

THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER BUYING INTEREST IN THE HALUA SRI LANGKAT CANDY BUSINESS IN NORTH SUMATERA

Aina Salsabila Qarnain Br. Bangun¹, Maisyura², Riyandhi Praza³, Sufi⁵, Nursanjaya⁶
^{1,2,3,4,5,6} Business Administration Study Program, Administration Department, Faculty of Social and Political Sciences,
Universitas Malikussaleh, Lhokseumawe
E-mail: ainasalsabila2911@gmail.com

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Abstract

The right marketing and media strategies are needed to reach a wider market so that it can attract consumer interest, one of which is digital marketing. Digital marketing is a marketing media that is currently in great demand by the public to support various activities carried out. This study was conducted to determine the effect of digital marketing on consumer purchasing interest in the Sri Langkat Halua Candy Business. This study is descriptive quantitative research using 96 samples determined based on the Lemeshow formula with non-probability sampling techniques. Data analysis used in this study using simple linear regression with the help of the SPSS 25.0 software program. The types of data testing used in this study include data instrument testing, classical assumption testing, and hypothesis testing. The results of the study indicate that digital marketing has a positive and significant effect on consumer buying interest in the Sri Langkat Halua Candy Business. This means that implementing digital marketing can provide a stimulus to generate consumer purchasing interest. While the R value is 38.8% where the correlation coefficient value shows the influence of digital marketing on consumer purchasing interest in the Halua Sri Langkat Candy Business in the low category. The determination coefficient value or R square value shows that 15% can be explained by the digital marketing variable, the rest is explained by other variables not included in this study.

Keywords: *Digital Marketing, Purchase Interest, Sweets Business, UMKM*

INTRODUCTION

The rapid flow of globalization has made the development of digital technology increasingly rapid. In this digital era, humans are inseparable from the use of technology or the internet that allows everyone to enter the digital world easily. The dissemination of information with digital media is considered more effective because of its unlimited nature and can reach all elements in various parts of the world. The existence of digital media provides a new challenge in various sectors of human life, one of which is the economic sector. Digital marketing is a marketing method that utilizes the use of technology using digital media. Digital Marketing is something that is done to increase product sales from a brand or label using digital media because of the progress of technological developments that result in increasingly varied business trends. (Ayesha et al., 2022). Digital marketing activities include the use of websites, IT, social media, blogs, online advertising and so on. With the implementation of digital marketing, it is able to expand the market reach so that it can attract consumer buying interest.

Purchase interest is part of the behavioral component of consumer attitudes in consuming a product. Kotler and Keller (2010) define purchase interest as behavior that arises in response to objects that indicate consumer expectations to make purchases. This is related to marketing, namely that consumers must have a desire for a product or service category before deciding to buy it. So marketers must implement strategies in generating purchase interest in a product or service category. With the desire to buy something, then a continuous process occurs with the assumption that the speed of a process from start to finish depends on the type of product to be purchased or consumed and the media used to make transactions. (Agustin and Hasyim, 2019). Consumer buying interest is something that is needed by every business owner, including the Sri Langkat Halua Candy Business, which is a small industry engaged in fast food processing. This business is also a very popular food among the Indonesian people. This candy business has been around for a long time and has developed throughout the archipelago, one of which is in the North Sumatra area of Langkat Regency, Stabat District, namely "Sri Langkat

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Halua Candy". This candy business is a fairly popular business in the North Sumatra area of Langkat Regency, Stabat District. Starting in 1995, the production of Halua candy was first carried out by the grandmother, Mrs. Hj. Salamiah for daily consumption. Then in 2019 it was continued again by the mother-in-law and her son, because according to them, halua has its own uniqueness and is rarely sold by many people. Halua itself has indeed existed since the time of the Langkat Sultanate and is usually served at big events. Every day, a mother named Hafiza and her husband produce this candy for stock at the candy shop she owns.

Based on the owner's statement, the Halua Sri Langkat Sweets Business began actively using Digital Marketing in 2019. Digital media for product marketing uses social media Instagram and WhatsApp. While for product promotion, endorsements are made to food vloggers via Youtube, Blogs, Tiktok, and TV. Of course, it takes a difficult adaptation for business owners by switching from traditional marketing to digital marketing. This transition also cannot be felt immediately because it requires consistent introduction and promotion. So it is expected to have a positive impact on increasing purchasing interest in the following year.



Image 1 Instagram account of Manisan Halua Sri Langkat

The image above is the Instagram social media account of Usaha Manisan Halua Sri Langkat. Currently, photos and videos uploaded to Instagram feeds are rarely updated, but remain active and provide responses via direct messages. Usaha Manisan Halua Sri Langkat also promotes and accepts product orders online via the WhatsApp number provided. Even several times TV reporters have come to the shop to cover this typical Malay sweet business. So that Usaha Manisan Halua Sri Langkat has become better known to the wider community both within and outside the region. Based on the sales table of Manisan Halua Sri Langkat in the last five years, namely from 2019 to 2023, there has been an increase in sales. This can be seen in the following table:

Table 1
Sales Increase Every Year

Year	Sale (/month)
2019	200 kg
2020	270 kg
2021	280 kg
2022	300 kg
2023	500 kg

Source: Sri Langkat Halua Sweets Business (2024)

Based on the table above, it is known that Manisan Halua Sri Langkat has increased, this was revealed by Hafizah, a seller of Manisan Halua Sri Langkat who is located on Jalan KH Zainul Arifin, Stabat District, Langkat Regency, North Sumatra. The Manisan Halua Sri Langkat business initially only produced around 200kg per month. However, after implementing digital marketing, her business became better known by many people. So that

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production also increased to reach 500kg per month. Researchers also show comparative data on offline and online sales volumes, namely as follows:

Table1
Sales Data of Halua Sri Langkat Sweets Online and Offline in 2024

Month	Offline	On line
January	30 kg	33 kg
February	30 kg	35 kg
March	38 kg	40 kg
April	37 kg	45 kg
May	30 kg	34 kg
June	35 kg	46 kg

Source: Sri Langkat Halua Sweets Business (2024)

Based on the data in table 2, it can be concluded that online sales have a significant impact on increasing sales volume. The digital media used for the sale of Manisan Halua Sri Langkat products are orders via social media Instagram and WhatsApp. The data above shows that online buying interest is greater than offline buying interest. This is based on the impact of digital marketing which makes it easier for consumers to find out information about Manisan Halua Sri Langkat products. From this information, it becomes a positive stimulus that can provide encouragement in generating consumer buying interest. So that the reach of consumers becomes wider, not only local people but also buyers from outside the area.

Meanwhile, currently, Manisan Halwa Sri Langkat has several problems in its implementation. social media Instagram, such as unscheduled content uploads and lack of content that can encourage consumers to interact with sellers. If these problems are not resolved immediately, it will affect consumer buying interest so that it decreases and ultimately impacts the sustainability of the business in the long term. The author argues that digital marketing in a business plays a very important role and influences the survival of the business. The author conducted a pre-research to prove the reasons why consumers make purchases. Whether the application of digital marketing can generate consumer buying interest. The pre-research was conducted accidentally with 35 respondents who were willing to be interviewed about the Sri Langkat Halua Candy Business. Based on the pre-research survey, it was dominated by women, totaling 23 respondents. While men numbered 12 respondents. This is because women shop more often, both offline and online, than men. The results of the pre-research survey can be seen in table 3 as follows:

Table 3 Pre-Research Results

No.	Question	Yes		No	
		F	%	F	%
1.	Do you use social media?	35	100	-	-
2.	Do you follow the social media accounts of Manisan Halua Sri Langkat?	17	48.6	18	51.4
3.	Are the advertisements uploaded on Manisan Halua Sri Langkat's social media interesting?	29	82.9	6	17.1
4.	Can you find the information you need on Manisan Halua Sri Langkat social media?	30	85.7	5	14.3
5.	Do you know the product Manisan Halua Sri Langkat?	26	74.3	9	25.7
6.	Do you want to know more about Manisan Halua Sri Langkat products?	28	80	7	20
7.	Are you interested in buying Manisan Halua Sri Langkat products after finding out and seeing them on social media?	28	80	7	20

Source: Researcher Processing (2024)

In the table above, it can be seen that the average respondent answered "Yes", which means they agree that consumer purchasing interest can be created by implementing...digital marketing. This can be done through product introduction and providing complete information on the digital media used. So that it becomes a stimulus that can encourage consumer buying interest. In the pre-study, respondents said they wanted to buy after knowing

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and seeing the Manisan Halua Sri Langkat product on social media. This means that if the product introduction is done well enough and provides an attractive appearance, it will certainly give a positive impression to consumers. Then consumers will look for more information about the product and be interested in buying.

LITERATURE REVIEW

No	Name and Year	Title	Variables	Results	Similarities and Differences
1	SiskaLifani, Mariyah Ulfah, and Rita Kusumadewi (2022) Journal	The Influence of Digital Marketing and Product Quality on Purchase Interest of SiwangNounna Saritie Business Products, Indramayu Regency	Digital Marketing(X1), Product Quality (X2) Purchase Interest (Y)	The results of this study indicate thatdigital marketingpartially has no positive and insignificant effect on purchase interest, while the product quality variable partially has a positive and significant effect on purchase interest. Simultaneously, there is a positive and significant effect between digital marketing and product quality on interest in purchasing Siwang Nounna Saritie, Indramayu Regency.	The similarity in this study is that both use the same variables and use the lemeshow formula. The difference in this study is that previous studies used random sampling techniques.incidental/accidental. While in this study using purposive sampling.
2	Khalifahri Albi (2020) Journal	The Influence of Digital Marketing and Store Atmosphere on Purchase Interest in S Coffee Shop	Digital Marketing (X1), Store Atmosphere (X2), Purchase Interest (Y)	The results of the study show that digital marketing and store atmosphere influence purchasing interest.	The similarity in this study is that both use quantitative research methods. The difference in this study is that previous researchers used an approach.cross sectionaland the number of samples was 105.
3	Penny Az-Zahra and the Meaning of Sukmalengkawati (2022) Journal	The Influence of Digital Marketing on Consumer Purchase Interest	Digital Marketing(X), Consumer Purchase Interest (Y)	The results of this study indicate that Digital Marketing has a positive effect on Consumer Purchase Interest.	The similarity in this study is that both use quantitative methods. The difference is that it uses 68 samples while this study uses 96 samples.
4	Handryanus EdwintoBody, Agung Putu Agung's son, and	The Influence of Digital Marketing, Product	Digital Marketing(X1), Product Quality (X2),	Research results show that there is a positive influence between	The similarities in this study are both using purposive sampling techniques for sampling. The difference in this study is using

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	Ni Putu Nita Anggraini (2021) Journal	Quality and Price on Purchase Interest in TegalDadong Culinary Products	Price (X3), Purchase Interest (Y)	digital marketing (X1), product quality (X2) and price (X3) on purchasing interest (Y)	quantitative and qualitative methods. While researchers only use quantitative methods.
5	Christina Indah Sasmita and Ida Bagus Kurniawan (2020) Journal	The Influence of Social Media Promotion (Digital Marketing) on Chatime Purchase Interest in the Badung-Bali Region	Social Media Promotion (Digital Marketing) (X), Purchase Interest (Y)	The results of this study show that all aspects of the independent variables of social media have a positive and significant influence on purchasing interest at Chatime Indonesia.	The similarities in this study are both using questionnaires as data collection tools. The difference is that previous studies used causal quantitative while researchers used descriptive quantitative.

Conceptual Framework

The conceptual framework is the relationship between research variables, namely between the Digital Marketing variable (X), and Consumer Purchase Interest (Y) which will be observed or measured during the study. Based on the problems of the variables to be studied, the conceptual framework can be described as follows:

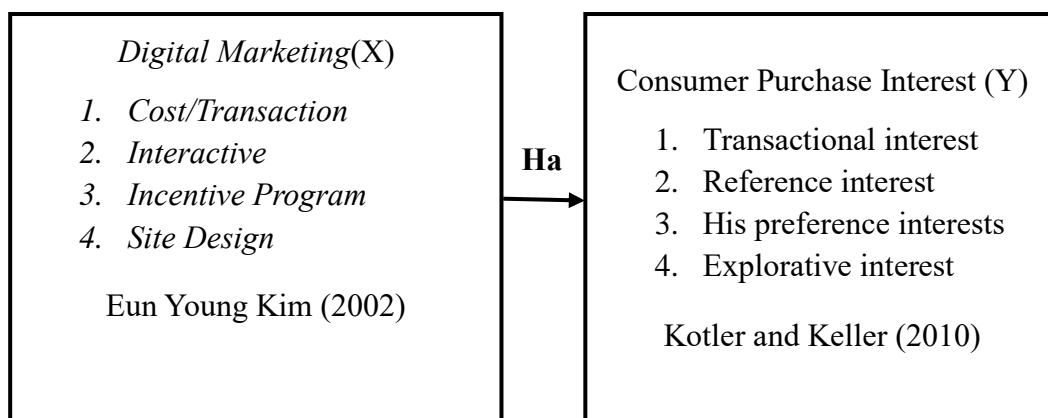


Figure 2 Conceptual Framework

Hypothesis

Hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. It is said to be temporary, because the answer given is only based on relevant theories, not yet based on empirical facts obtained through data collection. So the hypothesis can also be stated as a theoretical answer to the formulation of research problems, not yet an empirical answerThe Greatest Showman (2018). So the formulation of the hypothesis in this study:

Ho: Digital marketing does not have a positive and significant effect on interest.

consumer purchases at the Halua Sri Langkat candy business in North Sumatra.

Ha: Digital marketing has a positive and significant influence on purchasing interest

consumers in the Halua Sri Langkat sweets business in North Sumatra.

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METHOD

The type of research used in this study is a quantitative approach. According to Sugiyono (2018) quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis. Data analysis uses the help of the IBM SPSS 25 application.

This research was conducted in Kwala Bingai Village, Stabat District, Langkat Regency, North Sumatra Province. The reason the researcher chose this research location was because the Halua Sri Langkat Candy Business itself is a candy business that is quite popular among the people of Langkat Regency, especially in Stabat District. The research period was carried out for 6 months to collect data until the completion of this research. The population in this study was all consumers of Halua Sri Langkat Candy with an unknown number due to research limitations and buyers from outside the area. The sample is part of the selected population elements, Zauri (2021). Due to the unknown number of consumer population who purchased Manisan Halua Sri Langkat, the sampling technique used was Non Probability Sampling with Purposive Sampling technique. Where Purposive Sampling is sampling with certain considerations consisting of criteria selected by researchers based on research objectives.

The sample in this study were consumers Halua Sri Langkat sweets from various circles that meet the sample assessment criteria to be used in this study were calculated using the Lemeshow formula. Data collection technique which is used is questionnaire. Questionnaire is a data collection technique by providing a list of questions or statements that the author will ask respondents, especially consumers of Manisan Halua Sri Langkat. The questionnaire uses a Likert scale, namely there are five scores, which is the highest score and one score is the lowest score. Data analysis technique is a technique used to manage research results in order to obtain conclusions. The technique used in this study is Simple Linear Regression Analysis, namely a linear relationship between one independent variable (X) and a dependent variable (Y).

RESULTS AND DISCUSSION

Table 4 Simple Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,389	1,751		5,361	0,000
	Digital Marketing	0.246	0.060	0.388	4,080	0,000

a. Dependent Variable: Consumer Purchase Interest

Source: SPSS Output (2024)

From the results of statistical calculations using the SPSS 25 program as shown in the table above, the following simple linear regression equation is obtained:

$$Y = a + bX$$
$$Y = 9.389 + 0.246X$$

Based on this equation, it can be explained that between the independent variable and the dependent variable partially, from this equation it can be concluded that:

- The constant value of 9.389, this result shows that if there was no change in the digital marketing variable, so the purchasing interest of consumers of the Sri Langkat Halua Candy Business increased by 93.89% in Likert units.
- The regression coefficient value of the digital marketing variable (X) of 0.246 means that if there is a 1% increase in digital marketing, the purchasing interest of consumers of the Sri Langkat Halua Candy Business will increase by 24.6%.

Hypothesis Testing

This test aims to determine the significant influence of each independent variable on the dependent variable. The t-test is used to test/measure how far the influence of the independent variable (free), namely digital marketing, on the dependent variable (bound), namely the consumer purchasing interest of Manisan Halua Sri

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Langkat. The criteria for accepting/rejecting the hypothesis with a significance level (α) = 0.05 are determined as follows:

1. If $t \text{ count} > t \text{ table}$ or $\text{sig value} < 0.05$, it means H_0 is rejected and H_a is accepted.
2. If $t \text{ count} < t \text{ table}$ or $\text{sig value} > 0.05$, it means H_0 is accepted and H_a is rejected.

Table 5
Partial Test (T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,389	1,751		5,361	0,000
	Digital Marketing	0.246	0.060	0.388	4,080	0,000

a. Dependent Variable: Consumer Purchase Interest

Source: SPSS Output (2024)

Based on the table above, it can be seen that the calculated t for the digital marketing variable is greater than the t table, namely ($4.080 > 1.985$). And the significance value is less than 0.05, namely ($0.000 < 0.05$) which means H_a is accepted or H_0 is rejected. So it can be concluded that digital marketing has a positive and significant effect on consumer purchasing interest in the Sri Langkat Halua Candy Business.

Correlation Coefficient (R) and Determination (R²) Test

The correlation coefficient test is used to measure how big the linear relationship is between the independent variables studied and the dependent variable. The results of the correlation coefficient test in this study are as follows:

Table 6 Correlation Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.388 ^a	0.150	0.141	2,11716

a. Predictors: (Constant), Digital Marketing

b. Dependent Variable: Consumer Purchase Interest

Source: SPSS Output (2024)

Based on the table above, it can be seen that the correlation coefficient value, namely R , is 0.388 (38.8%) and is in the interval of 0.20-0.399, which means it is in the low category. This is because the digital marketing implemented is considered less effective in influencing consumer purchasing interest. Such as only using social media Instagram and WhatsApp, and conducting promotions through digital media that are rarely visited by the public today. The coefficient of determination or R^2 value shows that 0.150 (15%) can be explained by the digital marketing variable, while the remaining 85% is explained by other variables that are not included or discussed in this research model.

Discussion of the Influence of Digital Marketing on Consumer Purchase Interest of Sri Langkat Halua Sweets

Digital Marketing is something that is done to increase product sales from a brand or label using digital media because of the progress of technological developments that result in increasingly varied business trends. (Ayesha et al., 2022). Based on the results of the hypothesis testing, it can be seen that digital marketing has a positive and significant effect on consumer purchasing interest in the Sri Langkat Halua Candy Business. This means that implementing digital marketing can provide a stimulus in generating consumer purchasing interest. This is based on the fact that consumers feel that online purchases make it easier for them to shop without leaving the house. And information about the products they will buy can be known completely and clearly through the social media accounts of the candy store. So that consumers feel more cost and time efficient in shopping for candy.

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Although the partial test results show the influence of digital marketing variables on consumer purchasing interest in the Sri Langkat Halua Candy Business, the correlation of digital marketing to consumer purchasing interest is in the low category, as seen from the R value of 0.388 (38.8%) which means it is in the interval 0.20-0.399. This is because the Owner is not consistent in managing social media accounts as a marketing medium. As well as conducting promotions using media that are considered inappropriate because they are not widely favored by the public today. Such as the use of promotions through blogs, Youtube, and TV. So that the implementation of digital marketing which is currently relatively low to be able to influence consumer purchasing interest and there are other factors that can influence consumer purchasing interest more. Such as price, product quality, product variety, product taste and other factors. Based on the results of field observations, it was also found that for the past year, the Sri Langkat Halua Candy Business had not updated posts on its Instagram social media account. The last post was updated in 2023 and after that there were no new photos or videos. This is because the shop does not have a special admin for social media. And the use of other digital media for promotion is no longer applied, so consumers no longer get the latest information about the Sri Langkat Halua Candy products. The impact is that the stimulus that can trigger consumer buying interest is reduced and there is a decrease in consumer purchasing power online at the Sri Langkat Halua Candy Business. In fact, if the Sri Langkat Halua Candy Business can be consistent and continue to improve digital marketing, it will certainly have an impact on increasing high consumer buying interest.

The lowest mean value of digital marketing is 3.66, which is in the statement that the appearance of the Manisan Halua Sri Langkat Instagram feed is attractive. Here, there are still many consumers who consider the Manisan Halua Sri Langkat Instagram feed to be less attractive. It can be seen from several product photo displays that seem monotonous and inconsistent in managing the appearance of the account. So this reduces the appeal to be able to generate consumer buying interest. But there are also many consumers of the Manisan Halua Sri Langkat Business who give a good response with a mean value of 4.51, namely digital marketing makes it easier to make purchases. Thus, it can be interpreted that consumers feel the benefits of implementing digital marketing, namely consumers can buy sweets online without having to go to the store so that shopping becomes easier and cheaper.

The lowest mean value of consumer purchasing interest is 3.81, which means I will make Manisan Halua Sri Langkat products my main choice for souvenirs. Here, there are still many consumers who do not want to make Manisan Halua Sri Langkat products their main choice for souvenirs. This is because consumers feel that there are still many other products that can be used as choices for souvenirs when traveling. However, there are still many consumers who give a good response with a mean value of 4.47, which means consumers are interested in buying Manisan Halua Sri Langkat products. This means that consumers are interested in buying sweet products only from Manisan Halua Sri Langkat, not from other stores.

Research with similar results was also found by Penny Az-Zahra and Arti Sukmalengkawati (2022) with the title the influence of digital marketing on consumer purchasing interest. Where the results show that digital marketing has a positive and significant effect on consumer purchasing interest. The results of the study also found that the lowest indicator in digital marketing, namely Mooda Outfit's Instagram content, was considered less attractive so that consumers were less interested in Mooda Outfit products and were less active in promoting products. In fact, consumer purchasing interest can arise thanks to stimulus encouragement through an attractive appearance, because consumers will search for information about the product before buying the product.

Another study by Christina Indah Sasmita and Ida Bagus Kurniawan (2020) with the title The influence of social media promotion (digital marketing) on Chatime purchasing interest Badung-Bali Region. The results of the study show that all aspects of the independent variables of social media have a positive and significant effect on purchasing interest in Chatime Indonesia. Furthermore, research by Handryanus Edwinto Raga, Anak Agung Putu Agung, and Ni Putu Nita Anggraini (2021) entitled the influence of digital marketing, product quality and price on purchasing interest in Tegal Dadong culinary products. With the results stating that digital marketing has a positive influence on

CONCLUSION

Based on the results of data processing and discussion on the influence of Digital Marketing on Consumer Purchase Interest in the Halua Sri Langkat Candy Business using 96 samples, the following conclusions can be drawn:

1. Digital marketing variables have a positive and significant effect on consumer purchasing interest in the Halua Sri Langkat Candy Business. This means that implementing digital marketing can provide a stimulus to generate consumer purchasing interest.

2. The results of the correlation coefficient test show that digital marketing has a low impact on consumer purchasing interest, as can be seen from the r value of 0.388 (38.8%) falls into the interval of 0.20-0.399, which means the low category. This is because the implementation of digital marketing is considered less than optimal so that it is not very effective in providing stimulus to consumer purchasing interest.
3. Based on the results of field observations, it was found that the Halua Sri Langkat Candy Business no longer applies digital marketing through its Instagram social media, as seen from posts that have not been updated for the past year. So that consumers no longer get the latest information about Manisan Halua Sri Langkat products. The impact is that the stimulus that can trigger consumer purchasing interest is reduced and there is a decrease in consumer purchasing power online.

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