

Analysis of Referral Marketing and Trust Icon Corporate Towards Purchasing Decision (Survey Of Consumers of CV Jati Mandiri Company)

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Abstract

The phenomenon and research gap in this study is the increasing competition in the manufacturing industry, particularly in the production of truck beds and dump trucks, which requires companies to continuously innovate in their marketing strategies to maintain and enhance customer loyalty. Although referral marketing has been recognized as an effective strategy, its implementation is often not integrated with elements of corporate trust, such as the corporate trust icon. This poses a challenge for companies in creating sustainable customer trust. As a leading company in the manufacturing of truck bodies and dump trucks, CV. Jati Mandiri realizes the importance of innovative marketing strategies to maintain competitiveness. This company demonstrates a commitment to implementing referral marketing combined with a corporate trust icon that reflects credibility and professionalism. Is there an influence of referral marketing on purchasing decisions at CV. Jati Mandiri? Is there an influence of a corporate trust icon on purchasing decisions at CV. Jati Mandiri? Is there an influence of referral marketing and a corporate trust icon on purchasing decisions? This study uses two independent variables (Independent Variables), namely referral marketing (X1) and corporate trust icon (X2) and a dependent variable (Dependent Variable), namely purchasing decision (Y). In this study, the number of respondents is 182. The results of this study are that Referral Marketing has been proven to have a positive and significant influence on the Purchasing Decision of CV. Jati Mandiri consumers. The Corporate Trust Icon has also been proven to significantly influence the Purchasing Decision made by CV. Jati Mandiri consumers. Simultaneously, both variables, namely Referral Marketing and Corporate Trust Icon, have a large contribution and complement each other in influencing the Purchasing Decision of CV. Jati Mandiri consumers.

Keywords: Purchasing Decision, Referral Marketing, Trust Icon Corporate

Abstrak

Penelitian ini bertujuan menganalisis pengaruh kepemimpinan transformasional dan budaya Fenomena dan celah penelitian dalam penelitian ini adalah meningkatnya persaingan dalam industri manufaktur, khususnya dalam produksi bak truk dan truk sampah, yang mengharuskan perusahaan untuk terus berinovasi dalam strategi pemasarannya untuk mempertahankan dan meningkatkan loyalitas pelanggan. Meskipun pemasaran rujukan telah diakui sebagai strategi yang efektif, implementasinya sering kali tidak terintegrasi dengan unsur-unsur kepercayaan perusahaan, seperti ikon kepercayaan perusahaan. Hal ini menimbulkan tantangan bagi perusahaan dalam menciptakan kepercayaan pelanggan yang berkelanjutan. Sebagai perusahaan terkemuka dalam manufaktur bak truk dan truk sampah, CV. Jati Mandiri menyadari pentingnya strategi pemasaran yang inovatif untuk mempertahankan daya saing. Perusahaan ini menunjukkan komitmen untuk menerapkan pemasaran rujukan yang dikombinasikan dengan ikon kepercayaan perusahaan yang mencerminkan kredibilitas dan profesionalisme. Apakah ada pengaruh pemasaran rujukan terhadap keputusan pembelian di CV. Jati Mandiri? Apakah ada pengaruh ikon kepercayaan perusahaan terhadap keputusan pembelian di CV. Jati Mandiri? Apakah ada pengaruh pemasaran rujukan dan ikon kepercayaan perusahaan terhadap keputusan pembelian?

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Penelitian ini menggunakan dua variabel bebas (Variabel Independen), yaitu pemasaran rujukan (X1) dan ikon kepercayaan perusahaan (X2) dan variabel terikat (Variabel Terikat), yaitu keputusan pembelian (Y). Dalam penelitian ini, jumlah responden adalah 182. Hasil penelitian ini adalah bahwa Referral Marketing terbukti memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian konsumen CV. Jati Mandiri. Corporate Trust Icon juga terbukti berpengaruh signifikan terhadap Keputusan Pembelian yang dilakukan oleh konsumen CV. Jati Mandiri. Secara simultan, kedua variabel, yaitu Referral Marketing dan Corporate Trust Icon, memiliki kontribusi yang besar dan saling melengkapi dalam memengaruhi Keputusan Pembelian konsumen CV. Jati Mandiri.

Kata Kunci: Keputusan Pembelian, Referral Marketing, Corporate Trust Icon

INTRODUCTION

Market globalization, businesses that continue to grow and develop rapidly place high value on the role of marketing in driving company growth. Effective use of opportunities in the fields of technology, information, and communication has contributed to the expansion of international trade in Indonesia. However, there are other factors that hinder business growth, as indicated by Kuncoro (quoted by Fadilah et al., 2020), mentioning several problems that hinder business growth, including: difficulty in finding potential customers and increasing market share, difficulty in obtaining capital, lack of expertise in field organization and human resource management, lack of cooperation between business partners, unhealthy competition among business owners, and the need for coaching and training.

Optimizing the opportunities presented by digital technology in driving economic growth, various innovative strategies continue to be developed, including in the field of marketing. One of the effective and relevant strategies in the current technological era is referral marketing. Consumers really like to buy products recommended by family members, friends, and close colleagues (Berman, 2016). Recommendations from satisfied customers have the advantage of credibility that cannot be matched by other forms of advertising, thus creating a stronger bridge of trust and loyalty.

As a leading company in the manufacturing of truck bodies and dump trucks, CV. Jati Mandiri realizes the importance of innovative marketing strategies to maintain competitiveness. The company demonstrates its commitment to implementing referral marketing combined with a corporate trust icon that reflects credibility and professionalism. This approach aims to build long-term relationships with customers while encouraging them to recommend the company's products to others.

There is an indication of a decline in CV. Jati Mandiri sales in 2024. Based on CV. Jati Mandiri sales data from 2020, truck body sales have always increased or stagnated. According to Kukanja et al., (quoted by Lesmana & Arswendi., 2022), satisfying customer expectations and ensuring positive purchasing behavior should be critical goals for all companies. Companies must be aware of errors in market share, irrational declines can result in a very significant decline in sales (figure 1).

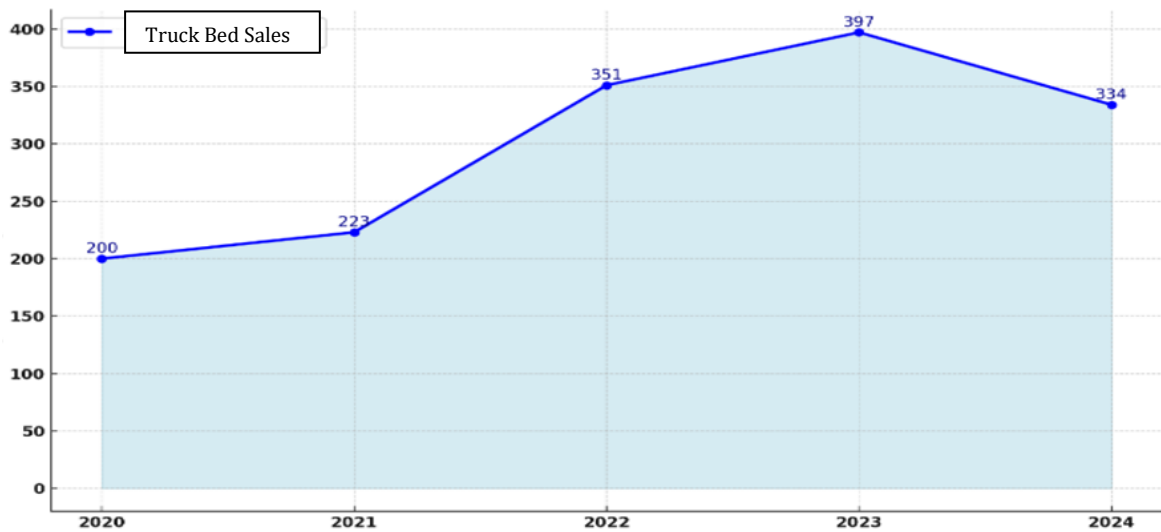


Figure 1. Sales data of CV. Jati Mandiri

Source: CV. Jati Mandiri

Purchasing decision According to Ekasari and Mandasari (2022), purchasing decisions are the ability of the general public to purchase goods and services higher than in the past, so purchasing decisions are also projected to increase. Cultural factors, social factors, and personal factors are factors that influence purchasing decisions.

Zamry and Nayan (2020), stated that corporate trust icon can be defined as the consumer's readiness to trust a brand despite all the dangers associated with it. This is due to the fact that customers harbor expectations that the brand will offer good results to consumers, which in turn will lead to brand loyalty.

referral marketing is personal communication about a product between potential buyers, neighbors, family friends, and coworkers (Utama et al., 2022). Consumers who have used or purchased products from the company will become communicators, namely conveying what they have felt when using the product. This strategy spreads based on word-of-mouth activities from one individual to another which creates a stimulus to find out and even buy the product.

There is a gap in previous research regarding the existing variables. In a study conducted by Rahmawati & Mardiana, (2023), which was conducted on Shopee Food application users in the West Surabaya area with 100 respondents, it was explained that referral marketing did not have a significant effect on buying decisions. Meanwhile, in a study by Dandy, et al., (2024), which was conducted on 100 consumers who had subscribed to PT. Dharma Lautan Utama Surabaya stated that referral marketing had a positive and significant effect on purchase decisions

The higher the trust in the company logo. Will encourage customers to make purchase decisions, this is supported by research conducted by (Anam et al., 2020), on the Citra brand body lotion product with a population of 96 IAIN Salatiga female students. shows that the corporate trust icon has a positive and significant effect on purchase decisions. However, in a study conducted by Anggriani & Husna, (2019), on consumers of PT. Bernofarm stated that the corporate trust icon has a positive but not significant effect on purchasing decisions

Based on the phenomenon and research gap in this study, the increasing competition in the manufacturing industry, especially in the manufacture of truck bodies and dump trucks, requires companies to continue to innovate in marketing strategies to maintain and increase customer loyalty.

Although referral marketing has been known as an effective strategy, its implementation is often not integrated with elements of corporate trust, such as corporate trust icons. This is a challenge for companies in creating sustainable customer trust. Therefore, the author is interested in conducting research with the title "Analysis of Referral Marketing and Corporate Trust Icons on Purchasing Decisions (Survey on Consumers of CV. Jati Mandiri)".

LITERATURE REVIEW

This study aims to measure referral marketing and corporate trust icons on Purchase Decision. The Grand Theory used in this study is Marketing Management. Marketing management is a series of systematic processes, starting from analyzing the market, designing strategies, implementing marketing programs, to monitoring and controlling marketing activities in order to achieve company goals effectively and efficiently. Marketing is not just an activity of offering or selling products to consumers, but also a key element in company growth, especially in the goods and services sector (Ramdan et al., 2023). According to Economics (quoted by Djogo, 2022) In implementing marketing management tactics, we must clearly understand the characteristics of loyal consumers in the products produced and influence or convince consumers in a product.

Middle-Range Theory from this study is marketing behavior (Consumer behavior) according to Pratama et al., (2021), Consumer behavior refers to physical and mental activities carried out by end consumers (households) and business customers, which aim to make decisions in paying, buying, and using certain products or services. Utami et al., (2022), stated that Consumers decide to buy a product by considering the various brands available, then choosing based on a thorough evaluation. Consumer purchasing interest is influenced by the company's ability to understand consumer behavior.

Applied Theory The variables used in this study include purchasing decisions as dependent variables, then corporate trust icons as independent variables, and referral marketing as the second independent variable.

Purchasing Decision

Purchasing Decision is a process in which consumers determine the final choice to purchase a product or service based on various considerations. This process reflects the extent to which marketers try to convince consumers to choose the product offered (Suherlan et al., 2023).

According to Ekasari & Mandasari (2022), purchasing decision is the ability of the general public to buy goods and services they need. If the ability to obtain goods and services is higher than in the past, then purchasing decisions are also projected to increase. Culture, social factors, and personal factors are factors that influence purchasing decisions.

Purchasing decisions are a procedure for using internet media to shop for goods or services that begins with the emergence of user awareness regarding products that can be produced from internet media (Lestari & Widyastuti, 2019).

Dimensions for dependent variables purchasing decision According to (Kotler & Keller, 2020), it shows confidence in the quality of a product, consumer habits in buying certain products, providing suggestions or product recommendations to others, and making repeat purchases of the same product.

According to (Nurliyanti et al., 2022) The dimensions of purchasing decisions are product selection, purchasing channel selection, purchase time and payment method.

Meanwhile, according to (Dewi et al., 2020) the dimensions of purchasing decision consists of, Consumers can recognize a product, evaluate quality, reduce purchasing risk, and gain experience and satisfaction from several product differentiations.

Trust Icon Corporate

Trust icon corporate is the next independent variable. The theoretical basis used in Corporate Image, defined by (Yunatan, 2016), corporate image is a picture of mentality, ideas produced by imagination or personality shown by a person, organization and so on.

According to (Tjandra, 2016), corporate image is the trust of an organization as a whole, not just trust in the company's products or services.

Corporate image is the cumulative result of the interaction of various experiences, impressions, beliefs, feelings, and knowledge that individuals have regarding a company, which as a whole forms the public's perception of the identity and values carried by the company (Kartika et al., 2019)

There are 4 indicators that influence corporate trust icons. According to (Tjandra et al., 2016), namely Morality, management, performance, service

According to Chamariyah, et al. (2022), corporate trust icons have 3 indicators including company image, user image, and product image.

Meanwhile, according to Kartika et al. (2019), corporate trust icons have 4 dimensions including personality, reputation, values and corporate identity.

Referral Marketing

Applied Theory used by researchers is referral marketing. (Main, 2022) defines that referral marketing is a smart and cost-effective promotional strategy, allowing businesses to reach new customers without having to spend a lot of financial burden. Often referred to as word-of-mouth promotion, this approach involves personal conversations about products between potential buyers and friends, family, neighbors, or coworkers. In this way, sincere recommendations can build trust and attract more people's attention to the products offered.

Massive internet connectivity has fueled the growth of e-commerce and given rise to two major trends. First, businesses can leverage consumers' online social networks to expand their reach and optimize word-of-mouth (WOM) referrals, which influence purchasing decisions. Furthermore, companies are not just passively waiting for new consumers, but are proactively using incentives and tracking technologies to encourage referrals, known as referral marketing (Cao et al., 2021)

Referral marketing is a strategy that is closely related to word-of-mouth marketing and relies on customer testimonials. This strategy is considered effective because it has a direct impact on customers at a relatively low cost. Referral marketing involves personal communication about products between potential buyers, neighbors, friends, family, and coworkers (Riza, 2021)

According to (Paludi, 2016), referral marketing in this study can be measured in 3 dimensions, namely, concern for others, expressing positive feelings, helping the company.

Meanwhile, according to Singh & Malik (2022), referral marketing has 6 dimensions including Recommend Friends, Product Referred, Family Pressure, Product Referred via E-WOM, Referred by Close Associates Change Opinion About Brands, To Support Consumer Belief Consumer Take Opinion from Colleague.

Meanwhile, according to Fakhruddin, et al. (2021), referral marketing has 3 indicators including talking with items positive experience, product quality, recommend with items of friends, family, encourage with items persuade friends invite family.

RESEARCH METHOD

This study uses two independent variables (Independent Variable), namely referral marketing (X1) and trust icon corporate (X2) and the dependent variable (Dependent Variable), namely purchasing decision (Y). This study was conducted at the company CV. Jati Mandiri which is engaged in the field of conventional truck body manufacturing. The research method used is quantitative with a descriptive approach and associative analysis. According to Achmadi, et al. (2020), descriptive research describes facts in detail, while associative analysis tests the relationship between variables.

RESULTS AND DISCUSSION

Result

Company Description

CV. JATI MANDIRI is a company engaged in the field of Manufacture (Body Build) which was established in Cianjur in accordance with deed No.23 on November 10, 2006. The current industrial location is located on Jl. Raya Rancagoong Pasir Hayam, Cianjur Regency, West Java 43215. A strategic location that is only 50 meters from the Pandan Wangi Cianjur (Rancagoong) intersection.

Since the beginning of the establishment of Karoseri Jati Mandiri, the company has focused on the manufacture of tub/wood products according to the requests of fish feed and sand business actors. In an effort to help business actors who can be competitive and improve the regional and national economy, Karoseri Jati Mandiri has collaborated with several dealers such as Mitsubishi, Hino, Isuzu, and registered the Design and Build Decree with the Ministry of Transportation so that Karoseri Jati Mandiri has become one of the bodywork companies that has the most complete SKRB for many truck brands.

Validity Test Results

Validity testing is carried out with the aim of ensuring that each item in the questionnaire is truly able to measure the variables to be studied. This testing process is carried out statistically using the help of IBM SPSS software so that the results obtained are more accurate and can be scientifically accounted for.

Interpolation in mathematics, especially numerical methods, is a technique for estimating new values between two known data points. Linear interpolation, as its simplest form, uses a straight line between two points X1 and X2 (Lina & Anthony, 2020). In this study, because the number of respondents

182 is not listed in the rTable Product Moment, linear interpolation was used between $n = 175$ ($r = 0.148$) and $n = 200$ ($r = 0.138$) to obtain an estimate of the r table value that corresponds to the value substitution:

$$r = 0.148 + \left(\frac{182 - 175}{200 - 175} \right) \times (0.138 - 0.148)$$

$$r = 0.148 + \left(\frac{7}{25} \right) \times (-0.010)$$

$$r = 0.148 - 0.0028 = 0.1452$$

The rTable value for 182 respondents at a significance level of 5% (two-tailed) is 0.145. Validity testing assesses the extent to which the instrument functions as intended. A measuring instrument is considered valid if it is able to measure as it should, such as weighing an object using a scale (Widodo, et al., 2023).

Reliability Test Results

According to (Dewi & Sudaryanto, 2020), if a variable shows a Cronbach's Alpha value > 0.60 , it can be concluded that the variable can be said to be reliable or consistent in measuring. The consistency of the measuring instrument is assessed through the Cronbach's Alpha value > 0.60 (Sanaky, et al., 2021).

Table 1. Reliability Test Results

	Variabel	rHitung	rTabel	Keterangan
1	<i>Referral Marketing</i>	0,709	0,60	Reliabel
2	<i>Trust Icon Corporate</i>	0,677	0,60	Reliabel
3	<i>Purchasing Decision</i>	0,634	0,60	Reliabel

Source: Processed by Researchers, 2025 (Using SPSS 27)

Referring to Table 1, it is known that the reliability value of each variable Referral Marketing (0.709), Trust Icon Corporate (0.677), and Purchasing Decision (0.634) all exceed the minimum limit of Cronbach's Alpha > 0.60 . Thus, it can be emphasized that all instruments used in this study have been proven reliable and consistent in measuring the intended variables.

Simultaneous Significance Test (F Test)

Table 2. Results of Simultaneous Significance Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	11237.372	2	5618.686	94.465	.000 ^b
	Residual	10646.694	179	59.479		
	Total	21884.066	181			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Trust Icon Corporate, Referral Marketing

Source: Processed by Researchers, 2025 (SPSS 27)

According to Tahitu, et al. (2024), the F Test, also known as the Simultaneous Test or Model Test/ANOVA Test, is a method used to analyze the overall effect of all independent variables on the dependent variable simultaneously. The following is a table of simultaneous significance test results (F Test):

Based on the results of Table 2, simultaneous testing (F Test) on the independent variables Referral Marketing (X1) and Trust Icon Corporate (X2) and the dependent variable Purchasing Decision (Y) shows that the F count value is 94.465 with a significance level of 0.000 at an error level of 5% or 0.05. Furthermore, the F count value is compared with the F table calculated using the formula $dk \text{ numerator} = k = 2$ and $dk \text{ denominator} = (n - k - 1) = 181 - 2 - 1 = 178$, then the F table is 3.05. Because $F \text{ count } 94.465 > F \text{ table } 3.05$, it can be concluded that there is a significant influence between Referral Marketing (X1) and Trust Icon Corporate (X2) on Purchasing Decision (Y), so that the regression model in this study is declared feasible and accepted.

DISCUSSION

This research was conducted using a marketing management approach. The types of variables used in this study consist of independent variables and dependent variables. The independent variables in this study include Referral Marketing (X1) and Trust Icon Corporate (X2), while the dependent variable is Purchasing Decision (Y). This research was conducted on consumers of CV. Jati Mandiri, with the aim of determining how much influence the referral marketing strategy and trust icon corporate have on product purchasing decisions at the company.

The Influence of Referral Marketing (X1) on Purchasing Decision (Y)

The results of the analysis show that Referral Marketing (X1) has a positive and significant effect on Purchasing Decision (Y). This indicates that the higher the level of customer referral activity either through recommendations from friends, family, or business partners, the greater the likelihood of a purchasing decision for CV. Jati Mandiri products.

This finding supports the theory of Utama et al. (2022) that referral marketing utilizes the power of interpersonal communication which has a high trust value compared to traditional advertising. This is also in line with the research results of Dandy et al. (2024) which states that referral marketing can influence consumer behavior in making purchasing decisions.

In other words, Referral Marketing provides a significant contribution in expanding the market organically and increasing the credibility of the company through direct testimonials from previous consumers. By strengthening referral activities, companies can indirectly build a strong emotional connection between consumers and brands. Consumer involvement in spreading information voluntarily creates a more effective, reliable, and cost-effective marketing ecosystem. Therefore, it is important for companies to provide the best service and maintain product quality so that customers feel satisfied and encouraged to recommend it to others.

The Influence of Corporate Trust Icon (X2) on Purchasing Decision (Y)

Testing of variables Trust Icon Corporate (X2) also shows positive and significant results on Purchasing Decision. This means that consumer trust in the identity and image of the company has a direct impact on their tendency to buy the products offered.

This result is supported by the theory of Kartika et al. (2019) which states that trust in a company's image is formed from the experience, reputation, and values shown by the company to the public. A consistent and credible image will foster loyalty and increase the likelihood of repeat purchases.

In addition, these results are also consistent with the research of Anam et al. (2020), which found that Corporate Trust Icon has a significant influence on purchasing decisions on FMCG products among students.

A good corporate image can be built through various aspects, starting from information transparency, responsive service, to consistency in product and service quality. Customers tend to make purchases if they feel safe and confident in the credibility of the company. Therefore, strengthening the Corporate Trust Icon must be one of the main strategies in the company's branding and communication process.

The Influence of Simultaneous Referral Marketing and Corporate Trust Icon on Purchasing Decision

Multiple linear regression test produces significant values indicating that simultaneously the Referral Marketing (X1) and Trust Icon Corporate (X2) variables have a positive and significant effect on Purchasing Decision (Y). The coefficient of determination value obtained indicates that the proportion of Purchasing Decision variation can be explained simultaneously by the two independent variables.

This indicates that the combination of reference-based marketing strategies and trust in corporate image is a synergistic approach to improving purchasing decisions. Consumers not only consider recommendations from third parties, but also require assurance from the credibility of the company in the decision-making process.

Thus, companies are advised to maintain and improve Referral Marketing strategies and build a strong Corporate Trust Icon to create sustainable purchasing decisions and long-term consumer loyalty. When these two variables are combined, a very strong synergy will be created in driving purchasing decisions. Referral Marketing creates initial attraction through interpersonal recommendations, while the Corporate Trust Icon strengthens consumer confidence when making final decisions. These two approaches complement each other and contribute significantly to increasing the effectiveness of the company's marketing strategy.

CONCLUSION

Referral Marketing proven to have a positive and significant influence on Purchasing Decision of CV. Jati Mandiri consumers. Trust Icon Corporate is also proven to significantly influence Purchasing Decision made by CV. Jati Mandiri consumers. Simultaneously, both variables, namely Referral Marketing and Trust Icon Corporate, have a large contribution and complement each other in influencing Purchasing Decision of CV. Jati Mandiri consumers. The interaction between referral strategy and trust in the company's image creates a double attraction that strengthens consumer decisions in choosing products. When consumers receive recommendations from other people they trust, and are supported by a professional and credible impression from the company, the chances of making a purchase become much higher.

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