

# **THE EFFECT OF IMPRESSION AND TRAFFIC ON PROFJACK SCOUT'S SALES VALUE THROUGH THE SHOPEE MARKETPLACE**

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## **Abstract**

The purpose of this study was to determine how much influence impression (X1) and traffic (X2) have on sales value (Y) in the marketplace Profjack Scout. The population used was 3,219 customers during 2022 by taking a saturated sample technique or taking all the population as a sample. The preparation uses quantitative methods with associative approach techniques, as for the tests carried out normality test, multicollinearity test, heteroscedasticity test, partial test (t), simultaneous test (f) and coefficient of determination (R<sup>2</sup>) using SPSS V.25. The results showed that impression has a positive and significant effect on sales value. Traffic has a negative and significant effect on sales value. Impression and traffic together have a positive and significant influence on sales value.

**Keywords:** Impression, Sale, Traffic

## **Abstrak**

Tujuan penelitian ini untuk mengetahui seberapa besar pengaruh impression (X1) dan traffic (X2) terhadap nilai penjualan (Y) di marketplace shopee Profjack Scout. Populasi yang digunakan 3219 pelanggan selama tahun 2022 dengan mengambil teknik sampel jenuh atau mengambil semua populasi sebagai sampel. Penyusunan menggunakan metode kuantitatif dengan teknik pendekatan asosiatif, adapun pengujian yang dilakukan uji normalitas, uji multikolinearitas, uji heterokedastisitas, uji parsial (t), uji silmutan (f) dan koefisien determinasi (R<sup>2</sup>) menggunakan SPSS V.25. Dari hasil penelitian menunjukkan impression mempunyai pengaruh positif dan signifikan terhadap nilai penjualan. Traffic mempunyai pengaruh yang negatif dan signifikan terhadap nilai penjualan. Impression dan traffic secara bersama-sama mempunyai pengaruh positif dan signifikan terhadap nilai penjualan.

**Kata Kunci:** Impression, Penjualan, Traffic

## Introduction

The development of IT (*Information Technology*) or information technology that supports and improves the performance of various operations in a fast, accurate and precise manner which ultimately increases productivity in producing goods and services as high as possible by utilizing resources efficiently. The development of information technology shows the types of activities based on technology, such as in government (e-government), business or selling (e-commerce), education (e-education), health (e-medicine), electronic experiments, and so on. many more activities that have used advances in information technology to expedite the process of daily activities carried out.<sup>1</sup> With the existence of information technology, one of them is to facilitate and support the progress of the business world to make it easier for business entities/actors to sell products online, starting from the ease of carrying out business promotion activities to interactions between sellers and buyers that can be carried out without having to meet face to face.<sup>2</sup> With this convenience, the application of this technology can increase business, sales and purchases of products that lead to e-commerce.

One of the home industries that use e-commerce is Profjack Scout which is engaged in selling scout equipment. The marketplace used by profjack scout is Shopee Indonesia. Shopee is one of the leading platforms in Southeast Asia and Taiwan and can be easily accessed by users who have used and taken advantage of IT advances who want to shop online or online.<sup>3</sup> With the existence of the Shopee marketplace, ProfJack Scout continues to make efforts to increase sales and keep up with the times in commerce.

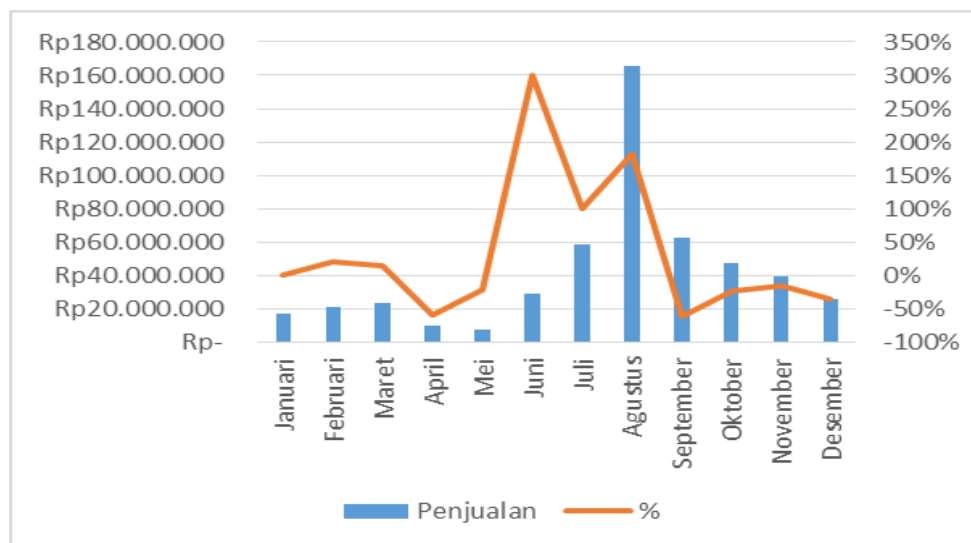
The following is sales data from the Profjack Scout Shopee Marketplace for 2022:

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<sup>1</sup> Rasidi, WAR, & Monika Tiarawati. (2021). The Effect of Convenience and Trust on Online Purchasing Decisions (on Blibli Platform). *Journal of Business and Management Review* , 2 (8), 531–543. <https://doi.org/10.47153/jbmr28.186202>

<sup>2</sup> Jeffrey Clemens, Lisa Kahn, and Jonathan Meer, “The Minimum Wage, Fringe Benefits, and Worker Welfare” (Cambridge, MA: National Bureau of Economic Research, May 2018), <https://doi.org/10.3386/w24635>.

<sup>3</sup> Evila Yolanda Putri et al., “PENERAPAN PRAKTEK MANAJEMEN SUMBER DAYA MANUSIA DAN HUBUNGANNYA DENGAN KINERJA KARYAWAN,” *Jurnal Ekobis: Ekonomi Bisnis & Manajemen* 12, no. 2 (September 30, 2022): 343–56, <https://doi.org/10.37932/j.e.v12i2.618>.



**Figure 1.1 Graph of Shopee Profjack Scout Sales for 2022**

*Source: Processed Secondary Data, 2022*

Based on graphic image 1.1, there was an increase and decrease in sales at the Profjack Scout shop with the highest percentage of sales decline of 60% in April and the highest percentage of sales increase of 300% in June. In connection with this, the authors are very interested in knowing the effect of *impressions* and *traffic* on the sales value in the Profjack Scout marketplace.

## Literature review

### Digital Marketing

Digital Marketing or digital marketing is an activity promotion something brand or product through the internet network or digital-based media.<sup>4</sup> Related to the previous explanation stated marketing digital is simultaneous merging of strategy on line through process And method certain, yes use tool, platforms, And media social Which different For look for objective Which clear.<sup>5</sup>To confirm the definition of digital marketing,

<sup>4</sup> Nana Sutisna Amdan et al., "Optimalisasi Pemanfaatan Media Sosial Dalam Promosi Kampung Wisata Pekijing," *Jurnal Pengabdian Pada Masyarakat* 7, no. 1 (February 27, 2022): 72–79, <https://doi.org/10.30653/002.202271.26>.

<sup>5</sup> Angela Aine Adam, Rudy Steven Wenas, and frederik Gerdi Worang, "Digital Marketing Melalui Media Sosial Sebagai Strategi Pemasaran UMKM Di Kota Tomohon," *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 10, no. 2 (June 21, 2022), <https://doi.org/10.35794/emba.v10i2.41411>.

explain marketing digital is one step promote brand or product. With use digital someone's marketing get profit or sale of business Which run.<sup>6</sup>

Digital marketing indicators by:<sup>7</sup>

- a. *Impressions* are the number of times the content or product has been viewed.
- b. *Traffic* is the number of visitors who visit the website or platform that is managed.
- c. *Unique users* is the number of visitors who visit in a certain time.
- d. *Leads* are visitors who carry out activities on the website such as filling out address forms, downloading photos or videos or anything else available on the internet.
- e. *Conversions* are customers who have completed certain actions on the website.
- f. *Conversion rate* is the number of customers who complete a certain activity divided by the number of visitors.

*Impression* or impressions is the number of counts moment advertisement displayed in search.<sup>8</sup> In line with the previous definition, *impression* is the term used when A advertisement seen very by visitors or displayed very in site web.<sup>9</sup> And based on explaining impressions is amount the number of times the product/advertisement has been viewed , impressions This including with which clicked visitors to the website where the website owner can see how many ad impressions / products are displayed.<sup>10</sup>

*Traffic* \_ refers on visit people or customers to websites/online shops managed.<sup>11</sup> Related to the previous definition, *traffic is* total traffic coming visitors to site web or asset site managed website to find more detailed information from advertisements/

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<sup>6</sup> Umamah Alisha, "Strategi Persaingan Bisnis Waralaba Berbasis Agama," *HUMAN FALAH: Jurnal Ekonomi Dan Bisnis Islam* 1, no. 6 (June 8, 2019), <https://doi.org/10.30829/hf.v1i6.3188>.

<sup>7</sup> Filipa Ansila Somu Eku, "Penggunaan Media Sosial Instagram Sebagai Pemasaran Start Up Digital" (OSF Preprints, November 16, 2022), <https://doi.org/10.31219/osf.io/fx8py>.

<sup>8</sup> Dewi Diah Fakhriyyah et al., "STRATEGI PROMOSI DIGITAL MARKETING WISATA RAFTING GUNA MENINGKATKAN POTENSI DESA WISATA," *PENA DIMAS: Jurnal Pengabdian Masyarakat* 1, no. 1 (September 25, 2022), <https://doi.org/10.33474/penadimas.v1i1.18563>.

<sup>9</sup> "Plotting Your Social Media Marketing Strategy," in *Social Media Marketing All-in-One For Dummies®* (John Wiley & Sons, Ltd, 2010), 33–55, <https://doi.org/10.1002/9781118257661.ch2>.

<sup>10</sup> Gellysa Urva, Merina Pratiwi, and Amiroel Oemara Syarief, "Optimalisasi Media Sosial Sebagai Penunjang Digital Marketing," *ABDINE: Jurnal Pengabdian Masyarakat* 2, no. 1 (June 24, 2022): 56–61, <https://doi.org/10.52072/abdine.v2i1.301>.

<sup>11</sup> Jagdish N. Sheth, "How Social Media Will Impact Marketing Media," in *Social Media Marketing: Emerging Concepts and Applications*, ed. Githa Heggde and G. Shainesh (Singapore: Springer, 2018), 3–18, [https://doi.org/10.1007/978-981-10-5323-8\\_1](https://doi.org/10.1007/978-981-10-5323-8_1).

products promoted by website owners.<sup>12</sup> Complementing the two previous definitions of *traffic* or traffic is potential buyers, which can be obtained from social networks, websites, or other forms of traffic on websites.<sup>13</sup>

Sales is a human activity that has the goal of fulfilling human needs and desires through the process of exchanging buying and selling of goods or services.<sup>14</sup> Still related to the first definition, it explains that sales are an activity that done by the company or seller in sell goods or service with hope obtain profit from the buying and selling transaction, And Sales can be interpreted as well as displacement ownership goods or service from seller to buyer.<sup>15</sup> To complement the previous definition of selling explains that intentional selling is a phenomenon in which human-centered communication takes place between within people/organizations to achieve economic exchange in the context of value or profit creation.<sup>16</sup> Based on the definition of sales, according to sales volume, it consists of: 1) Achieving sales volume 2) Getting profits , and 3) Maintaining company growth.<sup>17</sup>

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<sup>12</sup> Roisin Vize Sherrett Monique, "Social Media Marketing for B2B: From Information to Decision to Retention," in *Contemporary Issues in Social Media Marketing* (Routledge, 2017).

<sup>13</sup> Oktaviani Aditia Ningrum and Alice Salendu, "Pengaruh Psychological Capital Terhadap Individual Readiness for Change Pada Karyawan Sales," *Jurnal Diversita* 7, no. 1 (June 1, 2021): 53–62, <https://doi.org/10.31289/diversita.v7i1.4644>.

<sup>14</sup> Wina Rusdarina and Tresna Wiwitan, "Strategi Digital Marketing X Wedding Organizer," *Jurnal Riset Public Relations*, December 23, 2021, 112–19, <https://doi.org/10.29313/jrpr.v1i2.414>.

<sup>15</sup> Natalia Maehle, Caterina Presi, and Ingeborg A. Kleppe, "Visual Communication in Social Media Marketing," in *The SAGE Handbook of Social Media Marketing*, 0 vols. (55 City Road: SAGE Publications Ltd, 2022), 291–306, <https://doi.org/10.4135/9781529782493>.

<sup>16</sup> Ralf T. Kreutzer, "Social Media and Social-Media-Marketing," in *Social-Media-Marketing kompakt: Ausgestalten, Plattformen finden, messen, organisatorisch verankern*, ed. Ralf T. Kreutzer (Wiesbaden: Springer Fachmedien, 2018), 1–19, [https://doi.org/10.1007/978-3-658-21147-9\\_1](https://doi.org/10.1007/978-3-658-21147-9_1).

<sup>17</sup> Kijpokin Kasemsap and Kijpokin Kasemsap, "The Roles of Social Media Marketing and Brand Management in Global Marketing," chapter, <https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/978-1-5225-5637-4.ch021> (IGI Global, January 1, 1AD), the-roles-of-social-media-marketing-and-brand-management-in-global-marketing, <https://www.igi-global.com/gateway/chapter/www.igi-global.com/gateway/chapter/203311>.

## Research Hypothesis

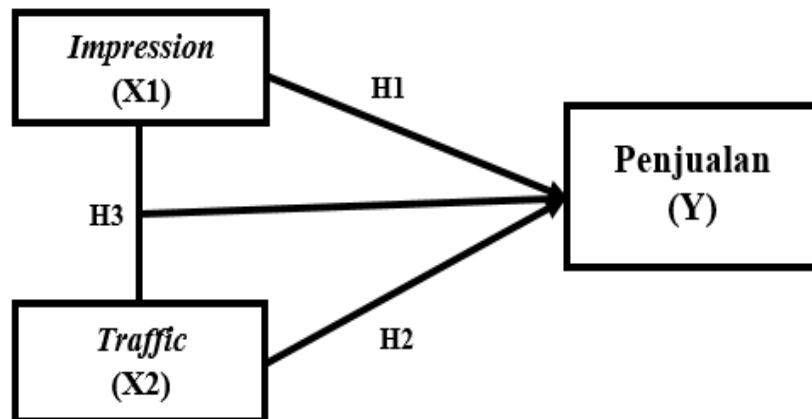


Figure 1.2 Thinking Framework

Based on picture 1.2 frame of mind, the researchers formulated a research hypothesis, namely:

H1: There is an effect of *impressions* on sales value in the Profjack Scout marketplace marketplace.

H2: There is an effect of *traffic* on sales value in the Profjack Scout marketplace.

H3: There is an influence of *impressions* and *traffic* on sales value in the Profjack Scout marketplace marketplace.

## Methods

The research method used is the quantitative method, namely the method with data processing techniques in the form of numbers and using statistical formulas such as testing requirements analysis, measuring and testing hypotheses.<sup>18</sup> The formulation of this study uses an associative approach technique which is a research formula that seeks attachment between two or more variables.<sup>19</sup>

## Population and Sample

Population is a generalization domain consisting of objects/subjects that exhibit certain characteristics determined by the researcher to be studied and conclusions drawn.<sup>20</sup> The population used is consumers/customers at the Profjack Scout marketplace platform with a total of 3219 people during 2022. The research population influences

<sup>18</sup> Deni Darmawan, *Metode Penelitian Kuantitatif* (PT Remaja Rosdakarya, 2013),

<https://openlibrary.telkomuniversity.ac.id/pustaka/17997/metode-penelitian-kuantitatif.html>.

<sup>19</sup> Heri Retnawati, *Analisis Kuantitatif Instrumen Penelitian (Panduan Peneliti, Mahasiswa, dan Psikometrian)*, 1st ed. (Parama Publishing, 2016).

<sup>20</sup> Lina Miftahul Jannah, *Metode Penelitian Kuantitatif* (Rajawali Press, 2019).

*impressions* and *traffic* on sales value using a saturated sample determination method or using all members of the population as samples.

### Analysis Techniques

Data analysis techniques use several statistical tests including: normality test, multicollinearity test, heteroscedasticity test, partial test (t), stealth test (F), and coefficient of determination (R<sup>2</sup>). In this study, the independent variables consist of *impression* (X1) and *traffic* (X2) to the dependent variable sales (Y).

## Discussion

### Classical Assumption Test Results

#### Normality test

Test normality done For test is the residual regression model is normally distributed, with the criterion Sig > 0.05 being normal.<sup>21</sup>

**Table 1.1 Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		12
Normal Parameters <sup>a,b</sup>	Means	.0000000
	std. Deviation	6209500.221712
Most Extreme Differences		00
	absolute	.205
	Positive	.148
	Negative	-.205
Test Statistics		.205
asympt. Sig. (2-tailed)		.173 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

*Source: Data processed by the author using SPSS V.25, 2023*

From the results of table 1.1 the analysis of the normality test that has been carried out, from the managed data shows that the significant value is 0.173 using the *One-Sample Kolmogorof-Smirnov Test* above the significant level of 0.05 (Sig > 5%) so that the data is normally distributed.

<sup>21</sup> Darmawan, *Metode Penelitian Kuantitatif*.

### Multicollinearity Test

The multicollinearity test looks at the tolerance value and VIF value, if the VIF value is  $< 10$  or the tolerance value is  $> 0.01$  then multicollinearity does not occur.

**Table 1.2 Multicollinearity Test Results**

<b>Coefficients<sup>a</sup></b>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	125897947.526	140954168.073		.893	.395		
Impressions	-14608443.750	15888072.838	-.318	-.919	.382	.116	8,632
Traffic	11582724	3260422	1,228	3,553	.006	.116	8,632

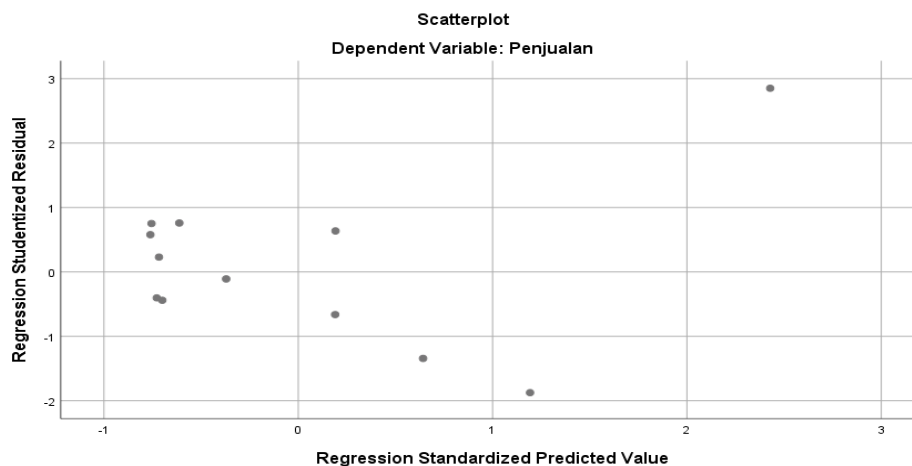
a. Dependent Variable: Sales

Source: Data processed by the author using SPSS V.25, 2023

Based on table 1.2, the tolerance value of *impression* (X1) and *traffic* (X2) of  $0.116 > 0.01$  and VIF value of  $8.632 < 10$  so that there is no perfect correlation between the independent variables or no multicollinearity.

### Heteroscedasticity Test

There are no symptoms of heteroscedasticity if there is no clear pattern, and the points are distributed above and below zero on the Y axis.



**Figure 1.3 Scatter plots**

Based on Figure 1.3 the scatterplot with a pattern of dots that spread randomly so that it can be stated that there are no symptoms of heteroscedasticity.

### Significance and Hypothesis Test Results



### Partial Test (t)

Test Partial aim For test how much Far influence variable independent to variable dependent with a probability value smaller than the significance level (Sig <0.05) is declared accepted or has a significant effect.

**Table 1.3 Partial Test Results**  
**Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	std. Error	Coefficients Betas		
1	(Constant)	4616403.552	3305352.248		1,397	.196
	Impressions	2966320	422,315	1911	7,024	.000
	Traffic	-8967.626	2565272	-.951	-3,496	007

a. Dependent Variable: Sales

Source: Data processed by the author using SPSS V.25, 2023

Based on table 1.3 the partial test results show that:

1. calculated t value for the *impression variable* (X1) is 7.024 with a t<sub>table</sub> value of 2.262 according to the t test table that has been calculated by the researcher and a significance value of 0.000. The value of t<sub>count</sub> > t<sub>table</sub> and a significance value of 0.000 <0.05 is obtained , so the H1 formulated by the researcher is accepted so that *impressions* partially have a positive and significant effect on sales value in the profjack scout marketplace.
2. calculated t value for the *traffic variable* (X2) is -3.496 with a t<sub>table</sub> value of -2.262 according to the t test table that has been calculated by the researcher and a significance value of 0.007. It is obtained that the value of -t<sub>count</sub> < -t<sub>table</sub> and a significance value of 0.007 <0.05 means that the H2 formulated by the researcher is accepted so that *traffic* partially has a negative and significant effect on sales value in the profjack scout marketplace.

### Simultaneous Test (F)

F-test For test strength all variable independent influencing variable dependently together. Matter This can done with compare mark F<sub>count</sub> with F<sub>table</sub> and a significance level of 0.05.

**Table 1.4 Simultaneous Test Results**

**ANOVA <sup>a</sup>**

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1973951306022 8976.000	2	9869756530114 488.000	209,432	.000 <sup>b</sup>
	residual	4241368230378 60.940		9		
	Total	2016364988326 6836.000	11			

a. Dependent Variable: Sales

b. Predictors: (Constant), Traffic, Impression

Source: Data processed by the author using SPSS V.25, 2023

calculated F value is 209.432 with a significant level of 0.000 and with an F<sub>table</sub> value of 4.256 according to the F test table which has been calculated by the researcher . F<sub>count</sub> > F<sub>table</sub> , the H3 formulated by the researcher is accepted so that it can be stated that the *impression* and *traffic variables* have a positive and significant effect on the sales value variable in the Projack Scout marketplace.

Coefficient of Determination (R<sup>2</sup>)

Mark coefficient determination (R<sup>2</sup>) between 0 and 1. If the value of R<sup>2</sup> is close 1, means variable independent affect variables dependent . However If mark R<sup>2</sup> small, means ability variable independent influence variable dependent limited.

**Table 1.5 The results of the coefficient of determination X <sup>1</sup>**

**Summary models**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.975 <sup>a</sup>	.950	.945	10,000,214,904

a. Predictors: (Constant), Impression

Source: Data processed by the author using SPSS V.25, 2023

Based on table 1.5 the results of the coefficient of determination with one independent variable obtained an *Adjusted R Square value* of 0.945 (94.5%). Explains that the independent variable *impression* (X1) affects the dependent variable sales value (Y) by 94.5%.

**Table 1.6 The results of the coefficient of determination X<sup>1</sup> and X<sup>2</sup>**

**Summary Model<sup>b</sup>**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.989 <sup>a</sup>	.979	.974	6,864,860,790

a. Predictors: (Constant), Traffic, Impression

b. Dependent Variable: Sales

Source: Data processed by the author using SPSS V.25, 2023

Based on table 1.6 the results of the coefficient of determination obtained an *Adjusted R Square* value of 0.974 (97.4%). Explains that the ability of two independent variables consists of *impressions* (X1) and *traffic* (X2) affect the dependent variable sales value (Y) by 97.4% with the addition of 2.9% of the independent variable *traffic*, while the remaining 2.6% (1 - 0.026) is explained by variables other than *impression* and *traffic* variables .

*impression* variable on sales value is 94.5% of IDR 478,571,900 with the addition of 2.9% of the *traffic* variable of IDR 14,686,333.44 a total of 97.4% or IDR 493,258,233 of a total of 100% sales value during 2022 on the Profjack Scout marketplace marketplace.

### **Conclusion**

Based on the research results observed from the secondary data of the profjack scout marketplace that has been carried out by researchers, the researchers concluded that the effect of *impressions* and *traffic* on sales value can be determined based on statistical tests with an associative approach:

- 1) The results of the partial test (t), it is known that *impressions* have a positive and significant effect on the value of sales through the Profjack Scout marketplace.
- 2) Partial test results (t), it is known that *traffic* has a negative and significant effect on the value of sales through the Profjack Scout marketplace.
- 3) Simultaneous results (F) or simultaneous test, it is known that *impression* and *traffic* have a positive and significant effect on the value of sales through the Profjack Scout marketplace.

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