utilizes social media but has yet to maximize its potential.</li> </ul>

Source: Khofifah, 2023

Table 2 displays the marketing strategies employed by PT. Perkebunan Teh Tambi. It is evident from the table that there are areas for improvement in the marketing strategies used, particularly in the suboptimal utilization of social media. The Facebook page needs to be regularly updated, and there needs to be a user-friendly social media platform for customers to access information about the company. Weaknesses in the marketing channels of the "Teh Artisan" program lie in the lack of marketing efforts, resulting in low awareness among potential customers and the public about this program.



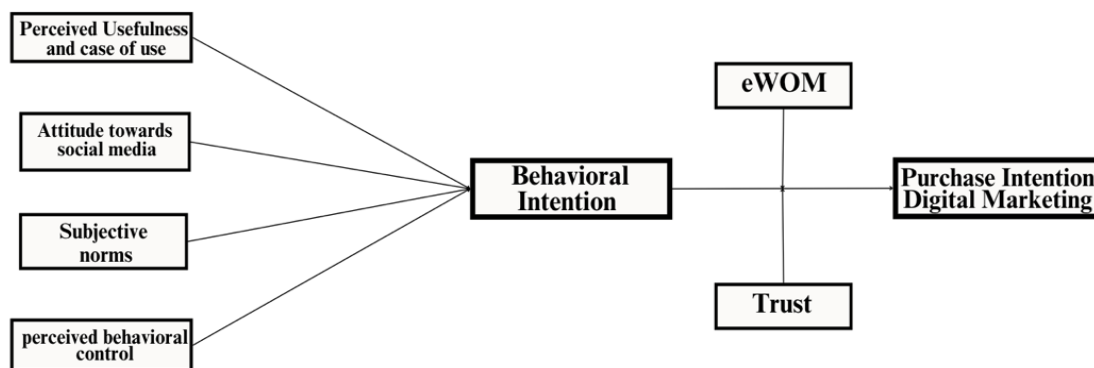
**Figure 1. Visualization of Integrated Marketing Communication Theory**

Source: Google Image

In the illustration depicted in Figure 1, eight integrated marketing concepts can be

applied by PT. Perkebunan Teh Tambi in this digital era to enhance their marketing communication. Within the digital environment, PT. Perkebunan Teh Tambi can utilize various communication channels, including advertising, sales promotions, public relations, direct marketing, and social media. By adopting an integrated approach, the company can facilitate access to product information and expand its sales reach.

Integrated Marketing Communication (IMC) is a business process that identifies effective and appropriate ways to communicate with consumers about their offerings and build good relationships (Dastane, 2020). PT. Perkebunan Teh Tambi still uses traditional methods to communicate with customers, such as phone calls or in-person visits. IMC facilitates new ways to transfer or share information on various platforms, and messages reach actual and potential customers in seconds (Prasad K Bijay, 2020). Assuming that sales can be achieved if the company produces reliable quality products, sets the correct prices, and uses the proper channels (Wu et al., 2022). Through the Integrated Marketing Communications (IMC) approach, the company can enhance consumer awareness and expand its market. Successful IMC implementation requires up-to-date information, and the company's strategic orientation can improve integration effectiveness (Butkouskaya et al., 2020). PT. Perkebunan Teh Tambi needs to enhance its media strategies in the digital era, including its website and digital communication tools such as email marketing and online advertising campaigns.



**Figure 2. Visualization of Purchase Intention Concept**

Source: Google

In Figure 2, a visualization of the purchase intention concept is depicted. Perceived benefits and usage influence purchase intention, attitudes towards social media, subjective norms, self-control perceptions that trigger the desire to act, consumer loyalty to specific products or services, and the willingness to voluntarily share the advantages of products or services with others, ultimately shaping purchase intention.

Marketers must be creative and attentive to customer attitudes and desires. Brand image can be a highly influential factor in customer purchase intention (Abir et al., 2020). Creativity in marketing can enhance purchase intention. PT. Perkebunan Teh Tambi has significant opportunities in digital marketing to support its Artisan Tea program. Narrative content can also be used to build emotional connections with potential customers and positively influence purchase intention in the ever-evolving digital era. When consumers are presented with narrative advertisements, it activates the use of persuasive knowledge and positively affects purchase intention (Tabassum et al., 2020).

**Table 3. Variants of "Volka" Artisan Tea Program.**

	Product	Descriptions
Serenitea	<b>Autumnal Equinox</b>	<b>Base tea:</b> Green tea steam <b>Flowers:</b> Amaranth, butterfly pea, peony, silk chrysanth
	<b>Floral Delight</b>	<b>Base tea:</b> Roasted green tea jasmine <b>Flowers:</b> Lavender, osmanthus, rosebud, safflower, white chrysanth
	<b>Golden Sunrise</b>	<b>Base tea:</b> Roasted green tea jasmine <b>Flowers:</b> Silk chrysanth, snow daisy <b>Herbs:</b> Mint, sappan wood, red ginger
	<b>Warm Home</b>	<b>Base tea:</b> Roasted green tea with jasmine <b>Flowers:</b> Baby rose, osmanthus, silk chrysanthemum, snow daisy <b>Herbs:</b> Mint, red ginger <b>Spices:</b> Cardamom, clove
	<b>Wulandari</b>	<b>Base tea:</b> Roasted green tea jasmine <b>Flowers:</b> Amaranth, butterfly pea, lavender, rosebud, white chrysanth
	<b>Hidden Garden</b>	<b>Base tea:</b> Green tea steam <b>Flowers:</b> Amaranth, lavender, osmanthus, rosebud
	<b>Cyclist</b>	<b>Base tea:</b> Roasted green tea jasmine <b>Flowers:</b> Amaranth, lavender, silk chrysanth, snow daisy, osmanthus <b>Fruits:</b> Lemon
	<b>Heritage</b>	
	<b>Rurasa Jawa</b>	Rurasa Jawa offers a blend of aroma and taste reminiscent.
	<b>Paradise</b>	Paradesa combines the aroma of Tambi tea with subtle spices.
	<b>Bagaskara</b>	Bagaskara is a blend of black tea and Purwoceng.

Source: Marketing PT. Perkebunan Teh Tambi, 2023

In Table 3, various variants of tea products from "Volka" by Artisan Tea are depicted, along with information about their ingredient content. Includes the types of tea used (such as black or green tea) and additions like fruits, flowers, and herbs. Helps customers understand the available choices and compare the compositions of different tea variants. The table facilitates their selection of the suitable variant.

Consumers consider purchasing a product or service (Lim S et al., 2020). Consumer experience levels and consumer relationships influence purchase intention (Mukhlis et al., 2022). PT. Perkebunan Teh Tambi needs to enhance the accessibility of product information, such as Artisan Tea "Volka," to enable the sharing of customer experiences that can positively influence purchase decisions. Labeling is a handy way to signal product quality (Treiblmaier et al., 2023). Positively impacting purchase intention, the desire for labeling can also enhance consumers' positive assessments of the underlying products (Kumar et al., 2021). Product labeling, as seen



in Artisan Tea "Volka," is crucial in building consumer trust in the product. PT. Perkebunan Teh Tambi has labeled the product in detail, providing transparent and helpful information to consumers, which can positively influence purchase intention.

The company should create brand value and product uniqueness to differentiate the product from other brands (Klaiklung et al., 2022). PT. Perkebunan Teh Tambi has built strong customer loyalty due to its focus on quality and unique tea flavors. Specific social networking sites have successfully boosted purchase intention (Akram et al., 2021). The use of social platforms like Instagram helps the company share exciting information, strengthen interactions, and increase product awareness. Competitive pricing of Teh Tambi's products influences the purchase intention of price-sensitive customers, as the company combines high quality with affordable prices. The influence of organic food quality perception on purchase intention weakens among price-sensitive consumers who consider price a critical factor in their purchase decisions (Wang et al., 2020).

Enabling customers to obtain more accurate product information, with the hope of capturing their attention and ultimately increasing online purchase intention (Zhang et al., 2020). Digital marketing using technologies such as websites, social media, and mobile marketing can help raise awareness of their products among potential customers and enhance purchase intention (Akash et al., 2022). Companies need to improve access to product information through social media and informative websites. PT. Perkebunan Teh Tambi sets an excellent example in a competitive business with its ArtisanTea program, emphasizing product quality, timely delivery, responsive customer service, and consistent product availability. Digital marketing plays a crucial role in strengthening brand value by avoiding customer misunderstandings that can influence purchase intention (Maher et al., 2022). Advertising as a promotional tool can help create the utility of product or service information (Mohitul et al., 2020). PT. Perkebunan Teh Tambi uses social media, particularly Instagram, to provide product information and avoid misunderstandings.

However, the company still needs to leverage advertising in its marketing efforts. Social media provides an environment where consumers can interact with their favorite social media influencers, which can make trust in relevant labels relevant to consumer purchase intention (Jason et al., 2020). PT. Perkebunan Teh Tambi utilizes Instagram and Facebook to promote tea products and collaborates with influencers who can influence consumer purchase decisions and enhance their satisfaction. Consumers' purchase intention for Japanese food is willing to buy Japanese food advertised by influencers (Laohasukkasem et al., 2021). Influencers can stimulate consumer emotions, thereby increasing consumer purchase intention for recommended products (Meng et al., 2021). PT. Perkebunan Teh Tambi can harness this potential for their Artisan Tea products by partnering with reputable online celebrities.

That purchase intention is positively influenced by health, cleanliness, quarantine, and the ease of using applications (Shim et al., 2021). Customer attitudes toward a product include intrinsic and extrinsic categories that can influence purchase intention (Zarif Sagheb et al., 2020). PT. Perkebunan Teh Tambi's Artisan Tea products use healthy, natural ingredients and maintain strict cleanliness standards in their production. The lower consumers' risk perception of a product, the higher their purchase intention. The more excellent consumers' risk perception, the lower their purchase intention (Brazil et al., 2022). Consumer intent to make online purchases, from a digital marketing perspective, is also influenced by good content determined by photos, promotions, competition, and celebrities featured on social media (Kaihatu et al., 2020). PT. Perkebunan Teh Tambi's Artisan Tea is a premium product that combines premium tea flavor

with a unique artistic touch. Peer interactions on social media influence consumers' online purchase intention behavior (Parvin et al., 2021). User-generated content generates higher purchase intent than disclosed advertisements and brand posts (Mayrhofer et al., 2020). Promote the benefits of PT. Perkebunan Teh Tambi's products, such as the exceptional taste and high quality of Artisan tea, are available through social media.

Purchase intention is the desire to purchase a particular product or service within a specific timeframe (Waleed et al., 2021). Through product innovations like artisan tea, quality improvements, and targeted promotions, the company has built long-term relationships with loyal partners and customers. The more subjective knowledge consumers possess, the greater the likelihood of forming a positive purchase intention (Xin et al., 2020). In an effort to achieve long-term success, Tambi also realizes the importance of retaining existing customers and consistently delivering positive information. Customers who consent to receive email marketing tend to have a higher purchase intention (Samsudeen et al., 2020) by focusing these efforts on customers who have consented to purchase, as established in partnerships with partner companies such as PT. Es Teh Indonesia Makmur and PT. Kartini Teh Indonesia, the company can expand its customer base through export communication via email. Young people tend to buy various products online through social platforms (Sansern et al., 2022). PT. Perkebunan Teh Tambi has recognized the importance of following this online shopping trend and has utilized platforms such as Instagram and WhatsApp to sell tea online.

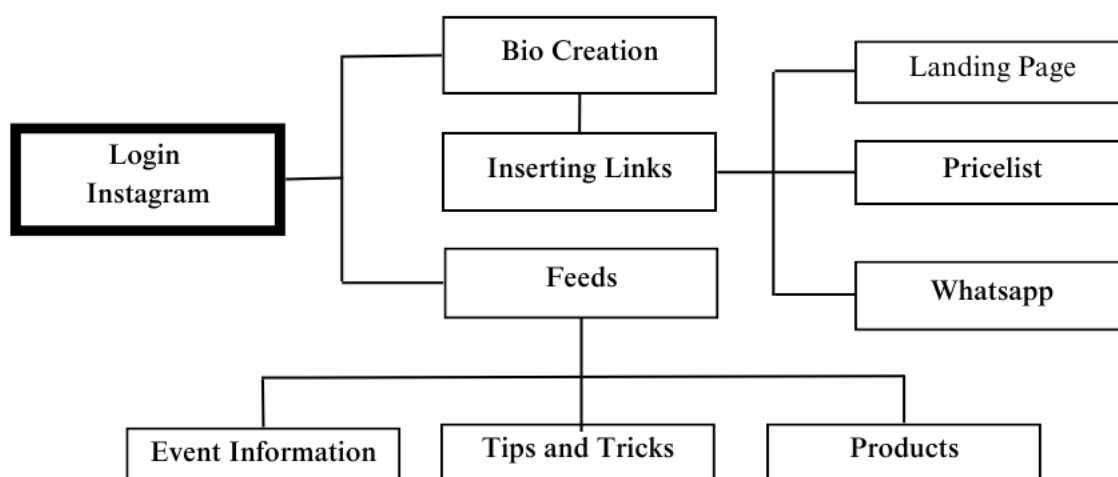
Influencers are individuals with the power to influence purchase intention due to their popularity, authority, knowledge, and position (Anggoro et al., 2022). Influencers must be experts in the field they support to capture followers' attention (Khan et al., 2023). PT. Perkebunan Teh Tambi can increase visibility and consumer trust by collaborating with influencers interested in tea or food and beverages. Endorsements from influencers can help build consumer trust and provide additional credibility to PT. Perkebunan Teh Tambi's brand. It has a positive and significant influence on purchase intention among millennials (Napawut et al., 2022). In the millennial generation active on social media, companies can use these platforms to interact and share engaging content such as plantation stories, tea production videos, and educational content. PT. Perkebunan Teh Tambi has built trust with partner companies through product quality, consistency, and reliability in meeting their business needs. Measuring its influence on trust tendencies remains important because further trust-building leads to information sharing and purchase intention (Khawaja et al., 2020).

Customers highly value promotional messages on social media directly linked to specific benefits such as discounts and offers (Khaleeli et al., 2020). Purchase intention in an online environment may differ significantly from traditional sales channels, such as physical stores (Naszariah et al., 2021). PT. Perkebunan Teh Tambi still needs to catch up in promotional efforts, especially compared to competitors who have adopted various social media promotion strategies, including giving larger quantities of souvenirs to customers. Although the company has promotional souvenirs, the quantity is lower than that of competitors.

Furthermore, PT. Perkebunan Teh Tambi still relies on conventional sales methods, such as direct sales at the head office and limited delivery services in the Wonosobo Regency area. The importance of conversations on social media, or electronic Word of Mouth (eWOM), in influencing consumer purchase intention must be addressed. When consumers see or participate in positive conversations about tea products from PT. Perkebunan Teh Tambi on social media, they gain a better understanding of the benefits of Artisan Tea products. Brand-referenced social media conversations influence consumer purchase intention. However, not all

eWOM information has the potential to influence consumer purchase intention (Leong et al., 2022).

Brand trust that develops over time affects relationship dimensions and repurchase intention (Khan et al., 2021). Other factors, such as trust and information convenience, will be examined to understand their influence on products (Barqiah & Marsasi, 2023). High brand trust can make customers comfortable continuing to purchase products from PT. Perkebunan Teh Tambi. Customers who already trust the brand are likely to have a stronger intention to repurchase tea from the company, even over a more extended period. It is essential to develop specific marketing strategies to promote luxury brands, which influence consumer purchase intention (Marsasi & Yuanita, 2023). Loyalty will also have a positive influence on purchase intention (Taufikkur & Marsasi, 2023). The Artisan Tea product, which is part of the luxury brand, stands out due to its premium quality, uniqueness, and exclusivity. With its premium quality, Artisan Tea has great potential to meet the expectations of luxury consumers and leverage their strong purchase intentions that are often associated with luxury products. PT. Perkebunan Teh Tambi, which has built customer loyalty through its product quality, hopes to continue strengthening this loyalty.



**Figure 3. Visualization Flowchart of the "Volka" Artisan Tea Program.**

Source: *Khofifah, 2023*

In Figure 3, it illustrates the Instagram usage flowchart designed to support the marketing of PT. Perkebunan Teh Tambi's premium product, "Volka" artisan tea. The steps include creating a bio, posting feeds with various information, tea-making tips, and related product links. This Instagram page showcases a variety of engaging content, including product images and brand-aligned stories. Additionally, this Instagram serves as an interactive platform for communicating with customers and potential clients. Thus, this Instagram serves as an effective tool in PT. Perkebunan Teh Tambi's marketing strategy.

**Table 4. Optimalization the "Volka" Artisan Tea Program**

Aspect	Descriptions
Objectives	1. The long-term objective of optimizing the "Volka" artisan tea program is to create an ecosystem that supports and enhances



	users' purchase intention towards the product and brand, as well as maintaining customer loyalty.
	2. Short-term optimization goals of the "Volka" artisan tea program focus on concrete steps that can instantly boost purchase intention, such as increasing engagement, directing traffic, and encouraging purchase actions.
Timeframe	6-12 Month
Responsible Parties	Marketing staff for artisan tea and social media administrators.
Activities	<ol style="list-style-type: none"> <li>1. Creation of an Instagram account for the Artisan Tea product "Volka," which can access various company contacts such as WhatsApp, email, and various product-related information.</li> <li>2. Development of landing pages and a Milkshake application accessible through the link in the Instagram bio.</li> </ol>
Targets	Customers and potential customers of "Volka" artisan tea.
Outputs	To ensure that all customers and potential customers can easily access information about the Volka product.

*Source : Khofifah, 2023*

In Table 4, there is a visualization explanation of the optimization of the Artisan Tea "Volka" program. The goal is to enhance user engagement on Instagram with quality content that captures attention and prompts interactions such as likes, comments, and shares. Educating users about the "Volka" product through informative product images, infographics, or videos depicting the correct brewing process, with the aim of improving user understanding of the product. The company uses the Artisan Tea program to promote special offers, share stories about the "Volka" brand, and boost customer engagement through quality content. This program provides customers with easy access to landing pages, email, WhatsApp, and events for more information and direct communication with the support or sales team. Additionally, the program enables event promotion through Instagram to generate excitement and facilitate customer registrations.

## CONCLUSIONS

This research identifies areas for improvement in the Artisan Tea marketing program, particularly in the suboptimal use of digital marketing channels. Thus, the evaluation focuses on enhancing Purchase Intention through Integrated Marketing Communications (IMC). The aim is to boost product sales and consumer purchase intentions with an effectively integrated marketing strategy. In an era where messages to potential customers must be efficiently conveyed, IMC is the key to optimizing various marketing aspects such as advertising, promotions, public relations, and social media. The research results propose short-term steps, including the creation of an Instagram account for "Volka" Artisan Tea, the development of a landing page, and the implementation of the Milkshake application. In the long run, the goal is to create an environment that enhances purchase interest, supports the brand, and maintains customer loyalty. This optimization is expected to be achieved within 6-12 months to provide relevant product information to customers.

## REFERENCE

- Abir Tanvir. Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *JOURNAL OF XI'AN UNIVERSITY OF ARCHITECTURE & TECHNOLOGY* XII, (2020).
- Akram, U., Junaid, M., Zafar, A. U., Li, Z. & Fan, M. Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services* 63, (2021).
- Alwan, M. & Alshurideh, M. T. The effect of digital marketing on purchase intention: The moderating effect of brand equity. *International Journal of Data and Network Science* 6, 837–848 (2022).
- Anggoro Wilis, R. & Faik, A. Effect of Digital Marketing, Influencer Marketing and Online Customer Review on Purchase Decision: A Case Study of Cake Shop 'Lu'miere'. *Petra International Journal of Business Studies* 5, 155–162 (2022).
- Brazil, C. P. *et al.* Journal of Business and Management Studies The Effect of Online Wet Markets Website Quality on the Purchase Intention of Consumers in Caloocan City. (2022) doi:10.32996/jbms.
- Butkouskaya, V., Llonch-Andreu, J. & Alarcón-del-Amo, M. del C. Entrepreneurial orientation (EO), integrated marketing communications (IMC), and performance in small and medium-sized enterprises (SMEs): Gender gap and inter-country context. *Sustainability (Switzerland)* 12, (2020).
- Dastane, O. Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management. *Journal of Asian Business Strategy* 10, 142–158 (2020).
- Graham, K. W. & Wilder, K. M. Consumer-brand identity and online advertising message elaboration: Effect on attitudes, purchase intent and willingness to share. *Journal of Research in Interactive Marketing* 14, 111–132 (2020).
- Jain, A. & Raja Sankaran, D. A Study on Digital Marketing and its Impact on Consumer Purchase Decision. *Shanlax International Journal of Management* 9, 259–269 (2022).
- Khaleeli, M. THE EFFECT OF SOCIAL MEDIA ADVERTISING AND PROMOTION ON ONLINE PURCHASE INTENTION Green Manufacturing View project Organizational Culture View project *JOURNAL OF CRITICAL REVIEWS THE EFFECT OF SOCIAL MEDIA ADVERTISING AND PROMOTION ON ONLINE PURCHASE INTENTION*.  
<https://www.researchgate.net/publication/344337458>.
- Khan, A., Mohammad, A. S. & Muhammad, S. An integrated model of brand experience and brand love for halal brands: a survey of halal fast food consumers in Malaysia. *Journal of Islamic Marketing* 12, 1492–1520 (2021).
- Khan, S., Rashid, A., Rasheed, R. & Amirah, N. A. Designing a knowledge-based system (KBS) to study consumer purchase intention: the impact of digital influencers in Pakistan. *Kybernetes* 52, 1720–1744 (2023).
- Khwaja, M. G., Mahmood, S. & Zaman, U. Examining the effects of women, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information (Switzerland)* 11, 1–12 (2020).

- Klaiklung, J., Nuangjamnong, C. & Phengpis, S. *FACTORS INFLUENCING PURCHASE INTENTION TOWARD DAIRY PRODUCTS IN GENERATION Y IN BANGKOK, THAILAND.* vol. 7 <http://www.assumptionjournal.au.edu/index.php/eJIR> (2022).
- Kumar, S., Murphy, M., Talwar, S., Kaur, P. & Dhir, A. What drives brand love and purchase intentions toward the local food distribution system? A study of social media-based REKO (fair consumption) groups. *Journal of Retailing and Consumer Services* 60, (2021).
- Laohasukkasem, P., Nurittamont, W. & Sawatmuang, P. *The Impact of Online Influencers on Consumers' Purchase Intention of Japanese Food in Bangkok.* *Journal of Management in Business* <https://ssrn.com/abstract=4004385> (2021).
- Leong, C. M., Loi, A. M. W. & Woon, S. The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics* 10, 145–157 (2022).
- Marsasi, E. G. & Barqiah, S. They The Role of Gender, Age, And Educational Groups in Utilitarian Motivation for Sharia Products. *Indonesian Journal of Business and Entrepreneurship* (2023) doi:10.17358/ijbe.9.1.104.
- Marsasi, E. G. & Dewi Yuanita, A. INVESTIGATING THE CAUSES AND CONSEQUENCES OF BRAND ATTACHMENT OF LUXURY FASHION BRAND: THE ROLE OF GENDER, AGE, AND INCOME. *Media Ekonomi dan Manajemen* 38, 71– 93 (2023).
- Mayrhofer, M., Matthes, J., Einwiller, S. & Naderer, B. User-generated content presenting brands on social media increases young adults' purchase intention. *Int J Advert* 39, 166–186 (2020).
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K. & Chen, S. The impact of online celebrity in live streaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services* 63, (2021).
- Mustafi, M. A. A. & Hosain, M. S. The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Contemporary Marketing Science* 3, 385–410 (2020).
- Napawut, W., Siripipatthanakul, S., Phayaphrom, B., Siripipattanakul, S. & Limna, P. *The Mediating Effect of E-WOM on the Relationship Between Digital Marketing Activities and Intention to Buy Via Shopee.* *Native Speaker (NP) Program, Ammartpanichanukul School* vol. 2 <https://ssrn.com/abstract=4047441> (2022).
- Naszariah, R. et al. *An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia.* *Turkish Journal of Computer and Mathematics Education* vol. 12 (2021).
- Parvin; Sayaka Zaman; Samia Amin, N. E-cigarette Purchase Intention through Facebook Social Media: A Cross-Sectional Study. *Trends Journal of Sciences Research* 1, 72–71 (2021).
- Prasad K Bijay. INTEGRATING SOCIAL MEDIA AND DIGITAL MEDIA AS NEW ELEMENTS OF INTEGRATED MARKETING COMMUNICATION FOR

- CREATING BRAND EQUITY. *Journal of Content, Community and Communication* 11, 52–64 (2020).
- Samsudeen, S. N., Kaldeen, M. & Sabraz Nawaz, S. Impact of Digital Marketing on Purchase Intention Create new project 'Structural Equation Modelling Approach' View project E-Commerce View project Impact of Digital Marketing on Purchase Intention. *International Journal of Advanced Science and Technology* 29, 1113–1120 (2020).
- Sanny, L., Arina, A. N., Maulidya, R. T. & Pertiwi, R. P. Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters* 2139–2146 (2020) doi:10.5267/j.msl.2020.3.023.
- Sansern, C., Siripipatthanakul, S. & Phayaphrom, B. The Relationship Between Digital Marketing, Customer Relationship Marketing (CRM), and Online Purchase Intention: The Case of Facebook Live in Thailand. *International Conference On Research And Development (ICORAD)* 1, 97–109 (2022).
- Stefanus Kaihatu, T. PURCHASE INTENTION OF FASHION PRODUCT AS AN IMPACT OF DIGITAL MARKETING, MEDIATED BY CUSTOMER ENGAGEMENT IN THE GENERATION Z. doi:10.9744/pemasaran.14.2.61–66.
- Tabassum, S., Khwaja, M. G. & Zaman, U. Can narrative advertisement and eWOM influence Generation Z purchase intentions? *Information (Switzerland)* 11, 1–16 (2020).
- Taufikkur, M., Afandi, R. & Marsasi, E. G. Fast Food Industry Investigation: The Role of Brand Attitude and Brand Loyalty on Purchase Intentions among Generation Z based on Theory of Reasoned Action. (2023) doi:10.54628.
- Treiblmaier, H. & Garaus, M. Using blockchain to signal quality in the food supply chain: The impact on consumer purchase intentions and the moderating effect of brand familiarity. *Int J Inf Manage* 68, (2023).
- Vernuccio, M., Cesareo, L., Pastore, A. & Kitchen, P. J. Managerial and organizational perspectives on online–offline integration within integrated marketing communication: toward a holistic conceptual framework. *Int J Advert* 41, 519–540 (2022).
- Waleed Pathan, A., Jabeen, A., Akram Ali, P., Das Meghani, S. & Ahmed Shaikh, F. How Digital Marketing Influences Purchase Intention? A Case of Fast-Food Industry. *International Journal of Management (IJM)* 12, 1238–1247 (2021).
- Wang, J., Pham, T. L. & Dang, V. T. Environmental consciousness and organic food purchase intention: A moderated mediation model of perceived food quality and price sensitivity. *Int J Environ Res Public Health* 17, (2020).
- Wang, J., Tao, J. & Chu, M. Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control* 108, (2020).
- Weismueller, J., Harrigan, P., Wang, S. & Soutar, G. N. Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal* 28, 160–170 (2020).

- Wu, L., Danko, Y., Chen, F., Yao, X. & Zhang, F. MAPPING THE LITERATURE OF INTEGRATED MARKETING COMMUNICATIONS: A SCIENTOMETRIC ANALYSIS USING CITESPACE. *Innovative Marketing* 18, 152–167 (2022).
- Xin, L. & Seo, S. The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal* 122, 448–464 (2020).
- Yunus, M., Saputra, J. & Muhammad, Z. Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship management. *International Journal of Data and Network Science* 6, 935–944 (2022).
- Zarif Sagheb, M., Ghasemi, B. & Nourbakhsh, S. K. Factors affecting purchase intention of foreign food products: An empirical study in the Iranian context. *British Food Journal* 122, 1485–1504 (2020).
- Zhang, M., Qin, F., Wang, G. A. & Luo, C. The impact of live video streaming on online purchase intention. *Service Industries Journal* 40, 656–681 (2020).