



## INTEGRATED MARKETING COMMUNICATION (IMC) CATERING OEMAH ANGLO IN IMPROVING THE IMAGE IN THE EYES OF CUSTOMERS

**Jawara Gilang Perkasa Hardi Saputra<sup>1</sup>**

<sup>1</sup>Universitas Sahid Surakarta, Indonesia  
jwaragilang@gmail.com

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### Abstract

*The use of social networks as a marketing medium is well known and accepted by the public. One of the social media that is often used is Instagram and WhatsApp. One of the advantages of Instagram as a marketing medium is that it can use text and images directly. Instagram also provides the feature of creating a special page or place to market something.*

*Integrated Marketing Communication (IMC) of Oemah Anglo's catering in improving its image in the eyes of customers is interesting to research because so far the creation of Oemah Anglo's advertisements has been carried out self-taught, not using the services of content creators or marketing professionals, thus raising the question of whether Oemah Anglo's marketing communication strategy so far has been able to improve Customer trust?.*

*This research uses a qualitative approach method, with 8 informants, namely 1 owner of Oemah Anglo, and 7 customers. The research results concluded that Oemah Anglo catering's integrated marketing communication strategy was appropriate, because in general it was able to increase customer trust. This is proven from the results of interviews with sources who stated that they were satisfied with the products and services from Oemah Anglo, so they ordered again.*

### Corresponding Author

Jawara Gilang  
Universitas Sahid Surakarta  
Indonesia

#### Email:

**jwaragilang@gmail.com**

**Phone:** (recommended  
using phone registered at  
Whatsapp)

## INTRODUCTION

The introduction should be concise and provide the suitable and present issue in the research manuscript. To show the best of previous research, gap analysis to show the scientific innovation or novelties of the paper, and the purpose of the study, authors should provide sufficient background and a concise literature survey to record the existing solutions. At the end of the introduction session, the author/s should end with an objective of the research.

Basically, communication is a social process carried out by individuals using symbols to create appropriate meaning (Karlina, 2015). When the communication that occurs does not have the same meaning then the communication can be called ineffective communication, in other words effective communication is communication that can create the same meaning between the perpetrators. To improve a balanced life, humans communicate with each other by creating and maintaining relationships through exchanging information to fulfill their life needs.

Online marketing using social media makes communication and mass media more open. Online sales and promotions are not something new, the practice of buying and selling online makes it easier for producers and buyers to carry out buying and selling transactions more quickly and effectively. This online buying and selling activity can occur anywhere, not only in big cities but in developing cities like Surakarta. Effective, easy and cheap use makes producers use online marketing which maximizes profits. However, with online marketing, the product often does not match what was promised, for example it does not match the size, color, type of item or taste. This makes buyers doubt the certainty of an item.

Based on a survey by APJII (Association of Indonesian Internet Service Providers), in 2023 internet users in Indonesia will reach 215,626,156 people from a total population of 275,773,901 people. Furthermore, if we look at the gender category in Indonesia, the survey results show an increase in the level of internet penetration for men in 2022-2023 it will be 79.32 percent of the total male population. Meanwhile, the internet penetration rate for women is 77.36 percent of the total female population in Indonesia. Information technology, especially the internet, has greatly influenced the world of marketing, even the use of the internet for marketing is considered a trendsetter. Instagram marketing is one way of marketing by using the functions contained in Instagram, producers can directly or indirectly communicate with their customers. Instagram marketing is a modern marketing communication solution (Muttaqin, 2011). Marketing is one of the vital tools in a business, a good marketing system supports the product life cycle. Marketing is not just good product development, attractive pricing, and availability to target consumers. Companies must also communicate with consumers. The obstacle faced is budget efficiency for marketing communications media.

Facebook Marketing is a way of marketing via the internet by utilizing the functions available on the Facebook social network. With Facebook Marketing, entrepreneurs not only carry out marketing business processes, but can also communicate with their customers. Facebook Marketing is a modern marketing communications solution. Instagram is one of the social media that is currently trending. Instagram is an application that focuses on photos and videos (Handika & Darna, 2018). Many people have done marketing via Instagram, for example with endorsements and promotion features on Instagram itself. Digital marketing is very helpful for people who are just starting their business to market their products.

Currently there are still several businesses that have not marketed with digital marketing. Based on the background described above, researchers

discovered the phenomenon that Instagram social media is widely used to market business products, so the trend is that Instagram social media is believed to be able to increase the marketing of business products.

According to the We Are Social and Hootsuite report, the number of internet users worldwide has reached 5.07 billion people in October 2022. This number reaches 63.45% of the global population which totals 7.99 billion people. Even though mobile phones are very popular, the report said that two-thirds of global internet users still use laptops and computers for some of their online activities.

Along with the growth of internet users, social media users worldwide also continue to increase, reaching 4.74 billion people in October 2022, equivalent to 59.32% of the global population. This report states that there are 190 million new users joining social media between October 2021 and October 2022. On average, globally there are more than half a million new social media users every day, or 6 new users per second. The number of global internet users in October 2022 increased by 3.89% compared to the same period last year (year-on-year/yoy), which was still 4.88 billion people in October 2021. (<https://databoks.katadata.co.id>)

According to the discussion above, it can be concluded that IMC is all forms of communication contact, both direct and indirect, that enable businesses to convey their messages. Through various forms of IMC communication carried out by entrepreneurs, such as advertising, promotions, public relations and direct marketing. IMC communication is believed by business owners to be an appropriate effort to convey messages and influence public behavior. Therefore, IMC needs to be carried out to make the name and image of the business not negative in the eyes of the public so that it can increase product sales. The level of buyer confidence must be maintained with appropriate strategies. Public trust can be formed with several existing communication strategies such as direct marketing, advertising, sales promotion, public relations, personal selling, and interactive marketing.

As time goes by, there will be an increase in technology and communication media, the communication media that is most widely used at this time is new media. New media changes the distribution and formation of media on a large scale that is technological, textual and conventional (Lister, 2009). This changes the marketing of a product. Marketing can be done anywhere and at any time just by using the internet, especially using social networks such as WhatsApp or Facebook which are well known in the community. This convenience is further supported by the existence of good smartphones at affordable prices.

Oemah Anglo, a traditional Javanese food and snack catering company, was founded on March 22 2019, starting from small MSMEs (Micro, Small and Medium Enterprises) in the Solo area, Surakarta. Initial sales from Omah Anglo were very successful, seeing as orders continued to increase every month. However, in 2021-2022, the catering business will experience unavoidable disruption, namely the Covid-19 outbreak. This outbreak caused various MSMEs in Solo to fold their business due to the lack of buyers. At that time, Oemah Anglo was still operating normally even though there was a lack of consumers. Oemah Anglo carried out various types of marketing strategies that

made consumers interested in ordering despite the outbreak. Oemah Anglo's main integrated marketing strategy is mouth-to-mouth advertising from consumers who have ordered products from Oemah Anglo and conducting outreach during MSME events. The integrated marketing communication (IMC) strategy in shaping the image of Oemah Anglo in the eyes of customers is interesting to research because the image that Oemah Anglo has in the eyes of customers tends towards its dishes which tend to be too salty, even though the quality of the dishes and taste are classified as very good and delicious.

Based on the description above, researchers are interested in knowing the Integrated Marketing Communication (IMC) used by Catering Oemah Anglo, because when we look at the profits that can be obtained there has been a fairly high increase compared to previous months. So researchers are interested in conducting research with the title "Oemah Anglo's Integrated Marketing Communication (IMC) in Forming an Image in the Eyes of Customers"

Based on the description that has been explained in the background of the problem, the researcher formulates the problem as follows; "How does Oemah Anglo Catering Integrated Marketing Communication (IMC) shape its image in the eyes of customers?". This research aims to explain Integrated Marketing Communication (IMC). ) Oemah Anglo in improving the image in the eyes of customers and providing explanations, especially IMC in the eyes of culinary delights in the Solo region

It is hoped that this research will be useful both theoretically and practically. The results of this research are also expected to provide the following theoretical benefits; 1. It is hoped that this research will be useful in adding to the contribution of knowledge in the field of communication, especially IMC practices in the study of product marketing from a company and also adding information to the library treasury of the Department of Communication Sciences, Faculty of Social, Humanities and Arts at Sahid University, Surakarta, 2. This research is expected to make a contribution to the study of communication science and is expected to make a contribution to the study of communication science which will be useful for subsequent research. The results of this research are expected to provide practical benefits as follows; 1. The results of this research are expected to be input for Oemah Anglo catering in the field of marketing communications, so that customers will feel satisfied using the services of Oemah Anglo catering. After that, it is hoped that the positive image of Oemah Anglo catering can be maintained and even reminded. 2. This research is expected to be a means of development in improving the marketing performance of Oemah Anglo Catering by using appropriate IMC strategies to improve its image in the eyes of customers.

Integrated marketing communications (IMC) is a concept where a company integrates and coordinates various communication channels to send clear, consistent and convincing messages regarding the company and its products. (Kotler and Armstrong; 2008). Paul Smith (1996) in EA Wibowo, in his article entitled Admap states that IMC is a simple concept that unites all forms of communication into one unified solution. In essence, IMC integrates all promotional tools so that these tools can work together in harmony.

Modern marketing demands much more than just developing a good product, pricing it attractively and making it available to target customers. Companies must also communicate with current and potential customers, and what companies communicate should be carefully prepared to be successful, not based on profit-and-win considerations. For many companies, the question is not whether to communicate or not, but how much money they are prepared to spend and in what ways. All corporate communications efforts must be combined into a coordinated and consistent communications program

The marketing communications mix is also known as the promotion mix, consisting of 5 main forms of communication. Which is briefly described below (Shimp, 2000); 1. Advertising (advertising) is a form of non-personal or mass presentation and promotion of ideas, goods and services in mass media paid for by a particular sponsor, 2. Personal selling (personal selling ) Is a form of direct interaction with one or more prospective buyers to make presentations, answer questions and receive orders. It is also the most cost effective tool at later stages in the purchasing process, especially in building buyer preferences, beliefs and actions, 3. Sales promotion (sales promotion)

It is a short-term incentive in promotional activities to stimulate the purchase of a product in various ways such as trade shows, sales incentives, coupons, etc. 4. Public relations. It is a non-personal stimulation of demand for goods, services, ideas, etc. with commercial news that means in the mass media and is not paid to promote and/or protect the image of the company or its individual products, 5. Direct marketing (direct marketing) A form of promotion using letters, telephone, fax, email and other non-personal means of communication to communicate directly with or obtain direct responses from specific customers and potential customers.

Based on the classical theory developed by (Parasuraman, Zeithaml, & Berry, 1988) which was then tested again by (Negi, 2009; Sheng & Liu, 2010) in various service industries and concluded that service quality is the consumer's perception when comparing expectations with performance what they actually received. Meanwhile, Kotler & Keller (2014) emphasize that service quality must start from consumer needs and end in their perceptions, which also means that the consumer's point of view is an important point for the company. Parasuraman, Zeithaml, & Berry (1988) developed five dimensions to evaluate service quality consisting of: a. tangibility, namely the physical form of the service, can consist of room cleanliness, newness of equipment and several other physical facilities, b. reliability, namely the willingness of service providers to provide services in accordance with the promises that have been delivered, c. responsiveness, which is the employee's willingness to help consumers whether they face problems or not, d. assurance, namely the company's guarantee that the services provided by employees are carried out politely, friendly and trustworthy, e. Empathy is a caring attitude from service providers towards consumers.

Several studies have found that service quality can influence customer satisfaction, as explained by Ganguli & Roy (2011) that service quality has a positive influence on customer satisfaction. Likewise, Santiago & Saura (2011) confirmed that service quality has a positive effect on consumer satisfaction.

Then Cristobal, Flavián, & Guinalíu (2007) in their research on the influence of service quality on the satisfaction of internet users in Barcelona, found that the quality of services and services of internet companies will determine the satisfaction of their consumers.

Oliver (2008) explains that customer loyalty is a firm commitment to make repeat purchases on an ongoing basis in the future, even though there is influence from other people or marketing efforts carried out by the company which is very likely to cause changes in consumer behavior. It is necessary to understand what factors can influence consumer loyalty, as explained by Santiago & Saura (2011) that company image does not have an influence on customer satisfaction, but does influence customer loyalty. Then service quality affects customer satisfaction but does not affect customer loyalty. Meanwhile, customer satisfaction has an influence on customer loyalty. So Santiago & Saura (2011) concluded that company image and satisfaction play an important role in building customer loyalty. Meanwhile, Cristobal, Flavián, & Guinalíu (2007) in their research on the influence of service quality on customer satisfaction and loyalty found that when consumers were satisfied with the services of internet companies in Barcelona, Spain, consumer loyalty also increased.

After that, the researcher provided IMC information based on Kotler. This aims to see what IMC strategies have been carried out by Oemah Anglo and examine where suitable strategies have been developed. The IMC strategy consisting of advertising, personal selling, sales promotion, public relations and direct marketing is linked to Kotler's image strategy, namely service quality, company image, Customer satisfaction, customer loyalty, by examining the relationship between IMC strategy and image strategy, researchers can find out information about the appropriate IMC strategy carried out by Oemah Anglo.

## **METHOD**

This research is a type of qualitative research with a descriptive approach. Qualitative descriptive research, namely research that aims to make a systematic, factual and accurate description of a social phenomenon (Moleong, 2004). The reason for using this method is because this method can read social reality. This method can also understand social phenomena in depth so that this method is suitable for studying the development of marketing communications so that strategies can be accepted by society.

In this research, the research location was the house of catering owner Oemah Anglo on Jl. South Kahuripan. II No.23, Sumber, Banjarsari District, Surakarta City, Central Java 57138

The type of data used as a research reference is primary and secondary data taken from the research location. The data sources are: a. Primary or main data source, in the research, namely interviews with buyers and owners to get responses to Oemah Anglo's performance, b. Secondary is an additional data source in the form of previous scientific work and the results of research that has been researched as a complement to research and documentation.



The selection of sources or respondents in this study used a purposive sampling technique, namely selecting samples according to predetermined criteria. In this research, the main sources are the owner of Oemah Anglo, namely Agustin Hasta Setyawati, and sources from his customers.

Data collection techniques are a step to obtain and collect data and information needed in a study. The data collection techniques that will be used are; a. The interview will be conducted directly with the resource person, this is done to obtain appropriate information and in accordance with the existing objectives. Interviews are a method that can be used to collect data or information, this is for at least two reasons, namely; with interviews, researchers can explore not only what is known and experienced by the informant under study, but what is hidden deep within the informant, b. What is asked of the informants studied can include things that are cross-time related to the past, present and future. So that the data obtained corresponds to the results of the interviews delivered by the research informant, the conversation during the interview was recorded with a hand record.

Interviews were conducted with 8 informants, 1 informant was the leader of Oemah Anglo and 7 people were consumers. The following are 8 sources taken by researchers; a. Owner of Oemah Anglo: Agustin Hasta Setyawati, b. Consumers Oemah Anglo; Rina (47 years old) Solo, Endang Kamiatsari (46 years old) Perum Tiara Alam 14 soditan gumpang, Kartasura, Iswarini Rury (55 years old) Letjen Sutoyo no 40 Bibis luhur nusukan, Banjarsar, Iswarini Rury (41 years old) Manahan Solo, Sinung hapsari (45 years) Surakarta, Selly (36 years) Damri, Solo, Deas (42 years) Tulangbawang 12 RT 03 RW 08 kadipiro, Banjarsari.

Observation is a data collection technique that is carried out by systematically observing and recording everything that happens to the research object. This method is used during direct research in the field, this is done to strengthen the results of interviews that will be conducted after the product is received by the buyer.

The analysis technique used is inductive qualitative analysis, namely an analysis based on data obtained and taking place during the data collection process. The stages are; 1. Data reduction, Data reduction means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns, 2. Presenting the data After data reduction is carried out, the next step is for the author to display the data with narrative text. The author did this to make it easier to describe what happened, plan further work based on what the researcher had done. The researcher prepared this data presentation based on the main points contained in the data reduction, and presented it using sentences and researcher language which is a series of sentences arranged logically, systematically, so that when read it will be easy to understand.

The third step in qualitative data analysis is drawing conclusions and verifying. The conclusions drawn and initial verification presented here are temporary, so these conclusions need to be verified further. The verification that will be carried out will look at the results of interviews and observations of owners and consumers. By using data evidence obtained, researchers will obtain views and results that can be researched.

## RESULT

A research activity was carried out to obtain findings that were in accordance with the expected research objectives. The aim of this research was to determine the application of Oemah Anglo Catering marketing communications using IMC analysis in forming a positive image of the company. As explained above, the vision and mission of Catering Oemah Anglo wants to be a catering that always maintains high quality, low prices and fast and timely service. This is done to expand the segmentation of Oemah Anglo itself so that not only customers themselves know but the public also knows the quality of Oemah Anglo itself.

Based on the theory of Kotler and Armstrong, IMC includes several components, namely; 1. Advertising is a form of communication that is shared through mass media, for example TV, radio, newspapers, magazines and the most popular currently is social networking. Through direct interviews with the owner of Oemah Anglo, advertising is often carried out by Oemah Anglo himself using social networks such as Facebook, Instagram and WhatsApp (WA) or by word of mouth.



**Figure 1**  
**Examples of Direct Conversations with Customers**

"For advertising, I myself often use social media such as Facebook, Instagram and WhatsApp by showing the results of orders from buyers. Some buyers still often recommend Oemah Anglo to their acquaintances directly." (interview: Agustin Hasta, January 29 2023)

In line with the first source, the second source, namely Mrs. Endang Kamiatsari, stated that Oemah Anglo also produces advertisements which are uploaded on WA status. Mrs. Endang knows about Oemah Anglo's products from her friends. Thus, Oemah Anglo has implemented advertising strategies in promoting her business. advertising carried out by COA uses social media, namely Facebook, Instagram and WA.

Sales promotions are carried out to attract customers' interest in buying a company's products by providing discounts, food bonuses and free samples. Oemah Anglo carries out sales promotions by providing discounts and free samples for first-time buyers. Oemah Anglo uses social media, namely



Instagram, to promote products that are most in demand and spread on social media.



**Figure 2.**  
**Direct Sales Made on Instagram**

"I'm happy because the shape of the food that is being promoted and that has been prepared is the same as what is being marketed, sometimes in other catering the advertisements look festive but when they arrive they don't match expectations" (interview: Iswarini Rury, 30 January 2023)

From the results of this interview it can be concluded that customers are satisfied with the promotions carried out by Oemah Anglo. In personal sales, Oemah Anglo carries out communication activities between sellers and prospective buyers such as presentations from the seller to prospective buyers. Questions and answers regarding the products to be offered or the buyer's wishes are carried out directly with the aim of getting orders from customers. The process of conveying information about products can be done flexibly and considering the situation in the field.

Personal sales carried out by the owner of Oemah Anglo explain the products they will sell, what the advantages are over other caterers and the advantages of Oemah Anglo's cooking. This personal selling is often carried out during meetings between food traders and the public. The owner of Oemah Anglo immediately explained and provided a social media address that could be contacted if there were customers who were interested in asking about Oemah Anglo products.



**Figure 3.**  
**Personal selling yang dilakukan oleh pemilik Oemah Anglo**

"When I attended the UMKM event with Mrs. Hasta, I saw how she did marketing directly by showing the goods being sold, the existing vision and mission with an attractive presentation" (interview: Sinung Hapsari, 4 February 2023)

Public relations is a management function of a good attitude that is planned and implemented continuously by each organization in order to gain mutual understanding, support and sympathy from the community related to evaluating public opinion about the organization to achieve productive and efficient cooperation. (Wilcox, 2009)



**Figure 4.**  
**Implementation of Halal Bihalal Carried Out by the MSME Group and Oemah Anglo as the Main Guest**

"The relationship with the community that is often carried out is that Oemah Anglo holds joint events with MSME (Micro, Small and Medium Enterprises) sellers. In that event, Oemah Anglo explains the products they are selling along with other sellers. Every month of fasting, Oemah Anglo also distributes takjil to the mosque surrounding areas" (interview: Selly, 20 February 2023). With the results of interviews and activity image data above, Oemah Anglo has carried out IMC community relations in the form of collaboration with the community

Direct marketing is a type of promotion that requires communicating information about a product, service or company directly to customers. All promotional information is passed on without intermediaries and any third parties. Currently, many companies carry out direct marketing to speed up sales activities and provide efficiency impacts for the company itself.



**Figure 5.**  
**Vision and Mission of Oemah Anglo**

"Oemah Anglo really emphasizes authentic taste, this is expected to be one of the characteristics that can differentiate it from other catering. Because many other caterers use flavors that are just as important as being done quickly" (interview: Deas, 21 February 2023)

Oemah Anglo uses Instagram social media for more informative activities such as live Instagram, intrastory, promos via Instagram feed, and food information that consumers are most interested in. On Instagram there are comments and direct message features that buyers can use to directly ask for information from Oemah Anglo.

## **CONCLUSION**

Based on the results of data analysis obtained regarding the implementation of the IMC (Integrated Marketing Communication) strategy of Oemah Anglo catering in forming an image in the eyes of consumers, the following conclusions can be drawn; 1. Oemah Anglo has implemented 5 IMC strategies, namely advertising, sales promotion, personal selling, public relations, direct marketing, 2. In the SWOT analysis it is shown that the advertising strategy consists of using online media such as Instagram and WhatsApp, the sales promotion carried out is promoting types of food and giving several bonuses to consumers for the first purchase, personal selling (personal selling) by conducting socialization explaining the advantages of Oemah Anglo takes part in MSME community events, public relations. Oemah Anglo often hosts events at MSME associations to help other traders on the proper and correct way to sell their products. Oemah Anglo also distributes takjil during the fasting month at a nearby mosque. their area, Direct Marketing is carried out by selling directly to consumers, 3. Advertising strategies through online media can maximize followers, ordering becomes easier and the information disseminated becomes faster and more effective. Sales promotion by showing the most popular menu, Oemah Anglo has succeeded in attracting consumers to buy their products even though there is no direct writing that the first purchase gets a bonus, Oemah Anglo always provides extra snacks for the first purchase. Personal selling (personal selling) Oemah Anglo carries out direct sales at certain events, especially at MSME events or culinary events held nearby. Public relations (Public Relations) Oemah Anglo is able to work together with other MSMEs when orders pile up, Oemah Anglo will buy several products that are similar to the taste of its cooking to help other sellers and maintain quality. Direct Marketing (Direct Marketing) utilizes MSME or cultural culinary events to make sales on the spot and get direct responses.

Based on the research results and conclusions above, the author provides suggestions which are expected to be material for consideration and useful for readers and related parties, as follows; Oemah Anglo needs to make

advertising (advertising) more attractive and not just in the form of text and word of mouth, Oemah Anglo must at least make something like a brochure that is distributed in online media to attract the attention of buyers, most of whom are more interested in seeing pictures before reading text. Oemah Anglo's sales promotion can provide information about each consumer's first purchase and most importantly how the food from Oemah Anglo tastes. In carrying out personal sales (personal selling), Oemah Anglo must look more at the wider community and not just at certain events, by carrying out broad marketing, Oemah Anglo will get a more diverse response from consumers. The public relations carried out by Oemah Anglo are right on target and have received positive responses from consumers. I consider Direct Marketing to be quite effective but the consumer target is not appropriate because the marketing is too broad.

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