International Journal of Social Science, Educational, Economics, Agriculture Research and Technology (IJSET) | ISSN (e) : 2827-766X
Volumes 4 No. 5 (2025)

ANALYSIS OF DIGITAL MARKETING STRATEGY AND GOVERNMENT SUPPORT TOWARDS THE IMPROVEMENT OF THE CREATIVE ECONOMY IN DESTINATIONS LAKE TOBA TOURISM

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Received	: 05 February 2025	Published	: 05 April 2025
Revised	: 25 February 2025	DOI	: https://doi.org/10.54443/ijset.v4i5.725
Accepted	: 07 March 2025	Link Publish	: https://www.ijset.org/index.php/ijset/index

Abstract

The increase in the creative economy provides an overview of business growth, especially local business actors in the Lake Toba Tourist Destination, so there needs to be a better marketing strategy, especially utilizing digital marketing to expand information and provide an overview of the conditions in the tourist destination, then government support is also needed to socialize the creative economy business process so that these business actors can be directed towards the sustainability of the regional business. The purpose of this study is to examine and analyze digital marketing strategies and government support for increasing the creative economy in the Lake Toba Tourist Destination. The results of the study show that digital marketing has a significant effect on government support. Government support has a significant effect on increasing the creative economy. Government support as an intervening variable has a significant impact on increasing the influence of digital marketing on increasing the creative economy.

Keywords: ***Digital marketing, government support and increasing the creative economy***

INTRODUCTION

Background

The growth of the tourism sector in Indonesia provides large foreign exchange for the country, this is shown by the number of people or visitors who want to go on vacation to relax or because of work boredom so they will look for opportunities if there is an opportunity to travel so that it becomes a picture of the importance of the tourism business, especially in Indonesia. Indonesia has many tourism sectors that need to be developed and maintained properly. Each region in Indonesia has its own uniqueness regarding tourism, such as the Province of Bali, where their tourism relies on the beauty of the beaches and culture they have. Likewise with Sumatra, especially North Sumatra, which has the natural beauty of Lake Toba and this is also a tourist destination that has been recognized by the world.

The development of tourism is also always associated with creative economy business actors. Here we can see that the existence of tourism destinations will have an impact on the community utilizing tourism for economic activities. The community is usually enthusiastic about creating strategies that can convince consumers to buy products. The development of the creative economy in tourist destinations requires a strategy or method that must be developed so that the sustainability of tourist destinations can also have an impact on the economy of the community to grow, but this process is not easy if the strategy carried out is not in accordance with many tourism conditions we see but the process or development of the creative economy is not running well this will cause a gap that good tourism destinations but do not support increasing the creative economy this becomes a problem if not resolved quickly therefore we as business actors can see the problems that occur concerning the condition of the creative economy not running any factors even though the tourism destination is better.

In increasing business in tourist destinations, creative economy actors are advised to understand the current economic conditions, namely understanding the factors that will affect the sustainability of the creative economy, one of which is digital marketing recently with the emergence of digital marketing providing a major phenomenon to business actors and also to the community. There are many positive impacts that are felt from digital marketing,

one way to market products well. This is where technology can be seen to improve marketing, usually business actors utilize technology faster or implement more effective and better marketing strategies. The development of digital marketing has become a trust from business actors as well as consumers, meaning that the existence of digital marketing can provide significant changes to increase sales or business growth, but digital marketing. The phenomenon that causes business actors to be unable to survive in situations or conditions if the economy is unstable, therefore there needs to be support from the government, especially the government in tourist destinations.

Government support for tourism sustainability needs to be improved by the government as a basis or fundamental in providing the best service for the tourist destination process, currently if we look at it it is better meaning that the government has responded so that creative economy actors can develop. The government has provided solutions such as providing training and providing socialization to creative economy actors so that they can develop businesses in tourist destinations but the problem is that there are still many obstacles faced in the field even though there is clear government support. This is the phenomenon that the increase in the creative economy has not had a positive impact on business growth.

Formulation of the problem

How does digital marketing strategy influence the growth of the creative economy? At Lake Toba tourist destination? How is the government's support for increasing the creative economy? in Lake Toba tourist destinations? and How is the Digital Marketing Strategy for Increasing the Creative Economy through Government Support in Lake Toba tourist destinations?

Research purposes

The aim of this study is to identify and analyze digital marketing strategies for increasing the creative economy. at the Lake Toba tourist destination, to find out and analyze government support for increasing the creative economy. at the Lake Toba tourist destination and to find out and analyze the digital marketing strategy for increasing the creative economy through government support at the Lake Toba tourist destination.

Literature review

Digital marketing (Content Marketing)

According to experts: Sánchez-Franco et al., (2014) defines digital marketing as the result of evolutionary marketing. Evolution occurs when companies use digital media channels for most of their marketing. Digital media channels can be addressed and allow for continuous, two-way, and personal conversations between marketers and consumers. Kaufman and Horton (2014) show digital marketing as a non-traditional marketing model. According to Lane (2008) in (Smith, 2011) digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also referred to as e-marketing and includes digital or online advertising, which sends marketing messages to customers. According to Coviello et al, in (Fawaid, 2017) Digital Marketing is the use of the internet and the use of other interactive technologies to create and connect dialogues between companies and identified consumers. They also argue that e-marketing is part of e-commerce.

Government support

Support is a form of social interaction, where in this interaction there is a relationship of giving and receiving assistance as a form of attention, so that a person can develop themselves and have the courage to fail and learn from their failures (Trisnawati, 2014). King (2012) argues that social support can be defined as feedback information from others that shows that someone is valued, respected, cared for and involved in a network of reciprocal communication and obligations. To survive in society, everyone needs social support in relationships with others.

According to Rook in Smet quoted by Samanth (Iowa State University, 2018), social support is one of the functions of social ties that describes the general level of quality in interpersonal relationships. These ties and friendships are considered as components that provide emotional satisfaction for a person. Social support refers to interpersonal relationships that protect people from the negative effects of stress. Individuals who receive social support can feel calm, cared for, valued, confident, and competent. In entrepreneurship, social support is one of the factors that plays an important role in achieving success. Not only support but the quality of social support itself plays a role in a person's success in entrepreneurship (Okoye, et al., 2017). Social support based on this study refers to the research of Seyoum et al., (2021) where social support is a factor that can influence entrepreneurial

intentions. The social support in question includes support from family, friends, and the community that can provide confidence to women if they have the ability to succeed.

Creative economy development

According to (Sutiah, 2017) the term development refers to an activity that produces a new tool or method, where during the activity the assessment and improvement of the tool or method are continuously carried out. In everyday life, there are many development results that we can find, such as: cooking utensils, room cleaning tools and so on, even people who open empty areas into housing can be called developers, meaning that what originally did not exist becomes existing and meaningful, so it is called development in the general sense. Development is an effort to improve the technical, theoretical, conceptual, and moral abilities of employees according to the needs of the job/position not only through education and training (Ode, 2017).

Creative Economy Creative economy is defined as an industry that originates from the use of individual creativity, skills and talents to create welfare and employment through the creation and utilization of the individual's creative power and creativity. The creative industry can also be understood as an industry that provides creative business services, such as advertising, public relations and sales. So, 18 in substance the creative industry is the ability to create in the fields of arts and crafts. The aesthetic aspect is something that is very prominent. If other industries are more supported by capital and labor, then the creative industry relies on works. This is in accordance with the character of the creative industry which originates from the use of individual creativity, skills and talents to create welfare and employment by producing and exploiting the individual's creative power and creativity (Sari et al., 2020).

He continued that creativity from an economic perspective, shows more of an act of human creation. Creativity shows a phenomenon where someone creates something new, either in the form of a product of goods and services, the work of an artist, humor or in the form of solving a problem in a matter or a new product and service that has economic value. Creativity is the ability to produce something new (creativity is the ability to generate something new). If only ideas, concepts, imaginations and dreams, then it is only said to be a process of "creative thinking" and has not become a product of the "creative economy". In order to become a product of the creative economy, the results of the thinking must be realized in action, and create something new.

RESEARCH METHODS

Types and Nature of Research

This research is a survey research, meaning that the research takes samples from one population and uses a questionnaire instrument as the main data collection tool. Survey research is used to determine specific characteristics related to a group (Purwanto, 2011). Survey research examines a population by selecting and studying a sample selected from that population, to determine the relative incidence, distribution and interrelationships of its variables.

According to the type of research, this research is a quantitative descriptive research that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and patterns of relationships between variables. This research uses a causal-comparative method, namely regarding cause and effect research. The purpose of comparative causal research is to investigate the possibility of a causal relationship between independent variables and dependent variables through intervening and moderating variables. The nature of the research is explanatory research. Sugiyono (2016) stated that explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

Population and Sample

According to Sugiyono (2016), "population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn". The population of this study is all creative economy business actors who are inat the Lake Toba tourist destination, North Sumatra Province.

Sampling is done with the purpose of the research that has been determined. The sample is part of the population consisting of elements or objects that are expected to have the same characteristics as the population. The sampling technique used in this study using the census method, namely all populations are used or made as samples (Sugiyono, 2016).

Data Collection Instruments

Research Instruments The quality of research results is influenced by the quality of research instruments. In qualitative research, researchers become research instruments or tools. In other words, in this research, researchers become research instruments. According to Sugiyono (2014), in qualitative research, researchers become research instruments or tools. Researchers must be validated to see the readiness of researchers. Researchers as instruments must be validated, by understanding qualitative research methods, mastering the field being studied and being ready to enter the field. In this research, researchers went directly to the location to interact with members of the actors, the Kelurahan community, and traders, officers and visitors to priority areas.

Data collection technique

The data collection technique used in this research is as follows:

a. Primary data consists of
1. Observation, namely conducting direct observations and studying things related to research directly at the research location.
2. Interviews, namely by conducting interviews with sub-section heads and employees who are related to the problem being researched and who are also the objects of research.
3. Questionnaire: This is a way of asking questions that have been prepared in writing by distributing a questionnaire and accompanied by alternative answers that will be given to respondents.

b. Secondary data consists of
1. Documentation
2. Report

Data Types and Sources

The types and sources of data in this study are primary and secondary data as follows:

1. Primary data is data obtained directly from research respondents to be further processed by researchers, obtained from distributing questionnaires to obtain clear information.
2. Secondary data is supplementary data related to the research problem, which is data that has been processed by the company where the research is conducted, in the form of documents.

Identification and Operational Definition of Variables

In this study, the independent variable is while the dependent variable. The scale technique used in this study is the Likert scale which is part of the attitudescales type. The Likert scale is where respondents state their level of agreement or disagreement regarding various statements about behavior, objects or events (Sugiyono, 2016).

Data Analysis Techniques

This study uses a data analysis method using SmartPLS software version 2.0.m3 which is run on a computer. According to Abdillah and Jogiyanto and (2015), PLS (Partial Least Square) is: Structural equation analysis (SEM) based on variance that can simultaneously test measurement models and test structural models.

The measurement model is used for validity and reliability tests, while the structural model is used for causality tests (hypothesis testing with prediction models). Furthermore, Abdillah and Jogiyanto (2015) stated that Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS is one of the SEM statistical methods based on variance designed to solve multiple regression when specific problems occur in the data,variance), specific variance, and error variance. So that the total variance becomes high. The development model uses path analysis as follows:

$$\mathbf{Y = a + b1X1 + b4Z1 + e}$$

Result Determination Criteria

The criteria for determining results can be done by testing the hypothesis in this study as follows:

a. Analysis of Determination Coefficient (R^2)
b. Partial/Individual Test (t-Test)

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The structural model (inner model) is evaluated by looking at the percentage of variance explained by the R2 value for the dependent variable using the Stone-Geisser Q-square test measure (Ghozali, 2016) and also looking at the magnitude of the structural path coefficient.

Research result

MethodPartial Least Square (PLS)

In this study the method used isPartial Least Square (PLS), the reason for using this method is to explain whether or not there is a relationship between

Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the SmartPLS program, the following is the scheme.PLS program model tested:

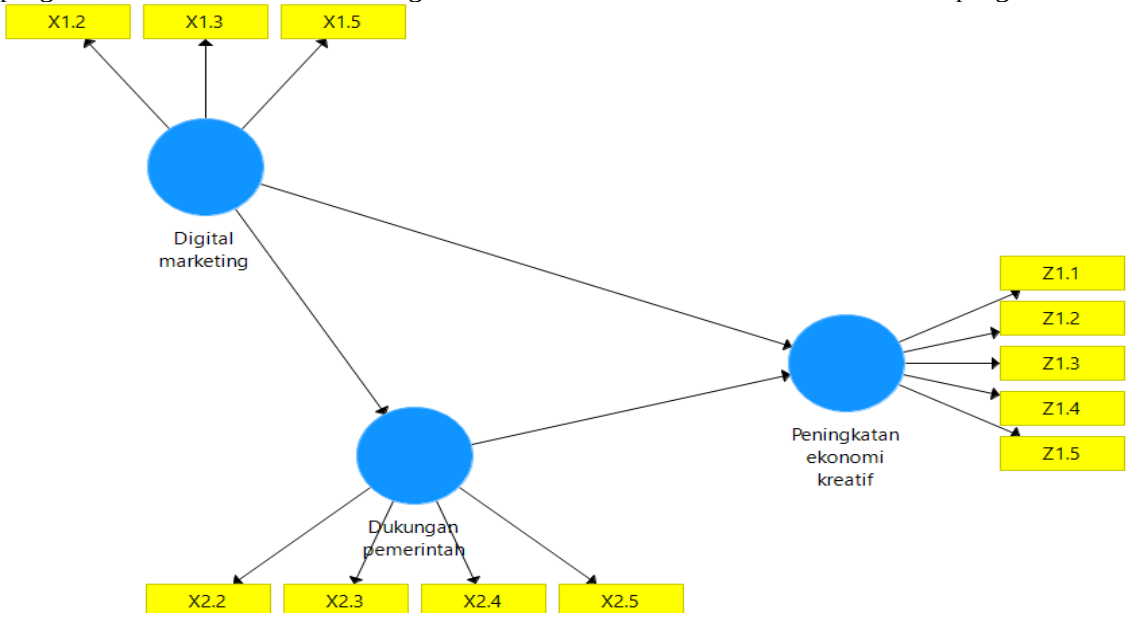

Figure 1 Outer Model PLS

Source: Research Results, 2025 (processed data)

Figure 1 shows the Outer Model PLS built from the conceptual framework. This figure explains the relationship between each variable sourced from various theories and previous studies. For each variable tested, it is equipped with indicators built from the relationship between theories. The analysis model using Partial Least Square (PLS) can be seen in the following description.

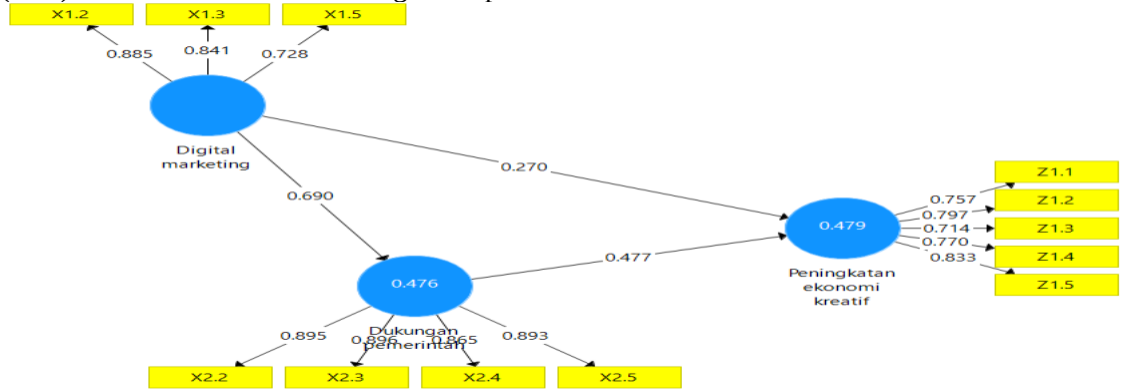

Figure 2 Inner Model PLS

Source: Research Results, 2025 (processed data)

In Figure 2, the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the values of each indicator and the variables and the relationship values of the exogenous variables that are connected to the endogenous variables.

Based on the inner model scheme that has been shown above, it can be explained that the path coefficient value is as follows:

1. The influence of digital marketing on government support is 0.220
2. The influence of digital marketing on increasing the creative economy by 0.677
3. The influence of government support on increasing the creative economy is 0.425

Model Evaluation

Convergent Validity

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.60. The following is the outer loading of each variable:

Table 1 Outer loading

Outer Loadings

	Digital marketing	Government support	Creative economy development
X1.2	**0.885**		
X1.3	**0.841**		
X1.5	**0.728**		
X2.2		**0.895**	
X2.3		**0.896**	
X2.4		**0.865**	
X2.5		**0.893**	
Z1.1			**0.757**
Z1.2			**0.797**
Z1.3			**0.714**
Z1.4			**0.770**
Z1.5			**0.833**

Source: Research Results, 2025 (processed data)

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7. The outer loading results show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminate Validity

Discriminant validity test uses cross loading value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables. The cross loading value of each indicator is as follows:

Table 2 Cross Loading

Cross Loading

	Digital marketing	Government support	Creative economy development
X1.2	0.885	0.526	0.512
X1.3	0.841	0.517	0.493
X1.5	0.728	0.638	0.464
X2.2	0.609	0.895	0.579
X2.3	0.618	0.896	0.594

X2.4	0.647	0.865	0.590
X2.5	0.571	0.893	0.592
Z1.1	0.351	0.481	0.757
Z1.2	0.477	0.553	0.797
Z1.3	0.497	0.415	0.714
Z1.4	0.509	0.544	0.770
Z1.5	0.479	0.562	0.833

Source: Research Results, 2025 (processed data)

Based on Table 2, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables. In addition to observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) for each indicator, the required value must be > 0.5 for a good model. The average variant extracted (AVE) value is as follows:

Table 3 Average Variant Extracted (AVE)

Construct Reliability and Validity

	Average Variance Extracted (AVE)
Digital marketing	**0.674**
Government support	**0.788**
Creative economy development	**0.601**

Source: Research Results, 2025 (processed data)

Based on Table 3, it is known that the AVE value of Digital Marketing, Government Support and the Increase in the Creative Economy is > 0.5. Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value from each variable used in this study:

Table 3 Composite Reliability

Construct Reliability and Validity

	Composite Reliability
Digital marketing	**0.860**
Government support	**0.937**
Creative economy development	**0.882**

Source: Research Results, 2025 (processed data)

Based on Table 3, it can be seen that the composite reliability value of the Digital Marketing and Government Support for Increasing the Creative Economy (Y) variables is > 0.60. These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbach Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.7, the following are the Cronbach's alpha values for each variable:

Table 4 Cronbach Alpha

Construct Reliability and Validity

	Cronbach's Alpha

Digital marketing	**0.753**
Government support	**0.910**
Creative economy development	**0.833**

Source: Research Results, 2025 (processed data)

Based on Table 4, it can be seen that the cronbach alpha value of each variable of Digital Marketing and Government Support for Increasing the Creative Economy is > 0.70. Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Path Coefficient Test

If the path coefficient value of one independent variable on the dependent variable is greater, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

Based on the data processing that has been carried out using the smartPLS program, the R-Square Adjusted value is obtained as follows:

Table 5 R-Square Values

R Square

	R Square	R Square Adjusted
Government support	0.476	0.473
Creative economy development	0.479	0.473

Source: Research Results, 2025 (processed data)

Based on Table 5, it can be seen that the R-Square value for the Government Support variable is 0.476, the acquisition of this value explains that the large percentage can be explained by Government Support of 47.6%. The R-Square value for the variable on the Increase in the Creative Economy is 0.479, the acquisition of this value explains that the large percentage of the Increase in the Creative Economy can be explained by Digital Marketing and Government Support of 47.9%. The results of the study indicate that the relationship between Digital Marketing and Government Support on the Increase in the Creative Economy (Y) is not good because the R-Square values obtained are below 50%. The assessment of goodness of fit is known from the q-square value. In regression analysis, where the higher the q-square, the model can be said to be better or more fit with the data. The results of the calculation of the q-square value are as follows:

q-Square = 1 – [(1-R12) x (1-R22)]
= 1 [(1-0.476) x (1-0.479)]
= 1 – (0.524 x 0.521)
=1-0.273
=0.727

Based on the calculation results above, the Q-Square value is 0.727. This shows that the magnitude of the diversity of research data that can be explained by the research model is 72.7%, while the remaining 27.3% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Direct Effect Hypothesis Test

Explanation of the partial direct effect hypothesis test can be seen in the following table:

Table 6 T-statistic and P-Values Directly

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics O/STDEV	P Values
Digital marketing -> Government	0.690	0.691	0.045	15,162	**0,000**

support					
Digital marketing -> Increasing the creative economy	0.270	0.268	0.076	3,578	**0,000**
Government support -> Increasing the creative economy	0.477	0.476	0.076	6,238	**0,000**

Source: Research Results, 2025 (processed data)

Based on Table 6, the partial test results are as follows:

1. The calculated t value for Digital marketing is 15.162 which is greater than the t table value of 1.96 and the sig t value for Digital marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Digital marketing. Thus, partially Digital marketing has a significant effect on Government Support, meaning that the direction of the influence is positive, indicating that the Digital marketing variable provides good results for Government Support.
2. The calculated t value for Digital marketing is 3.578 which is greater than the t table value of 1.96 and the sig t value for Digital marketing is 0.000 which is greater than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Digital marketing..Thus, partially, digital marketing has a significant influence on increasing the creative economy, meaning the direction of the influence is positive, indicating that the digital marketing variable can provide good results on increasing the creative economy..
3. The calculated t value for Government Support of 6.238 is greater than the t table value of 1.96 and the sig t value for Government Support of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for Government Support..Thus, partially, government support has a significant effect on increasing the creative economy, meaning the direction of the influence is positive, indicating that the government support variable provides good results on increasing the creative economy (Y)..

Indirect Influence Hypothesis Test

Explanation of the indirect influence hypothesis test can be seen in the following table:

Table 7 T-statistic and P-Values Indirectly

	Original Sample (O)	Sample Mean (M	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital marketing -> Government support -> Increasing the creative economy	0.329	0.330	0.061	5,412	**0,000**

Source: Research Results, 2025 (processed data)

Based on Table 7, the results of the indirect influence test are as follows: The t-value for the Influence of Digital Marketing on Increasing the Creative Economy through Government Support as an intervening variable is 5.412, which is greater than the t-table value of 1.96 and the sig t value of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Government Support as an intervening variable has a significant impact on increasing the influence of Digital Marketing on Increasing the Creative Economy.

Total Effect Hypothesis Test

Explanation of the total influence hypothesis test is used to see the total influence of each exogenous variable on the endogenous variable, which can be seen in the following table:

Table 8 T-statistic and P-Values of Total Influence

Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values

Digital marketing -> Government support	0.690	0.691	0.045	15,162	**0,000**
Digital marketing -> Increasing the creative economy	0.600	0.598	0.059	10,099	**0,000**
Government support -> Increasing the creative economy	0.477	0.476	0.076	6,238	**0,000**

Source: Research Results, 2025 (processed data)

Based on Table 8, the results of the total influence test are as follows:

1. The t-value for the total influence of digital marketing is 15.162, which is greater than the t-table value of 1.96 and the sig t value for digital marketing is 0.000. smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for digital marketing. Thus, partially digital marketing has a significant effect on government support.
2. The t-value for the total influence of Digital marketing is 10.099, which is greater than the t-table value of 1.96 and the sig t value for Digital marketing is 0.000, which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Digital marketing. Thus, Digital marketing has a significant effect on increasing the creative economy, meaning that the direction of the influence is positive, indicating that the Digital marketing variable provides good results for increasing the creative economy.
3. The calculated t value for the total influence of Government Support of 6.238 is greater than the t table value of 1.96 and the sig t value for Government Support of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Government Support. Thus, partially Government Support has a significant effect on the increase in the creative economy.

CONCLUSION

1. Partially, digital marketing has a significant effect on increasing the creative economy, meaning the direction of the influence is positive, indicating that the digital marketing variable provides good results on increasing the creative economy.
2. Partially, digital marketing has a significant effect on government support, meaning the direction of the influence is positive, indicating that the digital marketing variable provides good results on government support.
3. Partially, government support has a significant effect on increasing the creative economy, meaning the direction of the influence is positive, indicating that the government support variable provides good results on increasing the creative economy.

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