

KEY INFLUENCING FACTORS ON TICKET PURCHASE DECISION

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Abstract

Background – Rapid technological advances are able to change all aspects of life and consumer behavior, so that consumers often make purchasing decisions using technology such as the internet

Aim – The aim of this research is to prove the influence of e-WebQual, content marketing, social media marketing variables on purchasing decisions.

Design/ Methodology/ Approach - This research is quantitative research with a data collection method through questionnaires distributed using Google Form to 192 respondents using accidental sampling technique by distributing questionnaires to respondents who meet the criteria such as CGV Madiun consumers. Data measurement uses a Likert scale of one to 5. Data analysis in this study uses SMART PLS 3.0

Findings – The research results show that e-WebQual has a significant influence on the decision to purchase CGV Madiun tickets, content marketing has a significant influence on the decision to purchase CGV Madiun tickets, social media marketing has a significant influence on the decision to purchase CGV Madiun tickets.

Conclusion - It was discovered that E-WebQual, content marketing, and social media marketing have a positive and significant impact on purchasing decisions.

Research Implication – This research has important implications for consumers and the CGV Madiun company. It will be beneficial for consumers in making purchasing decisions due to rapidly developing technological advances, then it will be beneficial for the CGV Madiun company, judging from the research results, the variables e-WebQual, content marketing, social media marketing can be used to explain purchasing decisions so that they can have a positive influence on the performance of CGV Madiun

Limitations – This research shows that the R-Square results show that 54.5% of the dependent variable can be explained by the independent variable, while the remaining 45.5% is influenced by other variables

Keywords: e-WebQual, content, marketing, social, media.

Abstrak

Latar Belakang - Kemajuan teknologi yang pesat mampu mengubah seluruh aspek kehidupan serta perilaku konsumen, sehingga sering terjadi konsumen melakukan pengambilan keputusan pembelian memanfaatkan teknologi seperti internet.

Tujuan - Tujuan dari penelitian ini adalah untuk membuktikan pengaruh variabel e-webqual, content marketing, social media marketing terhadap keputusan pembelian.

Desain/ Metodologi/ Pendekatan - Penelitian ini adalah penelitian kuantitatif dengan metode pengambilan data melalui kuisioner yang disebar dengan google form kepada 192 responden dengan teknik pengambilan sampel *accidental sampling*. Pengukuran data menggunakan skala likert satu sampai 5.

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Analisis data pada penelitian ini menggunakan SEM (*Structural Equation Modelling*) melalui aplikasi *SMART PLS 3.0* dengan model analisa regresi linier berganda

Hasil dan Pembahasan - Hasil penelitian menunjukkan bahwa *e-webqual* berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun, *content marketing* berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun, *social media marketing* berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun.

Kesimpulan - Ditemukan bahwa E-WebQual, pemasaran konten, dan pemasaran media sosial memiliki dampak positif dan signifikan terhadap keputusan pembelian.

Implikasi Penelitian - penelitian ini memiliki implikasi yang penting bagi konsumen maupun perusahaan CGV Madiun. Akan bermanfaat bagi konsumen dalam mengambil keputusan pembelian karena kemajuan teknologi yang berkembang pesat, kemudian akan bermanfaat bagi perusahaan CGV Madiun, ditinjau dari hasil penelitian variabel *e-webqual*, *content marketing*, *social media marketing* dapat digunakan untuk menjelaskan keputusan pembelian sehingga mampu memberikan pengaruh yang positif pada kinerja CGV Madiun.

Batasan Penelitian - penelitian ini menunjukkan hasil *R-Square* 54,5 % variabel dependen dapat dijelaskan oleh variabel independen, sedangkan sisanya yaitu 45,5 % dipengaruhi oleh variabel lain.

Kata Kunci: e-WebQual, content, marketing, social, media.

INTRODUCTION

The rapid pace of technological advancement, even in everyday life, is accompanied by progress and new knowledge. In their daily lives, people actively follow the developments in technology. This is evidenced by the integration of technology into various businesses and services. The swift progress has sparked the interest of many researchers to delve into the realm of technology. About thirty research concentrating on buying decisions have been conducted in Indonesia during the past five years. In addition, purchase decisions play a crucial role in both businesses and companies. Through these decisions, companies can gain insights into consumer types, understand the steps consumers take in the purchasing process, and identify the behavior of individual consumers. By paying attention to consumer types in making purchase decisions, businesses and

companies can enhance their profitability based on consumer behavior (Abarca, 2021).

E-WebQual is a tool used to assess the utility of information, the quality of information on a website, and the quality of interaction provided by the services offered on the website (Dalimunthe *et al.*, 2019). E-WebQual is an extension of ServQual, which was widely used in measuring service quality. e-WebQual is a method employed to measure the quality of a website based on end-users' experiences and perceptions. It is specifically designed for evaluating the quality of online platforms from the perspective of the end-users interacting with the website. Based on the research conducted by Kurniawan (2019) found that e-WebQual has a positive influence on purchasing decisions. In contrast, in the study conducted by Ifan *et al* (2019), it was found that website quality does not have

a significant influence on purchasing decisions on Shopee. E-WebQual is associated with purchasing decisions, as it has the capability to assess the quality of a website as a point of contact for a company and its business. Thus, E-WebQual and purchasing decisions are mutually related. E-WebQual is essential for companies to evaluate whether they have provided information on the website with satisfactory quality for consumers. The higher the quality of the website, the greater the number of website users. With an increase in website users, there is an impact on purchasing decisions (Huda *et al.*, 2021).

Moreover, as part of a comprehensive marketing strategy, content marketing involves the deliberate creation of compelling materials. This deliberate approach is designed to captivate the audience's attention, fostering a connection that goes beyond mere engagement. In essence, by consistently delivering valuable and relevant content, businesses can position themselves as authoritative figures in their respective industries. Consequently, this authority not only attracts a wider audience but also significantly contributes to influencing potential consumers to make informed purchasing decisions. Huda., *et al* (2021) content marketing involves strategically planning, distributing, and crafting content that precisely targets the audience, enticing them to become customers. Rahman (2019), it was observed that content marketing has a favorable impact on the purchasing decisions of Caffe Go-Kopi

consumers in Malang. On the other hand, Huda *et al.*, (2021) revealed that content marketing does not have a significant impact on purchasing decisions in small and medium enterprises on social media.

Content in content marketing encompasses various forms such as photos, videos, audio, written material, and others. This strategy is widely employed by marketers as a tactic for acquiring consumers (Chairina *et al.*, 2020). The symbiotic relationship between content marketing and purchasing decisions highlights the significance of strategically curated content in shaping consumer behavior and fostering a positive brand-consumer relationship.

Expanding on this concept, social media marketing involves the utilization of social media platforms as a medium for promoting goods, services, and even events. This strategic approach not only capitalizes on the widespread reach of social media but also leverages the interactive nature of these platforms to engage with a diverse audience effectively. Thus, an engaging content presentation has the ability to attract consumers to the offered products (Mileva, 2019). Social media marketing is one of the more practical forms of marketing that utilizes various social media platforms. It has a correlation with purchasing decisions, as indicated by findings from several journals conducting research on social media marketing and purchasing decisions. This is attributed to marketing strate-

gies using social media as the foundation, including content creation such as photos, videos, TikTok, and written materials, which effectively captivate consumer interest and drive purchasing decisions. Through marketing via social media, companies and businesses can reach potential customers over a wide geographical scope. In accordance with the study conducted by Therapy *et al.*, (2018), it was discovered that social media marketing has the potential to positively influence purchasing decisions for Islamic fashion products.

Current technological advancements have transformed society, offering various conveniences, particularly in communication without spatial or temporal constraints. The evolution of the internet has significantly altered aspects of life, swiftly influencing consumer behaviors in purchasing and consuming products. In response to these changes, companies and businesses must adapt their marketing strategies to leverage the internet effectively. By utilizing the internet, businesses can attract a large number of consumers without limitations on space and time. Based on previous research, the average findings have indicated both positive and non-significant impacts on purchasing decisions. Through the observation of the phenomenon, it is noted that a considerable number of Madiun residents are actively using the Internet. However, only a limited portion of the Madiun population engages in online transactions as part of their daily lives.

Contribution in this article lies within the literature, particularly in advancing research on consumer purchasing behavior through digital platforms for future studies.

LITERATURE REVIEW

Theory Of Planed Behavior (TPB)

Individual behaviors are diverse and unique. The variety of individual behaviors serves as a compelling factor for researchers to conduct studies on individual behavior. Several experts have shared their opinions regarding theories on individual behavior. The Theory of Planned Behavior (TPB) posits that it estimates considerations of human behavior. The Theory of Planned Behavior (TPB), as proposed by Abdjul *et al.* (2022), is a behavioral theory that can be employed to discern an individual's belief system. People contemplate the implications of their actions before engaging in or refraining from certain behaviors. TPB can be viewed as an individual's intention toward a particular behavior. Therefore, the stronger one's intention to exhibit a behavior, the higher the likelihood of successfully performing it.

Intention itself is a function of beliefs, and crucial information regarding various tendencies in behavior specification will lead to specific outcomes. "The Theory of Planned Behavior (TPB) can be viewed as an individual's intention toward a behavior. Therefore, the stronger one's intention to exhibit a behavior, the higher the likelihood of success-

fully performing it. Intention itself is a function of beliefs, and crucial information regarding various tendencies in behavior specification will lead to specific outcomes.

E-Webqual

E-WebQual, or commonly known as website quality, has a significant impact on consumer purchasing decisions. A positive online experience for consumers can enhance their trust in conducting transactions, making website quality a crucial factor influencing purchase decisions. A company's website should demonstrate its performance to consumers. With good performance, consumers will trust the company's credibility, leading them to feel confident in making purchase transactions. The research findings of (Rosyida *et al.*, 2023) indicate that e-WebQual positively and significantly influences purchase decisions.

H₁. It is hypothesized that e-WebQual has an impact on purchase decisions.

Content Marketing

Content marketing, also known as content marketing, has a significant influence on consumer purchasing decisions. The content presented by a company should be relevant and of high quality to provide the necessary information for each consumer and build

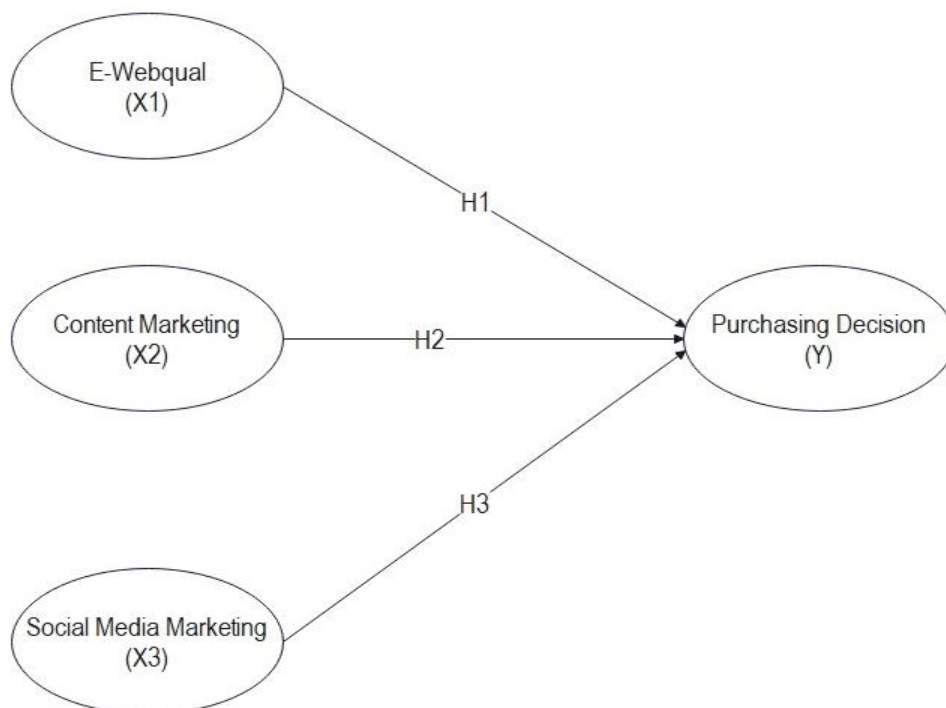
trust in the product. Therefore, content marketing can be a key factor in motivating a consumer's purchasing decision. Irawan *et al.*, (2020), content marketing in digital marketing can influence consumer purchasing decisions. The presence of engaging content for consumers can enhance their purchasing decisions regarding a marketed product. The research findings from Abdjul *et al.*, (2022) demonstrate that content marketing significantly impacts purchasing decisions.

H₂. It is assumed that content marketing influences purchasing decisions.

Social Media Marketing

Social media marketing, or social media marketing, has a significant impact on consumer purchasing decisions. Utilizing social media platforms like Instagram, Facebook, TikTok, and others can facilitate brand-building, fostering interactions with consumers, and potentially influencing their purchasing decisions. Kurniasari & Budiarmo (2018), social media marketing has the capability to add value to a product, leading to increased sales. Made *et al.*, (2021) reveals social media marketing can significantly influence purchasing decisions.

H₃. It is suspected that social media marketing influences purchasing decisions.



Picture 1. Research Framework

RESEARCH METHODOLOGY

Population, Sample, and Data Collection

The population in this study is infinite, thus individuals encountered fitting the criteria, such as consumers who have previously CGV tickets in Madiun, East Java, will constitute respondents in this research. The questionnaire was distributed online through Google Forms as part of the research. Sample data collection was conducted using a non-probability sampling method, specifically accidental sampling. The sample size in this study consisted of 192 consumers who made ticket purchases at CGV Madiun.

Data collection was conducted using a questionnaire distributed to respondents online through Google Forms, to maintain the suitability of the questionnaire, validity and reliability tests are carried out on the

questionnaire data that has been distributed. The study utilized four variables measured on a linear scale with 5 points, ranging from one (strongly disagree) to five (strongly agree).

All items were responded to by the respondents honestly and without coercion. The four variables were adapted into a questionnaire with statements corresponding to the indicators of each variable, employing language easily understandable to the respondents.

Data Analysis

Hypothesis testing in this study employs SmartPLS 3.0 (Partial Least Squares) considering that the research aims to identify the influence of independent variables on the dependent variable. This testing involves 2 measurement models, namely outer loading

and inner model. In this study, outer loading is used to measure the validity and reliability of the research, while the inner model employs R-Square to determine the strength of exogenous variables on endogenous variables. Additionally, there is also hypothesis

testing to examine the influence among variables.

Operational Definition of Variables

The operational definition of variables in this study can be observed from Table 1.

Table 1
 Operational Definition of Variables

No	Variabel	Indicators	Sources
1	E-Webqual (X1) E-WebQual is a tool to assess the utility of information, the quality of information on a website, as well as the quality of interactions provided by a website's services (Kurniawan, 2019).	1. Usability 2. Information Quality 3. Service Interaction 4. Good website reputation	(Kusumawati et al., 2021) (Ifan et al., 2019)
2	Content marketing (X2) Content marketing is a marketing strategy where we plan and create content that can attract an audience, thereby encouraging them to become customers of a company or business. (Chairena et al, 2020).	1. Relevance 2. Consistency 3. Easy of Findability 4. Accuracy	(Irianto, 2020)
3	Social Media Marketing (X3) According to Mileva (2019), social Media Marketing is the utilization of social media platforms as a medium for promoting goods and services.	1. Content Creation 2. Content Sharing 3. Connecting 4. Community Building	(Taan et al., 2021)
4	Purchasing Decision (Y) Purchasing decision is a cognitive process where individuals evaluate various options and make a product choice from the available alternatives (Jonathan & Prihartono, 2012)	1. Purcahase Timing 2. Payment Method 3. Purchase Quantity 4. Repeat Purchase	(Veithzal Rivai, 2020)

FINDINGS AND DISCUSSION

Measurement (Outer Model)

Validity testing includes convergent validity and discriminant validity. Convergent validity is assessed through outer loading and AVE. Based on the results in Tables 2 and 3,

the outer loading values for all indicators are >0.7, indicating that all indicators are considered valid and contribute to the variables. Additionally, all AVE values for each variable are >0.5, confirming the validity of all variables.



Reliability testing in Table 4. can be observed by comparing the values of Cronbach's Alpha and Composite Reliability, which should be >0.7 to meet the criteria.

Structural (Inner) Model

Coefficient Determinasi R²

Based on the results presented in Table 5, it can be identified that the R-square criterion, with a value of 0.552, falls within the 'moderate' category. This indicates that the model is capable of demonstrating a moderate influence from exogenous variables on endogenous ones, suggesting that the variables involved in the model can influence purchasing decisions by 55.2%, while the remaining 44.8% may be influenced by other variables outside the scope of this research model."

Path Coefficient

Based on the results in Table 6, the relationship and influence among variables

can be observed through the t-test with a significance level >1.96 and a significance level of 5% <0.05, along with the direction of the influence being either positive or negative. The hypothesis testing results based on these path coefficients can be illustrated using the research model in Table 6. The results of table 2 show that each indicator has an outer loading value of more than 0.7. So it is declared valid. The results of table 3 show that each variable has an AVE value of more than 0.5. so it is declared valid. The results of table 4 show that reliability has an composite reliability value of more than 0.7. so it is declared reliable. The results of table 5 show that Square Score has an r square adjusted value of more than 0.5. so it is declared strong variable. The results of table 6 show that Square Score has an p values of below 0.5 so it is declared positif influence.

Table 2
 Output Outer Loading

Indicator	Content Marketing	E-Webqual	Purchasing Decision	Social Media Marketing	Remark
Usability		0,850			Valid
Information Quality		0,851			Valid
Service Interaction		0,832			Valid
Website Reputation		0,763			Valid
Relevantion	0,831				Valid
Consistency	0,790				Valid
Easy to Find	0,794				Valid
Accuracy	0,811				Valid
Content Creation				0,819	Valid
Content Sharing				0,847	Valid
Connecting				0,826	Valid
Community Building				0,793	Valid

Buying Time Decision	0,833	Valid
Payment Method	0,865	Valid
Re-purchase	0,853	Valid

Source: Primer data processed by SMART PLS 3, 2023

Table 3
 The Average Variance Extracted (AVE) Value

No	Variabel	AVE Value	Remark
1.	Content Marketing	0,651	Valid
2.	E-Webqual	0,681	Valid
3.	Keputusan Pembelian	0,724	Valid
4.	Social Media Marketing	0,675	Valid

Source: Primer data processed by SMART PLS 3, 2023

Table 4
 Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Remark
Content Marketing	0,822	0,830	0,882	0,651	Reliabel
E-Webqual	0,843	0,846	0,895	0,681	Reliabel
Purchasing Decision	0,809	0,814	0,887	0,724	Reliabel
Social Media Marketing	0,840	0,846	0,892	0,675	Reliabel

Source: Primer data processed by SMART PLS 3, 2023

Table 5
 R-Square Scores

Variable	R Square	R Square Adjusted
Purchasing Decison	0,552	0,545

Source: Primer data processed by SMART PLS 3, 2023

Tabel 6
 Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Content Marketing → Purchasing Decision	0,170	0,168	0,083	2,062	0,040
E-Webqual → Purchasing Decision	0,458	0,455	0,076	6,036	0,000
Social Media Marketing → Purchasing Decision	0,198	0,204	0,078	2,552	0,011

Source: Primer data processed by SMART PLS 3, 2023

Discussion

E-WebQual significantly influences purchasing decisions.

E-webqual has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. Based on the research results from the acceptance of the first hypothesis, it can be explained that e-WebQual has a positive influence on purchasing decisions. E-WebQual is deemed the most crucial factor in influencing purchasing decisions as consumers increasingly utilize the internet. Therefore, the quality of the website must be enhanced to ensure ease and comfort for consumers when purchasing tickets through the CGV Madiun website. The findings are supported by previous research conducted by Rosyida et al. (2023) which states that e-webqual positively impacts the decision to purchase tickets at Cinepolis Ponorogo.

Content marketing has a substantial impact on purchasing decisions.

Content marketing has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. In light of the research outcomes and the validation of the second hypothesis, it can be elucidated that content marketing positively impacts purchasing decisions. This conclusion aligns with the findings of a prior study conducted by Rahman (2019), which asserted the positive influence of content marketing on purchasing decisions at Caffe Go-Kopi in the city of Malang.

Social media marketing influences purchasing decisions.

Social media marketing has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. Based on the research results and the acceptance of the third hypothesis, it can be explained that social media marketing has a positive influence on purchasing decisions, as depicted in the online content created and posed. The results of this study are supported by previous research conducted by Therapy et al (2018)), which stated that social media marketing has a positive impact on the purchasing decisions of fashion products from the Islamic perspective.

CONCLUSION

Based on the research findings, it was discovered that E-WebQual, content marketing, and social media marketing have a positive and significant impact on purchasing decisions.

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