

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati¹, AM. Fatwa Nurhidayah², Tuti Supatminingsih³, Rahmatullah⁴, A. Tenri Ampa⁵

^{1,2,3,4,5}Economic Education/Faculty of Economic and Business Makassar State University

E-mail: ¹⁾am.fatwa2001@gmail.com , ²⁾marhawati@unm.ac.id ,

³⁾Tuti.supatminingsih@unm.ac.id

Abstract

The purpose of this research is to determine the influence exerted by digital marketing and service quality on consumer purchasing decisions Coffee Shop Lagi lagi chl Makassar City. The research method used is quantitative with descriptive methodology. To collect research data for this study, questionnaires and documentation were both used. In this study, 50 people were used as samples, and the Likert scale method was used to calculate the number of samples. Partial test (t test), simultaneous test (f test), coefficient of determination (R²), and classical assumption test are the data analysis techniques used in this study. The research findings show that each factor used has a beneficial impact on consumer purchasing decisions Coffee Shop Lagi lagi chl as a result of Digital Marketing (X1) related to marketing knowledge. Quality of service (X2). Purchase decision (Y).

Keywords: Digital marketing, Service Quality, Purchasing Decisions.

INTRODUCTION

Nowadays business development is very rapid, there are many different brand and product options available. With the increasing level of competition in the market, changes in the human mindset are needed to give birth to business development, companies need market activity to be the driving force if they want to be dynamic. Companies that aim to make a profit, it is expected that the presence of business development efforts will contribute to the achievement of the company's goals and longevity (Appel et al., 2020).

Ways of improving business operations include the emergence of various forms of competition in the business environment. On-site marketing strategies are also applied in competitions organized by each economic sector. A dynamic and competitive business environment requires individuals to continuously develop their business activities. Companies need to change their approach in providing services to customers and facing competitors in terms of products (Watae et al., 2017).

Today, we are in the industrial revolution 4.0 characterized by digital technology. The entry of this disruption era makes everything easier, faster, and cheaper, thus causing changes in consumer behavior. The rapid development of digital technology is influenced by various factors, including the use of internet technology, the development of smartphones, the emergence of various kinds of e-commerce social media and the number of people who actively use the internet (Nadya, 2016).

Lifestyle is basically a person's pattern of managing time and money, as well as a lifestyle expressed by a person in daily activities, interests, and opinions. Lifestyle affects a person's behavior which ultimately determines a person's consumption pattern which can be utilized by business people as an opportunity (Purba et al., 2021).

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

Many factors influence purchasing decisions, one of which is digital marketing. At the same time, this marketing era, digital marketing is a resource that is now unlimited in all forms, where marketers can use unlimited creativity in advertising, which previously used traditional means of advertising. The use of digital marketing uses digital technology to create channels to reach potential recipients to achieve company goals by meeting consumers more effectively. Social media technology has created a radical new way to connect retailers and consumers (Appel et al., 2020).

Compared to conventional marketing, digital marketing has several advantages, including the ability to communicate with many targets thanks to the huge level of connectivity and achieve product sales in a timely, relevant, specific and cost-effective manner (Yasmin et al., 2015).

Seeing this, researchers want to find out whether there is an influence between promotion and buyer decisions. Promotion is a sensitive factor for consumers because consumers are always a consideration in making purchasing decisions (Albari & Safitri, 2018). With a lot of similar business competition in the coffee shop business in Makassar City, it must be appropriate in determining promotions as a consideration for consumers in making purchasing decisions. After consumers see promotions offered by companies, consumers automatically compare promotions offered by other similar products before consumers make purchasing decisions (Alireza Aghighi, 2015).

Moreover, many companies rely on the quality of service provided to these consumers in maintaining their business continuity (Gorondutse & Hilman, 2014). Therefore, a coffee shop needs to have good service quality to achieve customer satisfaction. Especially in modern times, the need for coffee is increasing and causing intense competition between coffee shops. This is unavoidable so more excellence is needed to survive in the midst of competition.

Based on the results of interviews that have been conducted, the marketing strategy at coffee shop Lagi lagi in Makassar, which has been established since the beginning of 2020, is carried out using the Instagram social media platform, where they market advertisements on instastory posts and feed posts. Likewise with the services they provide by prioritizing aesthetics and consumer comfort in enjoying the various menu variants available.

RESEARCH METHODS

Time and Place of Research

This research was conducted in June 2023. The research location is one of the coffee shop in Makassar City, namely Lagi lagi chl Coffee Shop which is located on Toddopuli Raya Street, Panakukang District, Makassar City, South Sulawesi.

Population and Sample

The population contained in this study are consumers of coffee shop Lagi lagi who visited at the time this research was conducted. In this study, the sample used in is another coffee shop lagi lagi consumer totaling 50 people. In this study using saturated sampling techniques. If the research subject is less than one hundred then all samples are taken. If more than one hundred then 10-15% or 15-25% can be drawn (Arikunto, 2006).

Research Approach and Type

The approach used in this research is a quantitative descriptive approach, because the data obtained will be realized in the form of numbers and analyzed based on statistics. Data collection techniques were carried out by interviews using questionnaires, observations and interviews. Three

variables were used in the research. The dependent variable is purchasing decisions and the independent variables are digital marketing, and service quality..

The value of the variable under study is determined by the research instrument. Every research instrument must have a scale because it will later be used in research to measure with the intention of producing the accuracy of the quantitative data obtained. The measurement scale applied in the research is the Likert scale because in this research it applies a questionnaire and also a scale

. Table 1. Measurement Scale

No	Description	Item score
1	<i>Strongly agree</i>	5
2	<i>Agree</i>	4
3	<i>Neutral</i>	3
4	<i>Disagree</i>	2
5	<i>Strongly disagree</i>	1

RESULTS AND DISCUSSION

Validity Test

The initial step is the validity test where this test is used to find out whether the answers from the respondents are ready for further processing or not. As for this study, the validity test was carried out by bivarete analysis, namely looking between each correlation indicator with the total score on 50 respondents with the help of SPSS Statistics 26. To test whether the instrument of each variable is valid or not, the r-table value can be obtained by the formula $df = n - 2$ where N is the number of respondents so that the value of $df = 50 - 2$ so $df = 48$ with a significant 5%, the r-table = 0.278 is obtained.

Table 2. Results of instrument validity test

Variable	r-count	r-table	Description
<i>Digital Marketing (X1)</i>	0,638	0,278	Valid
	0,820	0,278	
	0,903	0,278	
	0,827	0,278	
	0,739	0,278	
<i>Service Quality (X2)</i>	0,665	0,278	Valid
	0,671	0,278	
	0,746	0,278	
	0,653	0,278	
	0,653	0,278	
	0,768	0,278	
	0,723	0,278	
	0,573	0,278	

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY
 Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

	0,584	0,278	
	0,755	0,278	
	0,794	0,278	
	0,715	0,278	
	0,673	0,278	
	0,815	0,278	
	0,799	0,278	
	0,634	0,278	
	0,655	0,278	
	0,738	0,278	
	0,723	0,278	
	0,785	0,278	
<i>Purchase Decision (Y)</i>	0,812	0,278	Valid
	0,705	0,278	
	0,673	0,278	
	0,778	0,278	
	0,728	0,278	
	0,656	0,278	
	0,607	0,278	

Source: Researcher (2023)

Based on the results of the validity test using the SPSS Statistic 26 application, after seeing the results, the digital marketing and purchasing decision variables have met the predetermined valid and accurate criteria so that they can be used in research, where the R-count value of each variable is higher than the R-table (0.278) and the significance value is less than 5% so that all statement items on the independent variables in the study are declared valid.

Reliability Test

In addition to the validity test, the instrument also needs to be tested with a reliability test in order to see whether the data is reliable or consistent to continue with the next calculation. An instrument is said to be reliable if the Cronbach's Alpha value is > 0.60.

Table 3. Reliability Test Results

No	Variabel	Cronbach Alpha
1	Digital Marketing (X1)	0,844
2	Service quality (X2)	0,927
3	Purchase Decision (Y)	0,883

Source: Data processed with SPSS

In the reliability test results from the table above, it can be seen that all statement items representing 3 variables in this study, be it independent or dependent variables, are declared reliable. Because the Cronbach Alpha value on all variables is greater than the r-critical which is the reliability standard, namely 0.600. Therefore, it is concluded that all variable data shows reliable or consistent. This means that each instrument on the existing variables can be used in this study.

Hypothesis Test

Hypothesis testing is a data analysis test conducted to make decisions. Hypothesis testing makes a decision based on the null hypothesis. Hypothesis testing is mandatory in a quantitative study. Hypothesis tests include multiple linear analysis tests, partial significance tests, simultaneous significant tests, and coefficient of determination tests.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to predict the value of the independent variable (Y) if the values of the independent variables (X1, X2, ... Xn) are known. Then the results of multiple linear analysis testing can be seen in the following table.

Table 4. Multiple Linear regression Analysis Results

No	Variable	Coefficient Value B
1	Constant	8,145
2	Digital Marketing (X1)	0,587
3	Service Quality (X2)	0,454

Source: Data processed with SPSS

$$Y = 8,145 + 0,578X_1 + 0,454X_2$$

- The constant value of 8.145 can be interpreted that the variables X1, X2, are considered constant and do not change.
- The beta coefficient value of X1 is 0.578 which is positive, indicating a positive relationship between X1 and Y, meaning that a one-unit increase in the X1 variable can strengthen the impact of Y by 0.578.
- The beta coefficient X2 is 0.454 which is positive, indicating a positive relationship between X2 and Y, meaning that a one-unit increase in the X2 variable can strengthen the impact of Y by 0.454.

Determination Coefficient Test

To determine the importance or how much influence is contributed by the independent variables together on the dependent variable, the coefficient test is carried out which is indicated by the R-square. The results of this test are:

Table 5. Determinant Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.613	3.38069

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data processed with SPSS.

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

As is evident, the value of R-square in this study amounted to 0.629. Which means that digital marketing, service quality will have a positive effect on consumer purchasing decisions by 62, 3% and other things, namely 37, 7%, other influences from outside the scope of research.

Partial Test (T Test)

Partial test is conducted to determine the test results of the predetermined hypothesis of each independent variable individually on the dependent variable. This test is carried out by conducting a comparison between the sig value and the α value of 0.05. The decision in this test is carried out by means of $t_{count} > t_{table}$ as well as the value of $sig < 0.05$, and later it will be stated that the predetermined hypothesis will be accepted and there is an influence of the independent variable on the dependent.

Table 6. Partial Significance Test Results (T Test)

No	Variable	t-count	Sig
1	X1 to Y	2,622	0,000
2	X2 to Y	5,963	0,000

Source: Data processed with SPSS

Derived from the partial significance test results as presented in table 7, the significance value has the purpose of ascertaining whether the independent variable has an individual impact on the dependent variable, the next interpretation relates to the partial test results, which are described as follows:

1. The Digital Marketing variable shows a sig value of $0.000 > 0.05$, so the digital marketing variable has a partially significant effect on consumer purchasing decisions.
2. The service quality variable shows a sig value of $0.000 > 0.05$, so the service quality variable has a partially significant effect on consumer purchasing decisions.

Simultaneous Test (F Test)

This test is conducted to determine the effect of digital marketing (X1) and service quality (X2), simultaneously or together on the purchasing decision variable (Y) with the F test. The level in this test uses a base of 0.5 or 5%, and the decision in this test uses the $f_{count} > f_{table}$ value and sig value < 0.005 .

Table 7. Simultaneous Significant Test Results (F Test)

No	Variable	F Count	Sig
1	X to Y	39,774	0,000

Source: Data processed with SPSS

The table above shows that, the variables of digital marketing and service quality with a value of $f_{hitung} 39,774 > f_{tabel} 3.14$ and a sig value of $0.000 < 0.05$. It means that the variables of digital marketing and service quality have a positive effect simultaneously on consumer purchasing decisions for coffee shops again again chl. This proves that H3 is accepted.

CLASSICAL ASSUMPTION TEST

Normality Test

The normality test applied in a study is to determine whether the data is normally distributed or not. The results of the normality test in this study are described in the table below as follows

Table 8. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.31098232
	Most Extreme Differences	
	Absolute	.117
	Positive	.081
	Negative	-.117
Test Statistic		.117
Asymp. Sig. (2-tailed)		.084 ^c

Source: Results of data processing with SPSS

In the normality test results in the table above, it can be seen that the Asymp Sig value gets a value greater than 0.05, so it is concluded that this study fulfills the classic assumptions of the normality test or is normally distributed.

Multicollinearity Test

Testing the existence of a regression model, correlation between independent variables is the purpose of the multicollinearity test. Multicollinearity can be detected by assessing tolerance and VIF. If the tolerance value is not less than 0.1 and then the VIF value is 10 or less, it can be said to be free of multicollinearity. The results of the multicollinearity test can be seen in the following table.

Table 9: Multicollinearity Test Results

No	Variable Equation	VIF	Tolarence
1	X1 to Y	1,359	0,736
2	X2 to Y	1,359	0,736

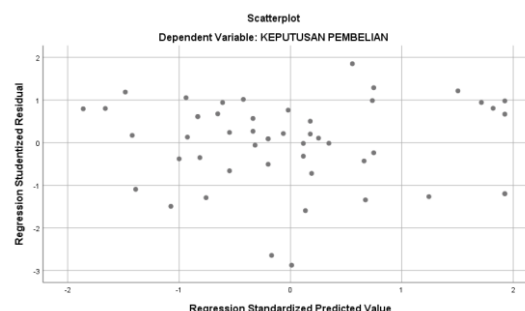
Source: Results of data processing with SPSS

In the description of the Coefficient table in the Tolerance and VIF values in the table above, it can be seen that all Tolerance values of each independent variable on the dependent value are > 0.10 with the VIF value of each variable < 10.00 . With that it can be said that multicollinearity does not occur in the two independent variables used in this study. For this reason, it is concluded that the basic classical assumption requirement that is free from multicollinearity is a good linear regression.

Heteroscedasticity Test

Testing whether in the regression there is an inequality of variance from the residuals of one observation to another is the purpose of the heteroscedasticity test. By looking at the scatterplot graph, you can find out whether heteroscedasticity occurs or not. The results of the heteroscedasticity test can be seen in the following table:

Table 10. Heteroscedasticity test result



THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

Source: Results of data processing with SPSS

The heteroscedasticity test in this study uses the scatterplot basis, where it can be seen that the points above do not collect in the upper and lower positions only, the points above spread around zero, and the points above do not form a certain pattern. It can be seen that there is no heteroscedasticity in this regression model.

DISCUSSION

The Effect of Digital Marketing on Consumer Purchasing Decisions of Coffee Shop Lagi Lagi chl Makassar City

At this time digital marketing is very popular by business people in buying and selling activities. Switching from traditional marketing to modern marketing, namely digital marketing, a company can use digital marketing as a marketing medium in increasing sales volume both domestically and abroad.

The development of a technology (especially the internet) can help consumers and facilitate what is obtained by accessing information quickly and easily. This also applies to the transformation of traditional ways of life to fully online, (Narottama & Moniaga, 2022). Social Media Marketing is the utilization of social media as a promotional medium in the form of products or services.

In an interesting content creation skill is able to make website visitors learn and be interested in an online product or service that is displayed and offered. (Novila Mileva, 2018). The role of social media marketing is one of the many widespread types of marketing. Simply put, these types of marketing need utilization to act as social media for the marketing process, (Hanjaya et al., 2018).

The Effect of Service Quality on Consumer Purchasing Decisions of Coffee Shop Lagi lagi chl Makassar City.

According to the research results from (Dyatmika & Firdaus, 2021) service quality has a significant influence on purchasing decisions. The results of this study are also reinforced by research (Chaerudin & Syafarudin, 2021) which states that service quality has a positive and significant effect on purchasing decisions. In contrast to the research conducted by (Bramanti & Sutanto, 2022) which states that service quality has no significant effect on purchasing decisions. Based on the relationship of the above research, the researchers again raised the service quality variable in this study.

Service quality is an ability that matches expectations in order to fulfill consumer desires, (Hutagalung & Waluyo, 2020).

In accordance with the explanation (Tjiptono, 2019) service quality centers on efforts to meet customer wants or needs and the accuracy of delivery in order to meet customer desires. The following dimensions can be used to assess service quality:

- a. Empathy
- b. Assurance
- c. Captiveness
- d. Reliability

e. Physical evidence

Whether or not service quality depends on the service provider's ability to consistently meet customer expectations regarding their needs and wants (Mandiri et al., 2021). To be able to meet the expectations of consumers, companies must have the ability to visualize consumer wants and expectations in order to provide satisfaction with the services provided. (Syahwi & Pantawis, 2021).

The Effect of Digital Marketing and Service Quality on Consumer Purchasing Decisions of Coffee Shop Lagi lagi chl Makassar City

A purchase decision is a choice of two or more alternative purchasing decision options, meaning that someone can make a decision, several alternative choices must be available. Purchasing decisions can lead to how the process of making decisions made by consumers (Fatimdimanaah et al., 2020).

One of the factors that support purchasing decisions is Digital Marketing. A company in promoting and marketing the products and services they have with the development of digital technology, marketers are now utilizing social media for marketing strategies. The social media used is Instagram social media (Hendrawan et al., 2019).

Apart from Digital Marketing, there is one more thing that Coffee Shop Lagi lagi chl does to improve consumer purchasing decisions, namely Service Quality. There are several aspects that need to be considered to support Service Quality. Based on the results of the researcher's interview with the manager of the coffee shop, he explained that this coffee shop again is fairly unique. The coffee brewing technique still uses manual tools (manual brewing) or uses the pour-over technique, namely how to brew coffee with running water into the coffee powder and then down into the serving pot without using an espresso machine and so on, but requires a special filter.

According to the manager himself, he wants his customers to enjoy coffee with maximum coffee flavor, so the process takes quite a long time. In terms of services that are different from other shops, this coffee shop Lagi lagi chl has a special characteristic compared to other coffee shops. Services at the coffee shop again use soft selling, namely sales that do not directly promote a product or service but the seller touches the thoughts and feelings of consumers first, such as asking how the buyer is doing, the type of coffee he likes, and the method of making coffee. The coffee menu at Lagi lagi Coffee Shop includes iced americano, iced milk coffee, iced palm coffee, iced coffee again, caramel iced coffee, pandan iced coffee, banana iced coffee, tiramisu iced coffee, cinnamon iced coffee, cheese cake iced coffee, caramel macchiato iced coffee which is served hot or cold. Not only that, the coffee shop again also offers a variety of beverage variants such as fresh fruit drinks and various other ready-to-eat foods. In addition, Coffee shop lagi lagi chl also provides facilities in the form of toilets, comfortable chairs and tables. The coffee shop again chl also provides full free wifi facilities so that consumers can use it to help do assignments and other work related to the internet. Based on the results of research (Besta Adistya, 2017) service quality has a significant effect on purchasing decisions.

Conclusion

The results showed that Digital Marketing, Service Quality and Purchasing Decisions were in the good category. This means that Digital Marketing and Service Quality carried out by Cofee Shop

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

Lagi lagi are good for consumers so that they decide to make a purchase. Partially Digital Marketing has a significant effect on Purchasing Decisions, Service Quality has a significant effect on Purchasing Decisions. Simultaneously Digital Marketing and Service Quality have an effect on Purchasing Decisions.

Advice

Some suggestions to consider are as follows:

1. Coffee Shop Lagi lagi chl must maintain service quality to increase customer satisfaction, must maintain service speed so that customers remain satisfied, must change or redecorate the coffee shop so that customers feel satisfied coming to Coffee Shop Lagi lagi Chl.
2. Coffee Shop Lagi lagi Chl must maintain price stability to increase customer satisfaction, must maintain flexibility of payment so that customers remain satisfied, must evaluate the appropriateness of prices with the quality of services provided so that customers feel satisfied.

REFERENCE

- Albari, & Safitri, I. (2018). The Influence of Product Price on Consumers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, 7(2), 328–337.
- Alireza Aghighi, M. F. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior. *International Journal of Economics and Management Sciences*, 04(04). <https://doi.org/10.4172/2162-6359.1000243>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Besta Adistya, A. P. (2017). Pengaruh Kesadaran Merek Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Universitas Diponegoro*.
- Bramanti, P. M., & Sutanto, J. E. (2022). The effect of service quality, brand image, and price on purchase decision of proyek iseng mural in surabaya city. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 6(3). <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Chaerudin, S. M., & Syafarudin, A. (2021). The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61–70. <https://doi.org/10.52728/ijtc.v2i1.202>
- Dandotiya, R., Aggarwal, P., & Gopal, R. (2020). Impact of food and beverage quality on passenger satisfaction in Indian railways. *International Journal of Customer Relationship Marketing and Management*, 11(2), 37–52. <https://doi.org/10.4018/IJCRMM.2020040103>
- Dedeoğlu, B. B., van Niekerk, M., Küçükergin, K. G., De Martino, M., & Okumuş, F. (2020). Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 26(1), 33–56. <https://doi.org/10.1177/1356766719858644>
- Dyatmika, S. W., & Firdaus, L. M. (2021). The Effect of Price , Service Quality , and Company Image on Purchase Decisions on Jalanjalan . Id Gresik. *International Journal of Economics, Business and Accounting Research*, 5(2), 304–317. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>

- Fatimdimanaah, N., Kasnelly, S., & Hamid, A. (2020). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Kopi Liberika Dalam Perspektif Islam Pada Gerai Umkm Mekar Jaya. *Al-Mizan: Jurnal Ekonomi Syariah*, 3(2), 67–83.
- Ginny, P. L., Silaswara, D., & Parameswari, R. (2022). Effectiveness of Quality of Seminar Services and Corporate Image on Consumer Satisfaction of Seminar Services. *ECo-Fin*, 4(1), 15–22. <https://doi.org/10.32877/ef.v4i1.455>
- Hanjaya, B. S., Budihardjo, B. S., & Hellyani, C. A. (2018). Pengaruh Social Media Marketing Terhadap Ekuitas Merek. *Jurnal Studi Komunikasi Dan Media*, 22(1), 13. <https://doi.org/10.31445/jskm.2018.220102>
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- Hendrawan, A., Suchayowati, H., Cahyandi, K., Indriyani, & Rayendra, A. (2019). Pengaruh Marketing Digital Terhadap Kinerja Penjualan Produk UMKM Asti Gauri di Kecamatan Bantasari Cilacap. *Jurnal Administrasi Dan Kesekretarisan*, 4(1), 53–60. <http://www.jurnal.stiks-tarakanita.ac.id/index.php/JAK/article/view/189/136>
- Hutagalung, Y. M., & Waluyo, H. D. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Kopi Benteng 2 Banyumanik). *Jurnal Ilmu Administrasi Bisnis*, 9(3), 209–215. <https://doi.org/10.14710/jiab.2020.27985>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. *Sustainability (Switzerland)*, 13(4), 1–16. <https://doi.org/10.3390/su13042277>
- Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2019). The Influence of Social Media on Public Value: A Systematic Review of Past Decade. *Journal of Public Value and Administration Insights*, 2(1), 1–6. <https://doi.org/10.31580/jpvai.v2i1.481>
- Joibari, A., & Mohammadtaheri, N. (2011). The study of relation between emotional intelligence and students' academic achievement of High schools in Tehran city. *Procedia - Social and Behavioral Sciences*, 29, 1334–1341. <https://doi.org/10.1016/j.sbspro.2011.11.371>
- Kotler, P., & Armstrong, G. (2017). Principles of Marketing, Seventeenth Edition. In *Pearson*.
- Mandiri, A., Yanto, E., & Metekohy, E. (2021). Pengaruh Kualitas Layanan Dan Kepercayaan Terhadap Kepuasan Nasabah Dalam Menggunakan Bri Mobile (Brimo). *Account*, 8(1), 1423–1430. <https://doi.org/10.32722/acc.v8i1.3874>
- N, H. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(35 (2)), 183–191.
- Nadya, N. (2016). Peran Digital Marketing Dalam Eksistensi Bisnis Kuliner Seblak Jeletet Murni. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 1(2), 133–144. <https://doi.org/10.36226/jrmb.v1i2.17>
- Narottama, N., & Moniaga, N. E. P. (2022). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Konsumen Pada Destinasi Wisata Kuliner di Kota Denpasar. *Jurnal Master Pariwisata (JUMPA)*, May, 741. <https://doi.org/10.24843/jumpa.2022.v08.i02.p19>

THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS COFFEE SHOP LAGI LAGI CHL MAKASSAR CITY

Marhawati, AM. Fatwa Nurhidayah, Tuti Supatminingsih, Rahmatullah, A. Tenri Ampa

- Novila Mileva, D. (2018). Pengaruh Social Media Marketing Dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). In *Jurnal Ilmu Manajemen (JIM)* (Vol. 7, Issue 2, pp. 446–452).
- Nur Azizah, F., Fadilah Ilham, I., Putri Aqidah, L., Aliyani Firdaus, S., Agung Dwi Astuti, S., & Buchori, I. (2020). Strategi UMKM untuk Meningkatkan Perekonomian selama Pandemi Covid-19 pada saat New Normal. *OECOMICUS Journal of Economics*, 5(1).
- Prayogi, B. S., Sumowo, S., & Nursaidah, N. (2021). PENGARUH KUALITAS PRODUK, HARGA, LOKASI, PROMOSI DAN PEMASARAN DIGITAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA SEPATU SPECS (Studi Kasus di Toko Andra Sports Ambulu). *Bisnis-Net Jurnal Ekonomi Dan Bisnis*, 4(2), 50–65. <https://doi.org/10.46576/bn.v4i2.1696>
- Purba, J. T., Budiono, S., & Rajagukguk, W. (2021). Strategy of technology services for customers in pandemic COVID19 situation: A case from Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 409.
- Syahwi, M., & Pantawis, S. (2021). Pengaruh Kualitas Produk, Kualitas Layanan, Citra Perusahaan, dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Indihome (Studi Kasus pada PT. Telkom Kota Semarang). *ECONBANK: Journal of Economics and Banking*, 3(2), 150–163. <https://doi.org/10.35829/econbank.v3i2.202>
- Tjiptono, F. (2019). *Pemasaran jasa, Krakarakteristik Jasa, Prinsip, Penerapan, dan Penelitian. January 2014.*
- Watae, R. H., Worang, F. G., Soepeno, D., & Ratulangi, U. S. (2017). Pengaruh Faktor-Faktor Bauran Pemasaran Terhadap Keputusan Pembelian Pada Rumah Kopi Billy Samrat Di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 5(3), 4245–4254.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*, 1(5), 69–80. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>