

Analysis of Customer Relationship Management and Social Media on Marketing Performance Mediated Digital Marketing at Gramedia Medan

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Abstract

This research aims to test and analyze the influence of customer relationship management, social media on marketing performance mediated by digital marketing at Gramedia Medan. Good customer relationship management and effective use of social media have an important role in improving marketing performance. Apart from that, integrated digital marketing is a key factor in mediating the influence of these factors on marketing performance. The research method used is a quantitative approach, with sampling based on the Slovin formula to determine the number of respondents who are representative of the population. The population of this study was Gramedia visitors in Medan City, of which the average reported visitors per day of the week is 442 people. With a margin of error of 5%, a sample of 210 respondents were selected randomly. Data was collected through a structured questionnaire. Data analysis was carried out using the Structural Equation Modeling (SEM) technique to test the relationship between the variables studied. The research results show that Customer Relationship Management has a positive and significant effect on marketing performance at Gramedia Medan, Social Media has a positive and significant effect on marketing performance; Digital Marketing has a positive and significant effect on marketing performance; Customer Relationship Management has a positive and significant effect on Digital Marketing, Social Media has a positive and significant effect on Digital Marketing. The results of this research also provide recommendations for Gramedia management to improve customer relationship management and the use of social media to improve marketing performance through digital marketing in strengthening Gramedia services in Medan.

Keywords:

Cutomer Relationship Management, Social Media, Digital Marketing, Marketing Performance

Introduction

Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering and exchanging products of value with others. Marketing performance can be measured from data on sales levels, increase in income, number of customers, or from other data that describes the extent of success in marketing a company's products or services (Adiya Putri, Aksari, & Warmika, 2023). In competition between producers, companies that can increase the company's achievements both in terms of total revenue and number of customers indicate that the company's marketing performance has been going well.

In the period that continues to develop towards the digital era, the retail industry has experienced significant fundamental changes in their approach to product marketing and interaction with customers (Chusumastuti, Elisabeth, Nurali, Suryadharma, & Sinaga, 2023). This transformation includes a fundamental shift in business paradigms triggered by rapid advances in information and communications technology. This technology has opened up new opportunities and enabled the emergence of marketing strategies that are more adaptive, dynamic and accurately measurable (Adha, Asyhadie, & Kusuma, 2020). In facing an increasingly digital business landscape, retail industry players are aware that consumers are now more connected to digital platforms (customer relationship management) and social media (social media marketing). Therefore, digital marketing strategies play a central role in efforts to take advantage of intensive customer interactions (Hendrian, Hakim, & Syafii, 2023; Siregar, 2023b, Siregar, 2024).

In an era where technology and digitalization have penetrated every aspect of life, retail industry customers are no longer just passive consumers, but actors who actively participate in the purchasing and decision-making process. They are spending more time online, exploring digital platforms and social media, searching



for product information, reading reviews, and interacting with brands through various channels. Therefore, conventional marketing strategies are no longer sufficient to overcome these changes in consumer behavior (Suma & Siregar, 2023; Siregar, 2023a).

Therefore, this research aims to analyze the relationship between customer relationship management, social media, and marketing performance of Gramedia Medan services and products with digital marketing as a mediating variable.

Methods

A. Research approach

The method used by the researcher in this study is a quantitative approach method by distributing questionnaires to a predetermined sample in the population without prioritizing the size of the population or sampling, even the population and sampling are very limited.

B. Location and Time of Research

The research location is at Gramedia Medan, Jalan Gajah Mada, No. 23, Petisah Hulu District, Medan City, North Sumatra. The research time starts in July 2024 until it is completed.

C. Population and Sample

1. Population

The population taken was Gramedia Medan visitors who had visited Gramedia Medan. The population in this study were visitors to Gramedia Medan. From the average reported visitors per day of the week is 442 people. Because the population in this study was very large, sampling was carried out.

2. Sample

The sample rule with the provisions $N \geq \frac{N^2}{1+N(e)^2}$ is an estimate of the population. The sample is considered to represent the population whose results represent the entire range of symptoms observed. The sample is representative. This research uses the Slovin method to determine the sample size. The Slovin formula is used to avoid



sampling errors that might occur if the sample is too small or too large. The Slovin formula to be used is as follows:

$$n = \frac{N}{1+N(e)^2}$$

Information:

n = minimum sample

N – population sample

e = percentage of tolerance limit (*margin of error*)

Known:

N = 442 Customer (Based on which the average reported visitors per day of the week is 442 people)

e = 0.05 = 5% (Margin of error set by the researcher)

$n = N / (1 + N \times e^2)$

$n = 442 / (1 + (442 \times 0.05^2))$

$n = 442 / 1 + (442 \times 0.0025)$

$n = 442 / 2.105$

$n = 210$

Based on the calculation above, the sample that became respondents in this study was to 210 customers.

D. Data Sources and Types of Data

a. Primary data

Primary data can be defined as data obtained from the first source, either from the results of filling out individuals/individuals, for example the results of interviews, or from the results of filling out questionnaires conducted by researchers. The primary data used in this study is in the form of data from the results of the questionnaire distributed to the respondents selected as the research object.

b. Secondary Data

This data is used to support primary information, where this data can be obtained from library materials, literature, previous research, books, and so on.



E. Data Collection Techniques

The data processing technique produced through questionnaires (questionnaires) uses a Likert scale. The Likert scale is a scale in the type of research data that is always used to measure attitudes, opinions, and perceptions of individuals or groups related to social phenomena that are the subject of research (Sugiyono, 2019). Alternative answers have a positive value from the number 5 (five) to the number 1 (one). The scoring was carried out based on respondents' responses. In this study, the analysis was generated through respondents' responses to the statements submitted, namely in the form of customer relationship management and social media on marketing performance at Gramedia Medan. After making a scale range table as a reference in descriptive analysis, it is sure to first look for the lowest score and the highest score. The sample used was 210 respondents and the number of alternative answers amounted to 5 (Strongly Agree, Agree, Quite Agree, Disagree, Strongly Disagree).

F. Research Variables and Operational Definitions

In this study, variables are divided into two types, namely independent variables (free) and dependent variables (bound).

1. Independent *Variable*

The free variables used in this study:

a) Customer Relationship Management

Customer relationship management is recommending products to other people, and facilitating customer interaction with the company (Kristanti et al., 2023).

b) Social Media

Social Media measures total interactions against the number of followers, the number of users who like content, the number of comments received, the number of content re-shared, the number of products mentioned by users via social media (Siregar, 2023).



2. Dependent Variable

Dependent or bound variables are variables that are influenced or consequential, because of the existence of independent variables (Sugiyono, 2019). The bound variable used in this study was marketing performance. Marketing performance is measuring customer satisfaction with products or services using sales volume indicators (Rosmayani, 2022; Siregar, 2023).

G. Data Analysis Techniques

1. Structural Equation Modeling (SEM)

This study uses SEM PLS (*Partial Least Square*), which is a component-based or variant-based structural equation model. SEM analysis with PLS is carried out through three main stages as follows:

a) Outer Model Analysis

Evaluate the measurement model to predict the relationship between an indicator or parameter and a latent variable. This stage includes testing the validity and reliability of the indicator, as well as the extent to which the indicator reflects the latent construct.

b) Inner Model Analysis

Evaluation of structural models to predict causal relationships between latent variables. At this stage, the relationships between constructs are tested to assess whether the model reflects the relationships between the desired variables.

c. Hypothesis Testing

Using SEM-PLS to test the hypothesis proposed in the study. It involves statistical testing of the relationships between latent variables present in the model. PLS model evaluation is carried out by examining both *the outer model* and the inner model to ensure validity and reliability. *The outer model* is used to assess the extent to which the indicator reflects latent constructs, while the inner model tests the relationships between latent constructs. A path diagram



was used to illustrate the relationships between the variables in this study, which helped to visualize the causal relationships between the latent constructs being tested.

Results

1. The Influence of Customer Relationship Management on Marketing Performance at Gramedia Medan

The results of the first Hypothesis test, which evaluates the impact of Customer Relationship Management on marketing performance, have been carried out. The resulting coefficient is 0.359, with a p-value of 0.000 and a t-statistic of 4.621. Due to the p-value being less than 0.005 and the t-statistic value exceeding the t-table value of 1.96, it can be concluded that Customer Relationship Management has a positive and significant impact on marketing performance. Therefore, the hypothesis which states that Customer Relationship Management has a positive and significant effect on marketing performance can be accepted. Customer Relationship Management which is carefully managed at Gramedia Medan has an important role in influencing marketing performance. Research has shown that engaging and unique Customer Relationship Management in a store not only influences a customer's overall experience, but also contributes significantly to their decision to return. According to Kristanti, Monica, & Hansel (2023), Customer Relationship Management is significantly considered an important factor that allows companies to develop strategies and is considered a further alternative so that customers are able to provide choices on alternatives for purchasing.

2. The Influence of Social Media on Marketing Performance at Gramedia Medan

The results of the second Hypothesis test, which evaluates the impact of Social Media on marketing performance, have been analyzed. The coefficient value found was 0.334, with a p-value of 0.000 and a t-statistic of 4.711. With a p-value that is lower than 0.005 and a t-statistic value that exceeds the t-table value (1.96), it can be concluded that social media has a positive and significant impact on marketing performance. Therefore, the hypothesis which states that social media has a positive and significant effect on marketing performance can be accepted. Good social media is indeed a key factor in influencing marketing performance in the retail and publishing industry such as Gramedia. According to Anugrahanto, Fikri, & Rayhan, (2022), social media supports various formats, and facilitates data sharing (likes, retweets, follows, shares, videos, pictures, comments, reviews, or



posts) which produces large amounts of information. Therefore, it is critical to understand how managers can analyze and integrate such insights into their marketing activities. When companies use social media, this will have a positive impact on marketing performance.

3. The Influence of Customer Relationship Management on Digital Marketing at Gramedia Medan

The results of the third hypothesis test, which evaluates the influence of Customer Relationship Management on digital marketing, have been carried out. The calculation results show that the coefficient value is 0.377, with a p-value of 0.000 and a t-statistic of 4.757. By considering that the p-value is lower than the significance threshold of 0.005 and the t-statistic value exceeds the t-table value (1.96), it can be concluded that Customer Relationship Management has a positive and significant impact on Digital Marketing. Therefore, the hypothesis which states that Customer Relationship Management has a positive and significant effect on Digital Marketing can be accepted. According to research by Kristanti et al., (2023), digital marketing activities are considered as activities offering products and selling products, but if you look in detail at marketing, it is not only about offering and selling products but also analysis and evaluation activities related to the needs and desires of the consumers concerned, then it has Customer relationship management can speed up product ownership, as well as improve the product's image in the eyes of consumers, so that the product is more competitive.

Customer relationship management is considered a significantly important factor that enables market-savvy companies to develop strategies. The role of intention in online purchases, namely parties with ownership of ideas who provide suggestions for purchasing products/services, providing effects with advice or arguments that are able to influence other people, the effect of influence on decision making based on a number of considerations (Dastane, 2020; Perdana & Widodo, 2024).

4. The Influence of Social Media on Digital Marketing at Gramedia Medan

The results of the fourth Hypothesis test, which evaluates the impact of Social Media on digital marketing, have been analyzed. The calculation results show that the coefficient value found is 0.287, with a p-value of 0.000 and a t-statistic of 4.258. With a p-value that is lower than 0.005 and a t-statistic value that exceeds the t-table value (1.96), it can be concluded that social media has a positive and significant impact on marketing performance. These findings provide a strong



indication that social media plays an important role in shaping digital marketing. In this context, the significant impact of social media on digital marketing shows that customers tend to use digital marketing to access products and services via social media. Therefore, the hypothesis which states that social media has a positive and significant effect on digital marketing can be accepted. According to Supriatna, Juhandi, & Rasipan, (2022), social media as a means of communication, interaction and sharing insights between users has a wide and unlimited scale and reach. Facebook, Twitter, Instagram, Line, Tiktok, Telegram and YouTube are some examples of social media applications. This media can be used for promotional activities with the ultimate aim of influencing the community as potential buyers. Social media promotion as an activity to communicate everything that is done through social media is becoming increasingly widespread.

Digital Marketing includes various activities such as advertising campaigns, product promotions, collaborations with influencers, and direct interactions with consumers via social media platforms, which have the potential to influence consumer purchasing behavior. Through digital marketing, they can increase brand awareness, create interest, and generate desire for their products. With interesting and informative content, it can influence consumers' perceptions about the quality and benefits of their products, which ultimately drives purchasing decisions (Purba & Anny, 2024; Surya, Mesra, & Muhammad, 2024; Siregar, Rosanty, & Surya, 2025).

5. The Influence of Digital Marketing on Marketing Performance at Gramedia Medan

The results of the fifth hypothesis test, which evaluates the influence of digital marketing on marketing performance, has been carried out. The calculation results show that the coefficient value is 0.402, with a p-value of 0.000 and a t-statistic of 4.007. By considering that the p-value is lower than the significance threshold of 0.005 and the t-statistic value exceeds the t-table value (1.96), it can be concluded that digital marketing has a positive and significant impact on marketing performance. Therefore, the hypothesis which states that digital marketing has a positive and significant effect on marketing performance can be accepted. As shown in research by Anugrah, Oktarini, Oktarida, & Firmansyah, (2023), Digital Marketing makes it easier for entrepreneurs to market a product or service. Market players build consumer awareness by placing advertisements first in online media, while interest, namely interest, arises after building consumer



awareness. Offline system, consumers find out about products or services directly. Online system, can be through search (Google, Yahoo) and social networks (Facebook, Instagram, Twitter).

Apart from that, according to research by Supriatna et al., (2022), active digital marketing will produce good marketing performance. Business actors who are more active, have links, have content displays with informative content will have more customers, sales and profits. The application of digital marketing as a promotional media is included in the very good classification as one of the supports for marketing performance. Business actors should be more active and use digital marketing more in their business activities. Business actors should pay close attention to the appearance and content of posts on social media.

Research conducted by Amelia, Sulhaini, & Sagir, (2022) shows that one of the factors that influences marketing performance is digital marketing. Promotional digital marketing activities are always directed at producing good marketing performance such as sales volume and sales growth rate. Digital marketing is also an indispensable part of marketing and is one of the best ways to reach consumers (Siregar, dkk, 2025).

6. The Influence of Customer Relationship Management on Marketing Performance Through Digital Marketing at Gramedia Medan

The results of the sixth hypothesis test, which evaluates the mediating impact of digital marketing on the relationship between Customer Relationship Management and marketing performance, have been thoroughly analyzed. The resulting coefficient value is 0.152 with a p-value of 0.003 and a t-statistic of 3.028. By observing that the p-value is less than 0.005 and the t-statistic value exceeds the relevant t-table value (1.96), it can be concluded that Digital Marketing which mediates the relationship between Customer Relationship Management has a positive and significant effect on Marketing Performance through Digital Marketing acceptable. Digital marketing is not just a goal, but also the overall challenges and opportunities the shopping experience offers. Research shows that Customer Relationship Management significantly influences marketing performance through improving Digital Marketing. A study by Hudha, Rahadhini, & Sarwono, (2022), shows that digital marketing has a direct effect on marketing performance. Customer Relationship Management in Gramedia Medan products is created by various elements such as easy direct interaction with Gramedia, both when encountering problems or when special conditions are needed, not only has a direct impact on Marketing Performance, but also through



Digital Marketing which is formed from Customer Relationship Management. In other words, when customers feel satisfied with Customer Relationship Management, they tend to have a tendency to become more loyal customers.

7. The Influence of Social Media on Marketing Performance Through Digital Marketing at Gramedia Medan

The results of the seventh hypothesis test, which evaluates the mediating impact of digital marketing on the relationship between Social Media and marketing performance, have been thoroughly analyzed. The resulting coefficient value is 0.116 with a p-value of 0.012 and a t-statistic of 3.028. By observing that the p-value is less than 0.005 and the t-statistic value exceeds the relevant t-table value (1.96), it can be concluded that Digital Marketing which mediates the relationship between Social Media has a positive and significant effect on Marketing Performance through Digital Marketing. accepted. In the context of the retail and publishing business, as experienced by Gramedia Medan, implementing social media is not only a goal, but also a strategic investment to build marketing performance. Research has indicated that Digital Marketing plays an important role as a mediator between good social media and marketing performance. A study by Fahdillah, (2022), shows that digital marketing acts as a link between social media services provided by a business and marketing performance. When customers are satisfied with the social media services they receive, they tend to feel more connected to the brand and are more likely to return in the future. This emphasizes the importance of digital marketing as a mediating factor in the relationship between social media and marketing performance.

Conclusion

A. Conclusion

Based on the results of research that has been carried out, it shows that there is an influence of customer relationship management, social media on marketing and digital marketing performance in Gramedia Medan Products and Services.

1. There is a positive and significant influence between Customer Relationship Management and Marketing Performance because the Customer Relationship Management created at Gramedia Medan has a significant positive influence on marketing performance. This implies that Gramedia services and products are recommended to other people and that it is easy to find Gramedia products and services and that it is easy to interact directly with Gramedia both when you



encounter problems or when you need special conditions. With this positive and significant influence, Gramedia can take advantage of it to improve Marketing Performance by paying attention to and managing Customer Relationship Management better.

2. There is a positive and significant influence between Social Media and Marketing Performance because there is a strong and meaningful relationship between Social Media created by Gramedia and marketing performance. In this context, social media refers to interaction through content, likes, mentions and shares of Gramedia products in providing Gramedia services to improve Gramedia's marketing performance.
3. There is a positive and significant influence between Customer Relationship Management and Digital Marketing because there is a strong and meaningful relationship between Customer Relationship Management for Gramedia Products in Medan through Digital Marketing. In this case, Customer Relationship Management covers several aspects, namely easy to find Gramedia products and services and easy to interact directly with Gramedia both when you encounter problems or need special conditions both offline and online. The positive and significant influence observed shows that Customer Relationship Management has a significant impact on Digital Marketing. This can increase your chances of getting positive reviews, repeat visits, and recommendations to others.
4. There is a positive and significant influence between Social Media and Digital Marketing because there is a strong and significant correlation between social media and those used by Gramedia Medan with Digital Marketing. In this case, social media is a product service solution that even exceeds customer expectations in terms of providing access to digital marketing services that are fast, friendly, responsive, high quality and in accordance with customer needs. The positive and significant influence observed indicates that the better the Social Media used as a service, the higher the Digital Marketing service for customers. When customers feel that their needs and expectations are well met by the digital marketing services provided, they tend to feel satisfied and have a positive perception of Gramedia Medan.
5. There is a positive and significant influence between Digital Marketing and Marketing Performance because there is a strong and meaningful relationship between Digital Marketing used by Gramedia Medan and Marketing Performance. In this case, Digital Marketing covers several aspects, namely



being interested in buying and participating in activities as well as being interested in social media content and Gramedia Medan product services. The positive and significant influence observed indicates that the higher the Digital Marketing carried out at Gramedia Medan, the higher the Marketing Performance for Gramedia Products in Medan. When customers are satisfied with the service and ease of access at Gramedia Medan, they tend to become loyal customers.

6. There is a positive and significant influence between Customer Relationship Management on Marketing Performance which is mediated by Digital Marketing because Customer Relationship Management has a positive and significant influence on Marketing Performance on Gramedia Medan products. This influence is mediated by Digital Marketing, which means that Customer Relationship Management in Gramedia Medan products is created by various elements such as easy direct interaction with Gramedia, both when there are obstacles or when special conditions are needed, not only has a direct impact on Marketing Performance, but also through Digital Marketing. which is formed from Customer Relationship Management. In other words, when customers feel satisfied with Customer Relationship Management, they tend to have a tendency to become more loyal customers.
7. There is a positive and significant influence between Social Media on Marketing Performance which is mediated by Digital Marketing because the Social Media used by Gramedia Medan has a positive and significant influence on Marketing Performance. However, this influence is mediated by Digital Marketing, meaning that high levels of Social Media tend to increase Digital Marketing services, which in turn increases Marketing Performance for products at Gramedia Medan.

B. Suggestions

Based on the findings resulting from this research, the following are several suggestions that can be given to increase the effectiveness of digital marketing strategies and marketing performance for products and services at Gramedia Medan:

1. Considering that Customer Relationship Management has a significant positive influence on the Marketing Performance of Gramedia Products in Medan, you can consider improving the atmosphere of the cafe by paying attention to factors such as Gramedia services and products being recommended to other people



and making it easy to find Gramedia products and services and being easy to interact directly with. Gramedia is good when it encounters problems or requires special conditions.

2. The findings show that Social Media has a significant positive influence on Marketing Performance. Gramedia Medan can focus on improving Social Media by providing employee training to increase responsiveness and effectiveness in serving customers. In addition, paying attention to customer feedback and making continuous improvements in the service process is also important.
3. Digital Marketing mediates the relationship between many factors and Marketing Performance. Therefore, Gramedia Medan must consistently monitor Marketing Performance through surveys, direct feedback or regular evaluations. Through a better understanding of what makes people satisfied, Gramedia can continue to improve customer experience and strengthen its Marketing Performance.
4. Marketing performance has an important role in business strategy, good marketing performance is determined by the strategic activities carried out, Gramedia Medan should carry out consistent market analysis to understand ongoing trends, optimize digital marketing, social media, and collaborate with stakeholders and evaluate periodically to identify opportunities and challenges in the future.

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