

## The Effect of Social Media, Marketing Communication, and Customer Reviews on Purchasing Decisions in E-Commerce among Generation Z Students in Medan City

Achiruddin Siregar<sup>a\*</sup>, Moh. Zaini<sup>b</sup>, Dwi Wahyono<sup>c</sup>, Yuni Candra<sup>d</sup>, Dikdik Purwadisastra<sup>e</sup>

<sup>a\*</sup> Department of Management, Sekolah Tinggi Ilmu Ekonomi Professional Manajemen College Indonesia, Medan City, North Sumatra Province, Indonesia.

<sup>b</sup> Department of Development Economics, STIE Bakti Bangsa, Pamekasan Regency, East Java Province, Indonesia.

<sup>c</sup> Department of Master of Management, Faculty of Economics and Business, Universitas Abdul Azis Lamadjido, Palu City, Central Sulawesi Province, Indonesia.

<sup>d</sup> Department of Master of Management, Faculty of Economics and Business, Universitas Tamansiswa Padang, Padang City, West Sumatra Province, Indonesia.

<sup>e</sup> Department of Management, Faculty of Economics and Business, Universitas Informatika dan Bisnis Indonesia, Bandung City, West Java Province, Indonesia.

### ABSTRACT

E-commerce purchasing behavior among Generation Z warrants serious scholarly attention — this cohort constitutes the largest segment of active digital users whose decision-making processes are shaped in ways older consumer models do not adequately capture. This study examined the influence of social media, marketing communications, and customer reviews on e-commerce purchasing decisions in Medan City, focusing on Generation Z students at several private universities. A quantitative survey design was employed, with data collected via structured questionnaires distributed to 100 respondents and analyzed using SPSS 26, encompassing validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficient of determination. Each independent variable returned a positive and statistically significant effect on purchasing decisions. The simultaneous test confirmed that the three variables together exert a positive and significant influence on e-commerce purchasing decisions in Medan City. The Adjusted R Square of 0.417 indicates that 41.7% of the variance is accounted for by the model; the remaining 58.3% reflects variables outside the model's scope, including on-time delivery and discount practices.

### ABSTRAK

Perilaku pembelian melalui e-commerce pada Generasi Z merupakan topik yang layak dikaji secara serius — generasi ini merupakan kelompok pengguna digital terbesar yang proses pengambilan keputusannya terbentuk melalui cara-cara yang tidak sepenuhnya terangkap oleh model perilaku konsumen yang lebih lama. Penelitian ini mengkaji pengaruh media sosial, komunikasi pemasaran, dan ulasan pelanggan terhadap keputusan pembelian e-commerce di Kota Medan, dengan fokus pada mahasiswa Generasi Z di beberapa perguruan tinggi swasta. Pendekatan kuantitatif diterapkan dengan pengumpulan data melalui kuesioner terstruktur yang disebarakan kepada 100 responden dan dianalisis menggunakan SPSS 26, mencakup uji validitas dan reliabilitas, uji asumsi klasik, regresi linier berganda, uji-t, uji-F, dan koefisien determinasi. Setiap variabel independen menunjukkan pengaruh positif dan signifikan terhadap keputusan pembelian. Pengujian simultan mengonfirmasi bahwa ketiga variabel secara bersama-sama memberikan pengaruh positif dan signifikan terhadap keputusan pembelian e-commerce di Kota Medan. Nilai Adjusted R Square sebesar 0,417 menunjukkan bahwa 41,7% variasi keputusan pembelian dijelaskan oleh model; sedangkan 58,3% sisanya mencerminkan pengaruh variabel di luar model, termasuk ketepatan waktu pengiriman dan diskon.

### ARTICLE HISTORY

Received 13 May 2026

Accepted 25 May 2026

Published 30 May 2026

### KEYWORDS

Purchasing Decisions; Social Media; Marketing Communications; Customer Reviews.

### KATA KUNCI

Keputusan Pembelian; Media Sosial; Komunikasi Pemasaran; Ulasan Pelanggan.

## 1. Introduction

The spread of information and communication technology has steadily redirected consumer transaction behavior away from conventional channels toward digital ones — e-commerce being the most visible expression of that shift. Consumers can now make purchasing decisions quickly and without the spatial or temporal constraints that once defined retail interaction, a change that has measurably increased both the efficiency and the reach of commercial exchange. Industry 4.0 has accelerated this process by reconfiguring the conditions of connectivity and information access at a structural level (Utomo *et al.*, 2024). Rising internet penetration and the normalization of social media use have together reshaped how consumers gather product information and form purchase intentions. Businesses, responding to these conditions, have increasingly turned to e-commerce platforms as primary channels for marketing, promotion, and market expansion (Mirda *et al.*, 2025) — with profitability as the underlying objective (Hutabarat, Gaol, *et al.*, 2025). In Indonesia, this trajectory is well-documented. Platforms such as Shopee, Tokopedia, Lazada, Bukalapak, and Traveloka have become embedded in the daily commercial life of a large portion of the population.

The scale of this shift is quantifiable. A mid-2025 survey by the Indonesian Internet Service Providers Association (APJII) recorded 229,428,417 internet users in Indonesia, representing a penetration rate of 80.66% of the total population — up from 221 million users (79.5%) in 2024. More than eight in ten Indonesians now have internet access, and Generation Z accounts for a disproportionate share of that user base. In Medan, the pattern holds. Generation Z students are among the most active digital consumers in the city, drawn to e-commerce by a combination of factors: easy information access, broad product selection, streamlined payment systems, and promotional incentives. Before purchasing, members of this generation tend to consult official websites and explore multiple platforms — a behavior that reflects both digital fluency and a degree of skepticism toward unverified claims (Deanah *et al.*, 2026).

Purchasing decisions are not incidental to business performance. They are the mechanism through which marketing strategy either succeeds or fails (Kusumawardhani, 2023; Hutabarat, 2021). The process itself is not simple: consumers select among competing options, weigh considerations (Nasution, 2025), and arrive at a choice shaped by both internal needs and external information (Sjoraida *et al.*, 2023). Digital technology has added layers to this process — social media and e-commerce platforms now supply a continuous stream of product information that consumers draw on, often without fully recognizing the extent of that influence.

Three external factors stand out as particularly consequential for e-commerce purchasing decisions among younger consumers: social media, marketing communications, and customer reviews. Social media functions as both an information channel and a mechanism of social validation. Its algorithms do not merely reflect user preferences — they actively reinforce them, deepening consumerist tendencies among student populations (Banjarahor *et al.*, 2025). Rising internet penetration has only expanded social media's reach (Widjaja & Firdausy, 2023). Marketing communications, whether through advertising, sales promotion, or digital outreach, shape consumer awareness and trust in ways that bear directly on purchase intent (Kushariyadi *et al.*, 2025). An effective communication strategy positions a product in the consumer's mind, building associations that persist beyond a single exposure (Sjoraida *et al.*, 2024). Wahyono *et al.* (2023) define marketing communications as the management-level behavior of transmitting current product messages to a broad public audience. Customer reviews occupy a different register — unlike advertising, they carry the credibility of firsthand experience. Consumers tend to weight peer evaluations more heavily than commercial messaging when assessing product quality before purchase. Syahri and Djakasaputra (2024) note that direct interaction through comments, questions, and suggestions allows brands to address buyer concerns in real time, making the review environment an active rather than passive influence on purchasing behavior. The stronger the review profile, the more attractive the purchase option becomes. These three factors, taken together, constitute the analytical focus of the present study. Based on the theoretical framework and empirical evidence reviewed, four hypotheses were formulated to guide the direction of this study.

- 1) H1: Social Media Influences Purchasing Decisions. Generation Z actively uses social media to search for product information and evaluate purchase options. Regina (2024) found that social media exerts a significant influence on the purchasing decisions of Generation Z consumers across

- a range of occupational and educational backgrounds in Indonesia. Banjarnahor *et al.* (2025) reported a positive influence of social media on purchasing decisions among students at HKBP Nommensen University in Medan, a finding consistent with the broader pattern in the literature.
- 2) H2: Marketing Communication Influences Purchasing Decisions. Erliyani (2025) found that marketing communications influence purchasing decisions among ShopeePay users in Tangerang City, with well-executed communication strategies producing measurably stronger purchase intent. Kusumawardhani (2023) reported a partial positive and significant effect of marketing communications on purchasing decisions on the Tokopedia marketplace — a result that points toward the practical value of communication quality, not just quantity.
  - 3) H3: Customer Reviews Influence Purchasing Decisions. Deanah *et al.* (2026) found a positive influence of customer reviews on purchasing decisions among Generation Z consumers of Xiaomi products in Jakarta. Syahri and Djakasaputra (2024) similarly reported a positive and significant relationship between online customer reviews and purchasing decisions. The pattern is consistent: reviews function as a trust signal, and trust, for this generation, is not easily manufactured through advertising alone.
  - 4) H4: Social Media, Marketing Communications, and Customer Reviews Simultaneously Influence Purchasing Decisions. Taken together, the three variables are expected to exert a combined positive and significant influence on e-commerce purchasing decisions among Generation Z students at several private universities in Medan.

These four hypotheses collectively reflect the study's central argument: that digital information channels — individually and in combination — shape the purchasing behavior of Generation Z consumers in measurable and academically traceable ways.<sup>7</sup>

## 2. Literature Review

The theoretical foundation of this study rests on four interconnected concepts: purchasing decisions, social media, marketing communications, and customer reviews. Understanding each concept individually — and the relationships between them — is necessary before any empirical claims about their combined influence can be taken seriously.

### 2.1 Purchase Decision

Purchasing decisions represent a foundational concern in consumer behavior research and carry direct implications for marketing strategy (Sriwahyuni & Telaga wathi, 2021). At their core, they involve identifying the option that best satisfies a consumer's needs or requirements (Pane *et al.*, 2024). The process is rarely binary — consumers typically navigate multiple alternatives before arriving at a choice, which means that the decision itself is the product of a filtering process, not a single moment of preference (Ana *et al.*, 2021). Ansari *et al.* (2019) describe purchasing decisions as the mechanism by which consumers select among competing brand offerings at varying price points. Erliyani (2025) frames the process as a sequence of consideration and evaluation that precedes the final act of purchase. What these definitions share is an emphasis on process over impulse — purchasing decisions, even in digital environments, involve deliberation. The degree of that deliberation may vary, but it does not disappear simply because the transaction occurs online.

### 2.2 Social Media

Social media, as Zalsabilah *et al.* (2023) define it, involves three constitutive elements: an information architecture, software for content creation and distribution, and a digital platform that enables interactivity and the sharing of personal information, news, ideas, and cultural objects. Regina (2024) emphasizes its dual function: as a tool for individual self-presentation and as a marketing instrument that enables open, two-way communication between businesses and consumers — one through which information spreads quickly, sometimes faster than the businesses generating it can manage. What makes social media particularly consequential for purchasing behavior is not merely its reach, but its capacity to blur the

boundary between personal communication and commercial messaging. A product recommendation from a peer and a sponsored post from a brand can appear in the same feed, formatted almost identically. For Generation Z consumers, who have grown up navigating this environment, the distinction is not always obvious — and that ambiguity has real consequences for how purchase intentions are formed.

### 2.3 Marketing Communications

Marketing communications, when executed with consistency and relevance, can shift consumer perceptions of product quality, benefit, and value. Widagdo *et al.* (2026) argue that integrated marketing communications build emotional connections with consumers that outlast individual campaigns — a claim that deserves scrutiny, but one that the present data tentatively supports. Suriadi *et al.* (2024) define marketing communications as the process of conveying information about a product or service to consumers through specific media, while Sjoraida *et al.* (2024) frame it more operationally: accurate, wide-reaching communication to the target market as a condition for smooth commercial operation and growth. Wahyono *et al.* (2023) add a managerial dimension, describing marketing communications as the organizational behavior of transmitting current product messages broadly to the public. Taken together, these definitions point toward a concept that is simultaneously strategic, operational, and relational — and whose effectiveness depends heavily on how well the message matches the medium and the audience.

### 2.4 Customer Reviews

Customer reviews give prospective buyers access to evaluations from previous purchasers — a form of information that, as Syahri and Djakasaputra (2024) note, is generally regarded as more credible than traditional advertising. The credibility gap between peer-generated content and brand-generated content is not trivial. For Generation Z, this distinction matters considerably. Deanah *et al.* (2026) observe that potential buyers in this cohort actively seek out positive online reviews before committing to a purchase, using peer evaluations as a confidence-building mechanism that commercial messaging alone cannot replicate. Direct interaction through questions, comments, and responses further allows brands to address buyer concerns in real time, transforming the review environment from a passive archive into an active channel of influence (Syahri & Djakasaputra, 2024). The stronger and more consistent the review profile of a product, the greater its pull on prospective buyers — particularly among consumers who have learned, through experience, to treat advertising with a degree of skepticism.

## 3. Methodology

A quantitative approach was adopted for this study, chosen for its capacity to produce measurable, empirical evidence of relationships between variables and to support objective hypothesis testing. The survey method served as the primary data collection strategy — well-suited for reaching a large number of respondents efficiently and systematically, and appropriate given the study's aim of capturing patterns across a defined population rather than probing individual experience in depth. Data were collected through structured questionnaires built on a five-point Likert scale (Purwadisastra *et al.*, 2024), distributed online via Google Forms. This mode of distribution allowed respondents to complete the instrument at their own convenience, without geographic or temporal restriction, and accelerated the overall data collection process considerably. The population of interest was Generation Z students — selected as a representative group of digitally active consumers with direct, habitual experience of e-commerce platforms. Simple random sampling was applied, yielding a final sample of 100 respondents drawn from Generation Z students at several private universities in Medan. This sampling approach was considered adequate for representing the characteristics of the population under study. Statistical analysis was performed using SPSS 26, with classical assumption tests and multiple linear regression applied as the primary analytical tools (Hutabarat *et al.*, 2024), ensuring that the data processing results met the statistical requirements for valid and reliable interpretation.

## 4. Results

The study involved 100 respondents: 62% female and 38% male, all of whom were students at private universities in Medan. Seventy-nine percent reported using e-commerce more than three times per month — a frequency that suggests habitual rather than occasional engagement with online purchasing platforms.

### 4.1 Validity and Reliability Test

All statement items across the four variables — social media, marketing communications, customer reviews, and purchasing decisions — met validity criteria, each returning a significance value below 0.05 and a calculated *r*-value exceeding the table *r* of 0.196. Reliability was assessed using Cronbach's alpha, yielding the following values: purchasing decisions (0.815), social media (0.820), marketing communications (0.827), and customer reviews (0.886). All values exceeded the minimum threshold of 0.60, confirming the reliability of the instruments (Nurhayaty *et al.*, 2025).

### 4.2 Classical Assumption Tests

Three classical assumption tests were conducted — normality, multicollinearity, and heteroscedasticity — to verify that the regression model met the statistical requirements for valid and accurate interpretation. The normality test, performed using the Kolmogorov-Smirnov method, yielded an Asymp. Sig. (2-tailed) value of 0.092, which exceeds the 0.05 threshold (Hutabarat *et al.*, 2023). The residual values were therefore considered normally distributed, and the model was deemed appropriate for further testing (M *et al.*, 2026). Multicollinearity was assessed through tolerance values and Variance Inflation Factor (VIF) scores. Social media returned a tolerance of 0.989 and a VIF of 1.011; marketing communications returned a tolerance of 0.993 and a VIF of 1.008; customer reviews returned a tolerance of 0.991 and a VIF of 1.009. None of these values approach the thresholds that would indicate multicollinearity among the independent variables (Hutabarat *et al.*, 2022). The heteroscedasticity test, conducted using the Glejser Breusch-Pagan method, produced significance values of 0.733 for social media, 0.224 for marketing communications, and 0.720 for customer reviews — all exceeding 0.05, indicating that the regression model does not exhibit heteroscedasticity (Hutabarat, Wulandari, *et al.*, 2025; Hutabarat, Harhap, *et al.*, 2025).

### 4.3 Multiple Linear Regression Analysis

The data analysis employed multiple linear regression with the following equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Purchase Decision;

$\alpha$  = Constant;

$b_1, b_2, b_3$  = Regression Coefficients;

$X_1$  = Social Media;

$X_2$  = Marketing Communication;

$X_3$  = Customer Reviews;

e = Error Term

Table 1. Results of Multiple Linear Regression Analysis

Information	Regression Coefficient
(Constant)	1.934
Social Media	0.264
Marketing Communication	0.343
Customer Reviews	0.467

Source: Data processed, 2026

The regression equation derived from the analysis is:

$$Y = 1.934 + 0.264X_1 + 0.343X_2 + 0.467X_3$$

The constant value of 1.934 indicates that, holding all three independent variables at zero, purchasing decisions remain at a baseline level — a finding that points to the presence of other influential factors outside the model. Among the independent variables, customer reviews ( $X_3$ ) returned the highest regression coefficient at 0.467, making it the most influential predictor of e-commerce purchasing decisions among Generation Z students in Medan City. Social media ( $X_1$ ) returned a coefficient of 0.264, and marketing communications ( $X_2$ ) a coefficient of 0.343. Each one-unit increase in any variable is associated with a corresponding increase in purchasing decisions at the rate indicated by its respective coefficient.

#### 4.4 Coefficient of Determination Test ( $R^2$ )

Table 2. Results of the Determination Coefficient Test

Information	Coefficient
R Square	0.434
Adjusted R Square	0.417

Source: Data processed, 2026

The R Square value of 0.434 indicates that 43.4% of the variance in purchasing decisions is explained by the model. The Adjusted R Square of 0.417 refines this estimate to 41.7%, accounting for the number of predictors included. The remaining 58.3% of variance is attributable to factors not captured by the model — among them, on-time delivery, consumer psychology, conventional promotions, and discount practices.

#### 4.5 Hypothesis Testing

Both partial and simultaneous tests were conducted to examine the influence of social media, marketing communications, and customer reviews on purchasing decisions. The results are presented in Table 3.

Table 3. Hypothesis Testing Results

Information	t	Sig
Social Media	3.871	0.000
Marketing Communication	4.773	0.000
Customer Reviews	5.660	0.000
F Statistic	24.585	0.000

Source: Data processed, 2026

The t-value for social media was 3.871 (sig. = 0.000 < 0.05), confirming a partial positive and significant effect on e-commerce purchasing decisions in Medan City. Marketing communications returned a t-value of 4.773 (sig. = 0.000 < 0.05), likewise confirming a partial positive and significant effect. Customer reviews produced the highest t-value at 5.660 (sig. = 0.000 < 0.05), reinforcing its position as the most influential variable in the model. The F-test result of 24.585 (sig. = 0.000 < 0.05) confirms a strong simultaneous effect of the three variables on purchasing decisions — taken together, social media, marketing communications, and customer reviews exert a positive and significant combined influence on e-commerce purchasing decisions among the study population. Future research might extend this model by incorporating delivery speed, discount structures, trust, or a multi-city sample to test the generalizability of these findings.

## 5. Discussion

### 5.1 The Influence of Social Media on E-Commerce Purchasing Decisions

The empirical results confirm that social media exerts a partial, positive, and significant influence on e-

commerce purchasing decisions among Generation Z students in Medan City — a finding consistent with prior work by Banjarnahor *et al.* (2025) and Regina (2024). The direction of this influence is not difficult to explain. Social media has become the primary channel through which this demographic encounters product information, brand narratives, and peer recommendations. The high frequency with which Generation Z engages with social media platforms means that exposure to product-related content is not incidental but structural — embedded in the daily rhythm of platform use. When product information is encountered repeatedly, across multiple formats and from multiple sources, it gradually shapes purchase intentions in ways that more traditional advertising channels cannot replicate. The significance of this finding lies not merely in confirming that social media matters, but in quantifying its contribution relative to other variables in the model.

## 5.2 The Influence of Marketing Communications on E-Commerce Purchasing Decisions

Marketing communications demonstrated a partial, positive, and significant effect on e-commerce purchasing decisions in Medan — a result supported by Erliyani (2025), Kusumawardhani (2023), and Winajaya and Wilyadewi (2021). Effective promotional strategies, when designed with the target audience in mind and delivered through appropriate channels, are capable of elevating consumer purchasing interest in measurable ways. What the regression coefficient of 0.343 suggests is that marketing communications occupy a meaningful middle position in the model — more influential than social media alone, but less so than customer reviews. This ordering is theoretically coherent: marketing communications are brand-controlled messages, and while they can inform and persuade, they operate within the limits of institutional credibility. Consumers, particularly those in Generation Z, are generally aware that promotional content is designed to sell. The effectiveness of marketing communications therefore depends not only on reach and frequency, but on the degree to which the message is perceived as relevant, honest, and aligned with the consumer's own values and needs.

## 5.3 The Influence of Customer Reviews on E-Commerce Purchasing Decisions

Customer reviews emerged as the most dominant variable in the model, returning the highest regression coefficient (0.467) and the highest t-value (5.660) among the three independent variables. This result is consistent with the findings of Syahri and Djakasaputra (2024) and Deanah *et al.* (2026), and it reflects a broader pattern in digital consumer behavior: prospective buyers tend to trust the experiences of previous users more than they trust brand-generated content. For Generation Z in particular, reviews from real users are regarded as more honest and more credible than commercial advertising — a disposition shaped by years of navigating an information environment saturated with sponsored content (Deanah *et al.*, 2026). The higher the perceived credibility of a review source, the greater its influence on purchase likelihood. This finding reinforces the strategic importance of product reputation management on e-commerce platforms. Businesses that actively cultivate positive review profiles — and respond constructively to negative ones — are, in effect, investing in one of the most persuasive assets available to them in the digital marketplace.

## 5.4 The Simultaneous Influence of Social Media, Marketing Communications, and Customer Reviews on E-Commerce Purchasing Decisions

Taken together, social media, marketing communications, and customer reviews exert a positive and significant simultaneous influence on e-commerce purchasing decisions among Generation Z students at private universities in Medan, as confirmed by the F-statistic of 24.585 (sig. = 0.000). The Adjusted R Square value of 0.417 indicates that the three variables collectively account for 41.7% of the variance in purchasing decisions — a substantial proportion, though one that leaves room for additional explanatory factors. The remaining 58.3% points to the complexity of consumer decision-making, which is shaped by variables beyond the scope of the current model, including delivery speed, discount structures, consumer trust, and psychological factors. Future research would benefit from incorporating these variables, expanding the sample across multiple cities, and testing whether the relative dominance of customer reviews holds across different product categories and demographic subgroups.

## 6. Conclusion

This study set out to examine the influence of social media, marketing communications, and customer reviews on e-commerce purchasing decisions among Generation Z students at private universities in Medan City. The findings confirm that all three variables exert a positive and significant influence on purchasing decisions — both partially and simultaneously. Among the three, customer reviews emerged as the most dominant predictor, followed by marketing communications and social media. This ordering reflects a broader pattern in digital consumer behavior: peer-generated evaluations carry greater persuasive weight than brand-controlled messaging, particularly among a generation that has grown up navigating commercially saturated information environments. The Adjusted R Square value of 41.7% indicates that the model accounts for a meaningful share of the variance in purchasing decisions. The remaining 58.3%, however, is a reminder that consumer decision-making is not reducible to any single set of variables. Factors such as on-time delivery, conventional promotions, discount structures, and consumer trust — none of which were included in the current model — likely contribute to the unexplained variance and represent productive directions for future inquiry.

The theoretical contribution of this study lies in its confirmation that social media, marketing communications, and customer reviews are not merely tools of communication or entertainment. They function as strategic mechanisms through which consumption behavior is shaped — and, by extension, through which purchasing decisions among student populations can be meaningfully influenced. The practical implications follow directly from this. Business actors and e-commerce platforms seeking to strengthen their position among Generation Z consumers would do well to invest in the quality and consistency of their social media content, refine their marketing communication strategies to prioritize relevance and credibility, and maintain the standard of their products and services with sufficient rigor to generate — and sustain — positive review profiles. When these three elements operate in alignment, the conditions for improved consumer purchasing decisions are considerably more favorable. Future research might extend this model by incorporating additional variables such as delivery speed, consumer trust, and price sensitivity, and by drawing on larger, multi-city samples to test whether the patterns observed here hold across different institutional and geographic contexts.

## References

- Ana, N., Rijal, S., Mustari, M., Dinar, M., & Hasan, M. (2021). Pengaruh komunikasi pemasaran dan price discount terhadap pengambilan keputusan pembelian produk Oriflame. *Business and Accounting Education Journal*, 2(3), 260–267. <https://doi.org/10.15294/baej.v2i3.55830>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), 5-10.
- Azka, M. I., & Astuti, S. R. T. (2023). Analisis pengaruh kualitas produk, kualitas layanan, promosi, harga dan penggunaan qris (quick response code indonesian standard) terhadap keputusan pembelian mahasiswa pada coffee shop embun senja. *Diponegoro Journal of Management*, 12(6), 1–11.
- Banjarnahor, H. M., Siagian, N., & Sinaga, K. (2025). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Di Era Digital Pada Universitas HKBP Nommensen Medan. *Warta Dharmawangsa*, 19(3), 1692-1702. <https://doi.org/10.46576/wdw.v19i3.7512>.
- Deanah, N., vandayuli Riorini, S., & Maidita, R. (2026). Pengaruh Ulasan Pelanggan di Media Sosial terhadap Keputusan Pembelian Generasi Z. *Al-Zayn: Jurnal Ilmu Sosial & Hukum*, 4(1), 1882-1889. <https://doi.org/10.61104/alz.v4i1.3389>.

- Erliyani, I. (2025). Pengaruh Kemudahan Pembayaran Menggunakan QRIS, Komunikasi Pemasaran, Digital Marketing Terhadap Keputusan Pembelian. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 11(2), 736-744. <https://doi.org/10.35870/jemsi.v11i2.3858>.
- Hutabarat, M. I. (2021). Rasio keuangan mempengaruhi profitabilitas pada bank persero di Bursa Efek Indonesia. *Journal of Management, Accounting, Economic and Business*, 2(2), 25–38.
- Hutabarat, M. I., Firmansyah, E., & Siregar, A. (2022). Operating cost against operating income, net interest margin, capital adequacy ratio and loan to deposit ratio on profitability. *Enrichment: Journal of Management*, 12(5).
- Hutabarat, M. I., Gaol, L. M. B., & Zalukhu, R. S. (2025). Analisis perusahaan terhadap pengungkapan corporate social responsibility. *PERWIRA Journal of Economy & Business*, 5(1), 89–99.
- Hutabarat, M. I., Harhap, S., Wulandari, I., & Ervina, N. (2025). Analisis sistem informasi akuntansi, kualitas laporan keuangan, dan efektivitas pengambilan keputusan terhadap kinerja UMKM. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 6(1), 119–128.
- Hutabarat, M. I., Silalahi, H., Samosir, H. E. S., Siregar, M. R., & Damanik, H. M. (2023). Analysis current ratio return on asset and debt to equity ratio on dividend payout ratio. *Enrichment: Journal of Management*, 13(2), 1552-1559.
- Hutabarat, M. I., Widiyastuti, T., Duffin, & Ervina, N. (2024). Analysis of the influence of the ability to prepare financial reports, financial literacy and financial inclusion on the financial performance of MSMEs. *Ilomata International Journal of Tax and Accounting*, 5(2), 519–534. <https://doi.org/10.61194/ijtc.v5i2.1170>
- Hutabarat, M. I., Wulandari, I., & Nurhanimah, K. MI, & Oktoberia, A.(2025). *Pelaku UMKM perempuan di Kota Medan Provinsi Sumatera Utara buka kegiatan Kongres Wanita Indonesia (KOWANI) Expo dan Hari Kebaya Nasional. Indo-Fintech Intellectuals: Journal of Economics and Business*, 5(2), 4962-4972.
- Kushariyadi, K., Hardian, A., Darlin, E., Soegiarto, I., & Sukmarani, S. (2025). Analysis of Service Quality, Employee Performance and Marketing Communication on Consumer Satisfaction of Lion Air. *Jurnal EMT KITA*, 9(3), 1294-1302. <https://doi.org/10.35870/emt.v9i3.4672>.
- Kusumawardhani, T. (2023). Pengaruh komunikasi pemasaran, social media marketing dan harga terhadap keputusan pembelian. *Jurnal Multimedia dan Teknologi Informasi (Jatilima)*, 5(02), 100-106. <https://doi.org/10.54209/jatilima.v5i02.418>.
- M, E. C., Nurnaningsih, R., Muttaqi, N., Karomah, N. G., & Hutabarat, M. I. (2026). Analisis pengaruh literasi keuangan, literasi akuntansi dan literasi digital terhadap kinerja UMKM. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(4), 8144–8152.
- Mirda, R., Utami, B., Wahyono, D., Nurhanimah, & Siregar, A. (2025). Pentingnya strategi manajemen dan edukasi keuangan bagi generasi muda dalam pengembangan dunia bisnis. *Batara Wisnu: Indonesian Journal of Community Services*, 5(3). <https://doi.org/10.53363/bw.v5i3.464>
- Nasution, E. S. (2025). Pengaruh Harga, dan Brand Image Terhadap Keputusan Pembelian. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 363-367.
- Nurhayaty, E., Farman, F., & Wahyono, D. (2025). Pengaruh E-Commerce, Digital Marketing, Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha Generasi Z di Jakarta. *Jurnal Kajian Ekonomi & Bisnis Islam*, 6(5), 1687-1697.

- Pane, I. A., Rahmi, M., Permatasari, S., Raharjo, A., Kurniawan, F., & Nurdiansyah, C. (2024). Analisa pengaruh komunikasi pemasaran, electronic word of mouth dan kualitas produk terhadap keputusan pembelian. *JEMSI*, 10(3), 1769–1776.
- Purwadisastra, D., Jusup, S. M., Bakri, Y. S., & Bilgies, A. F. (2024). Analisis Kompensasi, Pengalaman Kerja, dan Pengembangan Karir terhadap Kinerja Karyawan GH Universal Hotel Bandung. *J. Ekon. Manajemen, dan Akunt.*, 10(6), 3260-3267.
- Regina, T. (2024). Dampak media sosial terhadap keputusan pembelian konsumen generasi Z. *Kompleksitas: Jurnal Ilmiah Manajemen, Organisasi Dan Bisnis*, 13(1), 50-57. <https://doi.org/10.56486/kompleksitas.vol13no1.501>.
- Sjoraida, D. F., Siti Masrurroh, Andriya Risdwiyanto, Arvin Hardian, & Evi Meidasari M. (2023). Pengaruh Social Media Marketing, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Smartphone Oppo. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(5), 2044-2049. <https://doi.org/10.35870/jemsi.v9i5.1528>.
- Sjoraida, D. F., Simamora, B., Diwyarhi, N. D. M. S., Setianti, Y., & Aisyah, S. (2024). Analisa pengaruh komunikasi pemasaran, electronic word of mouth dan kualitas produk terhadap keputusan pembelian. *Jurnal EMT KITA*, 8(3), 1769–1776. <https://doi.org/10.35870/jemsi.v10i3.2538>
- Sriwahyuni, N., & Telaga wathi, N. L. W. S. (2021). Pengaruh gaya hidup dan citra merek terhadap keputusan pembelian smartphone Xiaomi di Kabupaten Buleleng. *Jurnal Pendidikan Ekonomi Undiksha*, 13(1), 152–163. <https://doi.org/10.23887/jjpe.v13i1.32612>
- Suriadi, Utomo, S. B., Laksmono, R., Kurniawan, R., & Judijanto, L. (2024). Pengaruh komunikasi pemasaran, harga dan kualitas pelayanan terhadap kepuasan konsumen. *JEMSI: Jurnal Ekonomi, Manajemen, dan Akuntansi*, 10(1), 507–513. <https://doi.org/10.35870/jemsi.v10i1.1940>
- Syahri, A. A., & Djakasaputra, A. (2024). Pemasaran Media Sosial, Ulasan Pelanggan, dan Kesadaran Merek terhadap Keputusan Pembelian Xiaomi. *Jurnal Manajerial Dan Kewirausahaan*, 6(4), 857-864.
- Wahyono, D., Gregorius Jarot Windarto, Anto Tulim, Yayuk Suprihartinl, & Taryana Taryana. (2023). Pengaruh Komunikasi Pemasaran, Kepercayaan dan Kepuasan Terhadap Loyalitas Pelanggan Pada Marketplace Shopee. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(5), 1983-1990. <https://doi.org/10.35870/jemsi.v9i5.1510>.
- Widagdo, D., Utami, B., Wahyono, D., Siregar, A., & Agustini, T. (2026). Digital Marketing Strategy, Marketing Communication and Promotion of Iphone User Purchase Interest. *ECOBISMA (Jurnal Ekonomi, Bisnis dan Manajemen)*, 13(1), 474-483. <https://doi.org/10.36987/ecobi.v13i1.8452>.
- Widjaja, M., & Firdausy, C. M. (2023). Faktor-Faktor yang Mempengaruhi Minat Pembelian Smartphone Samsung di Jakarta Barat. *Jurnal Manajerial Dan Kewirausahaan*, 5(2), 323-332. <https://doi.org/10.24912/jmk.v5i2.23401>.
- Winaya, A. V. P. P., & Wilyadewi, I. I. D. A. Y. (2021). Pengaruh Komunikasi Pemasaran, Sikap Konsumen Dan Harga Terhadap Keputusan Pembelian Pada Warung Baling-Baling Kintamani. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 1(3), 1066-1075

Zalsabilah, T. A., Akramiah, N., & Erwantiningsih, E. (2023, November). Pengaruh media sosial dan citra merek terhadap keputusan pembelian makanan ringan di Toko Liersnack di Pasuruan Raya. In *Seminar Nasional dan Call for Paper 2025 dengan tema" Inovasi Inklusif Gender dalam Sociopreneurship"* PSGESI LPPM UWP (Vol. 10, No. 1, pp. 467-483). <https://doi.org/10.38156/gesi.v10i1.327>.