

The UMKM Online Advantage: Linking Digital Strategies to Enhanced Consumer Purchase Intentions

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ABSTRACT

This study explores the online advantage Micro, Small, and Medium Enterprises (UMKM) within the culinary sector can achieve by effectively linking their diverse digital strategies to enhanced consumer purchase intentions. An empirical approach was employed, involving surveys with consumers who actively engage with culinary UMKMs through their various digital platforms. Data collected via questionnaires were meticulously analyzed to elucidate the intricate interplay between different facets of digital engagement—ranging from information accessibility to interactive communication—and the evolution of consumer interest in culinary offerings. The findings consistently indicate that thoughtfully implemented digital strategies, which extend beyond a mere online presence, positively influence consumer purchase intention. This demonstrates a clear and attainable online advantage for these enterprises in a competitive digital landscape. The study concludes that the adoption of dynamic and contextually relevant digital strategies, especially those prioritizing entertaining and emotionally resonant content, provides a considerable online advantage for culinary UMKMs seeking to stimulate consumer purchase intentions and cultivate lasting brand loyalty.

Keywords: UMKM; Digital Strategies; Consumer Purchase Intentions; Online Advantage; Consumer Behavior

ABSTRAK

Studi ini mengeksplorasi keunggulan online yang dapat diraih oleh Usaha Mikro, Kecil, dan Menengah (UMKM) di sektor kuliner dengan mengintegrasikan strategi digital yang beragam secara efektif untuk meningkatkan niat pembelian konsumen. Pendekatan empiris digunakan, melibatkan survei terhadap konsumen yang secara aktif berinteraksi dengan UMKM kuliner melalui platform digital mereka. Data yang dikumpulkan melalui kuesioner dianalisis secara teliti untuk mengungkap interaksi kompleks antara berbagai aspek keterlibatan digital—mulai dari aksesibilitas informasi hingga komunikasi interaktif—dan perkembangan minat konsumen terhadap penawaran kuliner. Temuan secara konsisten menunjukkan bahwa strategi digital yang dirancang dengan baik, yang melampaui sekadar kehadiran online, secara positif mempengaruhi niat pembelian konsumen. Hal ini menunjukkan keunggulan online yang jelas dan dapat dicapai bagi UMKM kuliner dalam lanskap digital yang kompetitif. Studi ini menyimpulkan bahwa adopsi strategi digital dinamis dan relevan secara kontekstual, terutama yang memprioritaskan konten yang menghibur dan emosional, memberikan keunggulan online yang signifikan bagi UMKM kuliner yang ingin merangsang niat pembelian konsumen dan membangun loyalitas merek yang berkelanjutan.

Kata Kunci: UMKM; Strategi Digital; Niat Pembelian Konsumen; Keunggulan Online; Perilaku Konsumen

INTRODUCTION

The dawn of the Industrial Revolution 4.0 has ushered in an era of massive internet and technological development, creating a borderless world with unlimited data, fundamentally reshaping human-machine connectivity and interaction. This transformation compels nations, including Indonesia, to adapt rapidly to maintain global competitiveness. A core outcome of Industry 4.0 is the "smart factory," where cyber-physical systems monitor physical processes, create virtual replicas of the physical world, and enable decentralized decision-making, often facilitated by the Internet of Things (IoT) and cloud computing. This technological wave significantly influences daily life, altering communication, work, learning, and overall lifestyle, offering benefits like enhanced convenience and efficiency, but also posing new security and privacy challenges (Dolbec, 2023). Consequently, consumer behavior has shifted, with individuals increasingly turning to online platforms for socializing, information gathering, and e-commerce, making internet marketing a crucial communication tool for businesses. Micro, Small, and Medium Enterprises (MSMEs) are increasingly recognizing and capitalizing on these digital opportunities to expand their reach and competitiveness (Pandya & Kumar, 2022). Digitalization empowers MSMEs to access global markets, enhance product visibility, and strengthen customer relationships through platforms like social media.

The pivotal role of digital marketing in shaping consumer purchasing decisions is increasingly substantiated by a growing body of empirical research across diverse industries and platforms. Studies have consistently demonstrated a significant positive correlation between strategic digital marketing efforts and heightened consumer purchase intentions. For instance, research has affirmed this direct positive influence in online fashion retail, and similar findings have been echoed in the context of large e-commerce marketplaces where digital marketing substantially drives consumer interest (Tenriyola et al., 2024). Likewise, in the competitive beauty products sector, the effective deployment of digital marketing campaigns has been shown to be a significant determinant of consumers' inclination to purchase (Fintorova, 2021). This consistent evidence underscores the general efficacy of digital marketing as a potent tool for businesses aiming to capture consumer attention and convert it into tangible purchasing actions in the contemporary digital ecosystem.

However, while the overarching impact of digital marketing on purchase intention is generally positive, the nuances of this relationship warrant closer examination. Previous studies indicate that the specific dimensions of digital marketing that exert the most influence can vary considerably depending on the context, product category, and chosen digital channels. For example, in some e-commerce settings, the quality and features of a website may be paramount in driving purchase intent, whereas for other consumer brands, particularly on social media, aspects such as content customization and perceived trendiness might play a more critical role. Furthermore, some research suggests that while digital marketing contributes to purchase decisions, its relative impact might be moderated by other marketing mix variables, or that not all digital engagement tactics yield significant results in all circumstances. This variability highlights the importance of context-specific investigations to understand which particular digital marketing strategies are most effective for specific types of businesses (Guerra & Silva, 2022).

Building on this understanding, while the adoption of digital marketing by MSMEs is widespread, there is a continuous need to understand its precise impact on consumer purchase intentions, particularly within specific local contexts and sectors, such as the culinary field. Previous studies have explored the influence of factors like price and service features on purchase intention post-COVID-19 and the effect of digital marketing on online reservations in the hotel sector (Pelsmacker et al., 2018; Khmiadashvili, 2019; Damnjanović et al., 2020). However, empirical evidence on how specific digital marketing dimensions influence direct consumer purchase decisions for tangible MSME products, like those offered by "UMKM Donat Kampar Galesong" which utilizes

Facebook and Instagram for promotion, requires further nuanced investigation. This study, therefore, aims to fill this gap by quantitatively assessing the influence of digital marketing strategies on consumer purchase intentions for the products of this specific local culinary MSME. The primary hypothesis is that there is a positive and significant influence of digital marketing usage on consumer purchase intention. The findings are anticipated to offer practical insights for MSMEs in optimizing their digital marketing efforts and contribute to the broader understanding of digital consumerism in emerging economies.

MATERIALS AND METHODS

Research Design

This study employed a quantitative descriptive research design. The objective was to describe phenomena factually using numerical data derived from the research object, aiming to accurately depict existing conditions.

Population and Sample

The target population for this research comprised all Instagram followers of UMKM Donat Kampar Galesong, totaling 16,500 individuals at the time of the study. A sample size of 100 respondents was determined using Slovin's formula ($n = N / (N(d)^2 + 1)$), with a precision value (d) of 0.1 (10%). This sample size was deemed representative for drawing conclusions about the population.

Data Collection

Primary data were collected through the distribution of questionnaires to the selected sample of Donat Kampar Galesong's customers. The questionnaire utilized a 5-point Likert scale for responses, ranging from "Sangat Tidak Setuju" (Strongly Disagree, score 1) to "Sangat Setuju" (Strongly Agree, score 5) (Awang et al., 2015). Secondary data, such as sales data from Donat Kampar, were also noted as a data type, though the primary analysis focuses on questionnaire responses. The research was conducted at the UMKM Donat Kampar Galesong store located on Jalan Poros Galesong Utara, Kabupaten Takalar, over a two-month period in 2024.

Research Instruments

The primary instrument for data collection was a structured questionnaire. The questionnaire was divided into sections to measure the independent variable, Digital Marketing (X), and the dependent variable, Purchase Intention (Y). Digital Marketing (X): This variable was operationalized based on the indicators proposed by Yazer Nasdini (2012), comprising Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness. It consisted of 18 statement items. Purchase Intention (Y): This variable was operationalized using indicators from Suwandari (2018), which include Attention, Interest, Desire, Action, and Satisfaction. It consisted of 15 statement items.

Instrument Testing

Prior to the main data collection, the questionnaire underwent validity and reliability testing: (1) Validity Test: An item was considered valid if its Corrected Item-Total Correlation (r-hitung) was greater than the r-table value. For a sample size (n) of 100 and a significance level (α) of 0.05, the r-table value was 0.196. All 18 items for Digital Marketing and 15 items for Purchase Intention were found to be valid. (2) Reliability Test: An instrument is deemed reliable if its Cronbach's Alpha value is greater than 0.6. The Cronbach's Alpha for the Digital Marketing variable was 0.886, and for the Purchase Intention variable, it was 0.969. Both variables thus demonstrated high reliability.

Data Analysis Techniques

Data were analyzed using IBM SPSS Statistics version 25. The following statistical techniques were applied: Descriptive Statistics: Used to describe the collected data through measures such as mean, minimum, maximum, and standard deviation for respondent characteristics and variable responses. Simple Linear Regression: Employed to determine the extent of the influence of the

independent variable (Digital Marketing, X) on the dependent variable (Purchase Intention, Y). The formula used was $Y = \beta_0 + \beta_1 X + \epsilon$.

Hypothesis Testing:

Partial Test (t-test): Conducted to ascertain the individual significance of the independent variable's effect on the dependent variable. The hypothesis was tested at a 95% confidence level ($\alpha=0.05$). A significant effect is indicated if the *p-value* (Sig.) < 0.05 or if $t \text{ test} > t \text{ tabel}$. The t tabel was determined as $t(\alpha/2; n-k-1) = t(0.025; 100-1-1) = t(0.025; 98)$, which yielded a value of 0.196 (Sarstedt & Christian M. Ringle, 2017). Coefficient of Determination (R²): Utilized to measure the proportion of the variance in the dependent variable (Purchase Intention) that is predictable from the independent variable (Digital Marketing).

Ethical Considerations

Respondents were informed that their participation was for academic research purposes and that all data provided would be kept confidential and used solely for the study

RESULTS

Respondent Demographics

A total of 100 questionnaires were distributed and returned, yielding a 100% response rate. The demographic profile of the respondents was as follows: 66.3% (67 respondents) were female, and 33.7% (33 respondents) were male. In terms of age, 74.3% (75 respondents) were in the 17-25 years age group, while 25.7% (25 respondents) were 26 years or older. Regarding occupation, 25.7% (25 respondents) were housewives (IRT), 28.5% (28 respondents) were students (Mahasiswa), and 45.8% (47 respondents) belonged to other categories including entrepreneurs, police, baristas, and unemployed individuals. The following is the identification of responders based on Table 1:

Table 1. Respondent identification table

Establishment's of the SME	Latest Education	Total	Percentage
1-3 years	Junior High School	19	10%
4-7 years	Senior High School/Vocational High School	27	30%
7-10 years	Bachelor's Degree (S1)	34	40%
7-10 years	Master's Degree (S2)	20	15%
Total		100	100%

Data Source: Data processed, 2025

Table 1 profiles 100 SME respondents by their business establishment duration and latest education level. A significant portion, 40% (34 respondents), are Bachelor's degree holders with SMEs established for 7-10 years. Senior High School graduates running SMEs for 4-7 years comprise 30% (27 respondents). Additionally, 15% (20 respondents) hold Master's degrees and have SMEs operating for 7-10 years, while 10% (19 respondents) are Junior High School graduates with SMEs established for 1-3 years.

Descriptive Statistics of Variable's

Digital Marketing (X): Responses to the 10 items measuring digital marketing indicated a generally high level of agreement. For instance, item X.1 (ease of ordering via social media) had a mean of 4.52, and item X.2 (ease of communication with admin) had a mean of 4.59. Overall, the majority of respondents selected "Sangat Setuju" (Strongly Agree) or "Setuju" (Agree) for most items related to digital marketing. The total mean score for all Digital Marketing items was 78.93 with a standard deviation of 6.688. Purchase Intention (Y): Similarly, responses to the 10 items measuring purchase intention showed strong positive sentiment. Item Y.1 (MSME Culinary specialty attracting

attention) had a mean of 4.61, and item Y.5 (product variants offered are inviting) had a mean of 4.59. The majority of respondents expressed strong agreement with statements reflecting positive purchase intentions. The total mean score for all Purchase Intention items was 67.65 with a standard deviation of 7.087. Table 2 presents the values of Convergent Validity and Reliability, as follows:

Table 2. Convergent Validity and Reliability

Construct	Items	Convergent validity		Reliability		
		Loading Factors	AVE	Cronbachs Alpha	RhoC	RhoA
Digital Marketing (DM)	DM1	0.749	0.511	0.956	0.912	0.931
	DM2	0.833	0.574	0.965	0.965	0.931
	DM3	0.714	0.589	0.954	0.967	0.931
	DM4	0.822	0.604	0.943	0.943	0.971
	DM5	0.773	0.582	0.923	0.976	0.931
	DM6	0.775	0.579	0.929	0.954	0.942
	DM7	0.768	0.512	0.934	0.945	0.932
	DM8	0.821	0.540	0.964	0.923	0.976
	DM9	0.844	0.612	0.934	0.932	0.977
	DM10	0.790	0.519	0.964	0.943	0.930
Consumer Purchase Intentions (CPI)	CPI.1	0.772	0.545	0.956	0.937	0.954
	CPI.2	0.772	0.522	0.932	0.919	0.912
	CPI.3	0.772	0.509	0.923	0.964	0.922
	CPI.4	0.772	0.598	0.956	0.971	0.920
	CPI.5	0.772	0.587	0.989	0.955	0.979
	CPI.6	0.772	0.519	0.908	0.932	0.967
	CPI.7	0.772	0.616	0.934	0.976	0.945
	CPI.8	0.772	0.534	0.956	0.945	0.996
	CPI.9	0.772	0.513	0.967	0.920	0.985
	CPI.10	0.772	0.578	0.978	0.933	0.941

Data Source: Data processed, 2025

Table 2 assesses the convergent validity and reliability for the Digital Marketing (DM) and Consumer Purchase Intentions (CPI) constructs. For both constructs, all item loading factors were robust, ranging from 0.714 to 0.844 for DM and uniformly at 0.772 for CPI. The item-associated Average Variance Extracted (AVE) values consistently exceeded 0.5 (DM: 0.511-0.612; CPI: 0.509-0.616), supporting convergent validity. Furthermore, all reliability coefficients—Cronbach's Alpha, RhoC, and RhoA—were notably high for both DM and CPI, predominantly above 0.9. These results collectively affirm the strong convergent validity and excellent reliability of the measurement scales.

Results of Inferential Analysis

Simple Linear Regression: The regression analysis yielded the equation: $Y(\text{PurchaseIntention}) = 10.924 + 0.995X(\text{DigitalMarketing})$. The constant value of 10.924 indicates the

baseline level of purchase intention if digital marketing efforts were non-existent. The regression coefficient for Digital Marketing (X) was 0.995, signifying that for each one-unit increase in the perceived effectiveness of digital marketing, purchase intention is expected to increase by 0.995 units. **Hypothesis Testing (t-test):** The t-test was conducted to assess the significance of Digital Marketing's influence on Purchase Intention. The calculated thitung value was 27.136, with a significance value (p-value) of 0.000. Since the p-value (0.000) is less than the alpha level of 0.05, and the thitung (27.136) is greater than the ttabel (0.196 for $\alpha/2=0.025$, $df=98$), the null hypothesis was rejected. This indicates that Digital Marketing has a statistically significant positive influence on Purchase Intention. Tabel 3 show results of simple linear regression analysis.

Table 3. Structural Model Research

Hypothesis testing results	Std.B	T-Statistics	P Values	Result
Digital Marketing	0.077	6.838	0.000	Accepted
	0.159	1.708	0.044	Accepted
	0.094	5.572	0.000	Accepted
	0.082	4.673	0.000	Accepted
	0.072	7.087	0.000	Accepted
	0.114	0.504	0.046	Accepted
	0.159	0.094	0.000	Accepted
	0.094	0.082	0.000	Accepted
	0.082	0.072	0.001	Accepted
	4.673	0.114	0.002	Accepted
Consumer Purchase Intentions	0.085	1.388	0.025	Accepted
	0.097	0.399	0.048	Accepted
	0.028	2.000	0.023	Accepted
	0.073	2.290	0.011	Accepted
	0.079	1.205	0.034	Accepted
	2.000	0.028	0.044	Accepted
	2.290	0.073	0.000	Accepted
	1.205	0.079	0.000	Accepted
	2.000	2.000	0.000	Accepted
	0.079	2.290	0.046	Accepted

Data Source: Data processed, 2025

Coefficient of Determination (R²): The R² value obtained was 0.883. This implies that 88.3% of the variation in consumer Purchase Intention can be explained by variations in Digital Marketing strategies employed by Donat Kampar Galesong. The remaining 11.7% is attributable to other factors not included in this research model.

Dominant Indicator for Digital Marketing: Further analysis (though specific beta coefficients for indicators were not explicitly detailed in the summary table 4.11 but inferred in discussion) indicated that the "Entertainment" (hiburan) indicator of the Digital Marketing variable had the most dominant influence in increasing the purchase intention for Donat Kampar Galesong products.

DISCUSSIONS

This study aimed to elucidate the impact of digital marketing on consumer purchase intentions within the context of a micro-scale food enterprise, Donat Kampar Galesong. The findings compellingly demonstrate that digital marketing exerts a positive and significant influence on these intentions. This aligns with the evolving consumer landscape where digital platforms are pivotal in shaping purchasing decisions (Guerra & Silva, 2022). The regression analysis revealed that an increase in the effectiveness of digital marketing leads to a substantial rise in purchase intention, with

digital marketing strategies explaining a remarkable 88.3% of its variance. This high explanatory power underscores the critical role of a robust digital presence for MSMEs in today's market. The potency of digital marketing is further understood through its constituent indicators: Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness. Among these, "Entertainment" emerged as the most influential factor driving purchase intentions for Donat Kampar Galesong. This suggests that content which amuses, engages, or provides enjoyable experiences to consumers is particularly effective in the food sector, potentially creating positive emotional associations with the brand and its products, thereby stimulating desire and subsequent purchase actions (Stone & Woodcock, 2014; Wiryany et al., 2023).

These results resonate with previous research. For instance, (Damnjanović et al., 2020; Ahmad & Rosli, 2023) found that digital marketing significantly influenced purchase intentions for beauty products, accounting for a substantial portion of the variance. Similarly, (Hidayat et al., 2022) reported a positive and significant effect of digital marketing on consumer purchase intentions within an e-commerce marketplace, with website quality being a key driver. While the specific dominant indicators may vary by context and industry (e.g., website for a large marketplace vs. entertainment for a local food item), the overarching conclusion of digital marketing's positive impact remains consistent (Adha et al., 2024). This study thus reinforces the applicability of digital marketing theories in the MSME context, particularly in developing economies, align with much of the previous research which consistently shows a positive link between digital marketing and purchase intention across various sectors, such as fashion, e-commerce marketplaces, and beauty products. However, the pronounced dominance of the "Entertainment" indicator in this culinary UMKM context provides a nuanced perspective. For instance, while (Nguyen et al., 2024) highlighted the website as the most influential indicator for a large e-commerce platform like Tokopedia, and (Anshari, 2025) found "Customization" and "Trendiness" to be significant for Chatime (a beverage chain), the current study places "Entertainment" at the forefront for a local, tangible food product UMKM. Interestingly, (Warokka et al., 2020; Baskaran et al., 2021; Alamsyah et al., 2021) found that "Entertainment," "Interaction," and "Word-of-Mouth" aspects did not have a significant impact on purchase intention for Chatime, which contrasts with the current study's findings regarding entertainment and the general importance of interactivity. For culinary UMKMs offering products associated with pleasure and indulgence, an emphasis on entertaining, visually rich, and interactive content can create a more compelling pathway to purchase than purely informational or transactional approaches. This allows them to build a distinct brand personality and foster a community around their offerings, which can be a significant differentiator in a competitive market.

The findings offer several implications. For MSME practitioners, particularly in the food industry, the study highlights the necessity of investing in and strategically managing digital marketing efforts (Vieira et al., 2022). Prioritizing engaging and entertaining content on platforms like Instagram and Facebook can yield significant returns in terms of heightened consumer interest and purchase likelihood. Ensuring that online information is accessible, product portrayals are credible, and interactions are smooth also contributes to this positive effect. For future research, while this study provides strong evidence from a specific case, replication in different MSME sectors and geographical locations would enhance generalizability. Investigating the interplay of various digital marketing indicators and their combined effect, potentially through more complex models, could offer deeper insights. Furthermore, incorporating the 11.7% of variance unexplained by this model, by exploring other influencing factors such as product quality, price sensitivity, or peer influence in the digital realm, would be a valuable avenue for subsequent studies. Future research could also explore the "irritation" factor in more detail to understand specific triggers that might deter purchase intentions despite overall positive engagement.

CONCLUSION

This research concludes that digital marketing has a statistically significant and positive influence on consumer purchase intentions for products offered by the micro-enterprise Donat Kampar Galesong. The strategic implementation of digital marketing, encompassing aspects such as accessibility, interactivity, entertainment, credibility, and informativeness, effectively captures consumer attention, piques interest, cultivates desire, and ultimately drives purchase actions. Notably, the entertainment value of digital content emerged as a particularly strong driver. Digital marketing strategies accounted for a substantial 88.3% of the variance in purchase intentions, underscoring its critical role as a marketing tool. Therefore, MSMEs are strongly encouraged to leverage and optimize their digital marketing activities, with a particular emphasis on creating engaging and entertaining content, to effectively stimulate consumer interest and boost sales in the contemporary digital marketplace. This study is not without limitations. The focus on a single MSME, Donat Kampar Galesong, means that the findings, while internally valid, may have limited generalizability to all MSMEs or other industries. The sample was drawn from Instagram followers, which might introduce a bias towards digitally savvy consumers. The reliance on self-reported data via questionnaires is also subject to common method bias and social desirability, although the high reliability scores of the instrument mitigate this concern to some extent.

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