

The Effectiveness of Telkom University's Omnichannel Marketing on Student Decisions (Case Study: Digital Marketing Study Program)

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Abstract

This study is motivated by a gap between the ideal concept and practical implementation of the Qardhul Hasan contract across Islamic financial institutions in Indonesia. Normatively, Qardhul Hasan is a tabarru' contract intended to provide benevolent, interest-free loans as a manifestation of the social function of Islamic financial institutions. However, its implementation varies according to institutional characteristics, operational orientation, and internal policies. This study aims to analyze the implementation of Qardhul Hasan in Islamic Commercial Banks (BUS), Islamic Business Units (UUS), Islamic Rural Banks (BPRS), and BMT/KSPPS through a synthesis of literature and empirical studies. The study employs a descriptive qualitative method integrating literature review, semi-structured interviews, observation, and documentation. The findings indicate that BUS and UUS implement their social functions through benevolent funds distributed as grants and social programs, whereas BPRS and BMT/KSPPS implement benevolent funds through Qardhul Hasan financing using revolving funds. The study demonstrates that Qardhul Hasan constitutes an implementation of the qard contract; thus, the differences identified concern not the underlying sharia principles but the implementation models adapted to each institution's characteristics. These findings establish a typology of Qardhul Hasan implementation and provide implications for developing models that balance social functions and institutional sustainability.

INTRODUCTION

The growing evolution of digital technological advancement in recent ten years has fundamentally transformed consumer interaction patterns, including the ways individuals seek and evaluate information. This phenomenon is not limited to the commercial business sector but has also extended to higher education institutions, which are now required to adapt more aggressively to the evolving digital environment. Today's prospective students tend to be highly selective and critical, exploring multiple channels ranging from social media platforms to official websites before making decisions regarding their choice of institution. This condition requires universities to adopt more integrated marketing strategies, commonly referred to as the Omnichannel Marketing approach.

However, challenges arise when such integration is not implemented harmoniously. Inconsistent information across different customer touchpoints may reduce perceptions of institutional credibility and hinder enrollment intentions. This issue has become evident in the Digital Marketing Study Program at Telkom University, where applicant data indicate a significant decline of 55.4% over the last four years.

Previous studies have confirmed the strategic role of integrated marketing in influencing consumer purchase intentions. Alifa and Saputri (2022) demonstrated that omnichannel strategies contribute positively and significantly to the formation of consumer purchase intentions.,

contributing substantially to purchasing behavior. Similarly, Zhang et al. (2024) emphasized that omnichannel characteristics such as connectivity and integration are key determinants in creating positive customer experiences. Within the educational context, Kurniawan et al. (2023) also identified a similar relationship, finding that the implementation of omnichannel strategies in educational institutions significantly influences prospective students' decision-making processes.

Despite these findings, the existing literature remains largely dominated by studies conducted within retail and commercial service sectors, leaving a research gap in the higher education industry, which possesses distinct decision-making characteristics. This research attempts to overcome this gap in the literature by specific challenges within university marketing ecosystems, which are often fragmented across communication channels. Unlike previous research that primarily focused on individual elements of digital marketing, this study broadens the perspective by investigating how comprehensive channel integration can serve as a key driver of educational service purchase decisions.

Consequently, this research not only enriches existing marketing theories but also provides new insights into how educational services can be managed in an integrated manner within an increasingly complex digital ecosystem.

This research is designed to investigate how the implementation of Omnichannel Marketing at Telkom University influences students' decisions to choose the Digital Marketing Study Program. The primary focus is to evaluate the effectiveness of the current marketing communication flow and to assess the extent to which this strategy contributes to prospective students' interest and enrollment decisions.

The study's originality lies in of this study stems from its focus on the Digital Marketing Study Program and its use of an evaluation model that comprehensively integrates personalization and seamless user experience dimensions. Through this approach, the study is expected to generate new insights that can strengthen the university's competitive position in attracting prospective students in today's the era of digitalization

METHODS

The present study utilized a quantitative associative research framework to explore the relationship associated with the effectiveness of Omnichannel Marketing and student decision-making. This approach was considered the most appropriate for addressing the causal research problem, in which Omnichannel Marketing was positioned which functioned as an the independent variable influencing purchase decision was selected as the dependent variable. All stages of the research were systematically designed to ensure replicability, beginning with instrument preparation and ending with the final data analysis process.

The population in this research involved active students undertaking education at the Digital Marketing Study Program at Telkom University. Given the specific nature of the population, a non- probability-based the study utilized a purposive sampling approach, and respondents were determined based on based on the criterion that they had experienced the university's registration process through various online and offline communication channels. Using this technique, There were 103 respondents who served as participants in the study, ensuring that the collected data adequately represented prospective students' experiences throughout the decision-making process.

The research instrument consisted of a structured questionnaire developed based on theoretical indicators related to Omnichannel Marketing and Purchase Decision. The questionnaire was distributed digitally to reach respondents efficiently. Prior to further analysis, the instrument underwent a series of data quality tests, including validity testing to verify the instrument's ability to accurately measure relevant constructs and reliability testing to assess the consistency of respondents' answers. Data collection was also supported by a literature review of

journals, books, and official documents that provided a theoretical foundation for describing the operational context of the study.

Data analysis was conducted through the application of the research utilized descriptive statistics and simple linear regression analysis, where descriptive statistics were applied to to were utilized to to give a general description of respondent characteristics and the distribution of data related to the variables under study. Subsequently, The data were interpreted using a simple linear regression model assessment was applied to empirically examine how far the independent variable variable influenced the dependent variable. All data processing procedures were carried out using SPSS version 21, following standard quantitative data analysis procedures without presenting general statistical formulas. Operational definitions of variables and decision-making criteria were systematically established to ensure transparency and accuracy in the research findings.

RESULTS AND DISCUSSION

Research Results

Descriptive Analysis Results

Verification analysis was implemented to assess the proposed hypothesis regarding the impact of. Omnichannel Marketing on Student Decision. The analysis was undertaken using SPSS software by applying a sequence of statistical tests, including instrument rocedures including validity and reliability testing, classical regression assumption testing, simple regression model analysis, t-test evaluation, and coefficient of determination analysis assessment.

Descriptive Analysis of Omnichannel Marketing

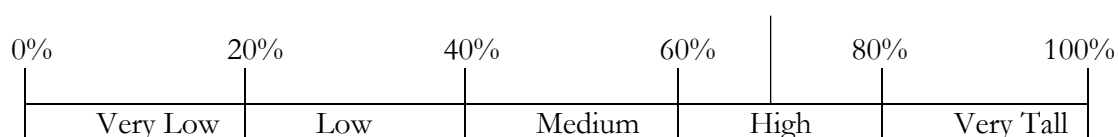


Table 4.1 Omnichannel Marketing Continuum
Source: Data analyzed by the researchers, 2026

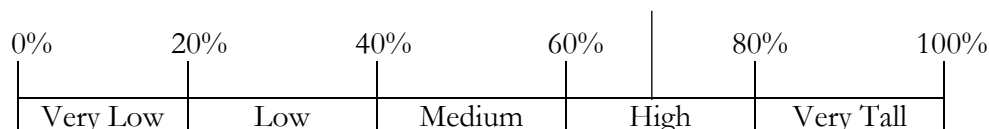
Derived from continuum line analysis of the Omnichannel Marketing variable, the overall average percentage obtained was **66.95%**. This figure indicates that respondents generally perceived the implementation of Omnichannel Marketing to be within the **High** category.

Further analysis suggests that respondents considered the implemented omnichannel strategy to be effective and beneficial. The integration of various marketing channels was perceived as capable of providing a positive experience for students, resulting in a high level of user satisfaction and perception.

Although the result falls within the High category, the percentage of 66.95% indicates that there is still room for improvement. This suggests that while Omnichannel Marketing is already perceived as effective, several operational and technical aspects of channel integration can be further optimized to achieve a performance level closer to the Very High category.

Descriptive Analysis of Purchase Decision

Table 4.1 Purchase Decision Continuum



Source: Data analyzed by the researchers, 2026

Based on the continuum line analysis of the Purchase Decision variable, the overall average percentage obtained was **67.99%**. This result indicates that respondents' perceptions of Purchase Decision are generally categorized as **High**.

Further analysis reveals that the majority of students demonstrate a strong tendency to purchase or choose the products and services offered. This positive response reflects the effectiveness of the marketing strategies employed in converting students' interest into actual purchasing decisions.

The score of 67.99% places the Purchase Decision variable within the High category. Although this result is considered positive, it also indicates that a small proportion of respondents may still experience uncertainty when making decisions. Therefore, additional efforts are required to strengthen consumer confidence and further improve purchase decision levels in the future.

Validity Test

The validity assessment employed to ensure that every questionnaire items were accurately measured the intended research constructs. The test results indicate that all items for both the Omnichannel Marketing and Student Decision variables obtained calculated correlation coefficient values (**r-calculated**) higher than the critical value **r-table** value. = **0.195**.

Hence, all questionnaire items were considered valid and capable of representing their respective research variables, making them suitable for use in the data collection process.

Table 4.3 Results of Item Validity Testing for Omnichannel Marketing Variable (X)

Item	r-calculated	r-table	Result
X1	0.757	0.1937	Valid
X2	0.772	0.1937	Valid
X3	0.837	0.1937	Valid
X4	0.723	0.1937	Valid
X5	0.793	0.1937	Valid
X6	0.723	0.1937	Valid
X7	0.765	0.1937	Valid
X8	0.701	0.1937	Valid
X9	0.772	0.1937	Valid
X10	0.742	0.1937	Valid
X11	0.751	0.1937	Valid
X12	0.751	0.1937	Valid
X13	0.761	0.1937	Valid
X14	0.728	0.1937	Valid
X15	0.652	0.1937	Valid
X16	0.670	0.1937	Valid

Source: Processed research data using IBM SPSS 21, 2026.

Table 4.4 Purchase Decision Results of Validity Testing for the Variable (Y)

Item	r-calculated	r-table	Result
Y1	0.837	0.1937	Valid
Y2	0.850	0.1937	Valid
Y3	0.824	0.1937	Valid
Y4	0.866	0.1937	Valid
Y5	0.856	0.1937	Valid
Y6	0.846	0.1937	Valid

Y7	0.856	0.1937	Valid
Y8	0.861	0.1937	Valid

Source: Processed research data using IBM SPSS 21, 2026.

According to the findings of the validity test, all questionnaire items related to the Omnichannel Marketing (X) and Student Decision (Y) variables obtained correlation coefficients in excess of the specified critical value of 0.1937. The analysis confirms that each item successfully represents the construct it was intended to measure. The results therefore confirm that all questionnaire items were verified as valid and appropriate for the research process of data collection.

Reliability Test

The instrument reliability was assessed executed to measure the consistency the research scope and level measurement tool. The results indicate that both the Omnichannel Marketing and Student Decision variables achieved a **Cronbach's Alpha value of 0.946**.

Table 4.5 Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Result
Omnichannel Marketing (X)	0.946	0.60	Reliable
Purchase Decision (Y)	0.946	0.60	Reliable

Source: Processed research data using IBM SPSS 21, 2026.

As revealed by Cronbach's Alpha reliability scores for both variables were found to be considerably greater than the minimum standard of 0.60. Therefore, it may be it was found that the research questionnaire possesses a very a strong extent of consistency and can be trusted to measure the variables under investigation accurately.

Normality Test

The normality test was applied to evaluate the distribution pattern of the research data. The analysis was conducted using the **Kolmogorov-Smirnov method**.

Table 4.6 Normality Test Results

Method	Asymp. Sig. (2-tailed)	Standard	Result
Kolmogorov-Smirnov test	0.200	> 0.05	Normal

Source: Processed research data using IBM SPSS 21, 2026.

As shown by the Kolmogorov-Smirnov goodness-of-fit test, the Asymp. Sig. (2-tailed) value was **0.200**. As this value is higher than the significance level of **0.05**, the research data can be considered normally distributed.

These findings are further evidenced by the histogram and Normal P-P Plot, which show that the data conform to a normal distribution pattern and that the residual values exhibit a distribution pattern across closely near the line of normal distribution. Therefore, the research model satisfies the normality assumption.

The results are further supported by the Histogram and Normal P-P Plot graphs, which indicate that the data distribution follows a normal pattern and that the standardized residuals are distributed closely following the diagonal line pattern. Therefore, the research model satisfies the normality assumption.

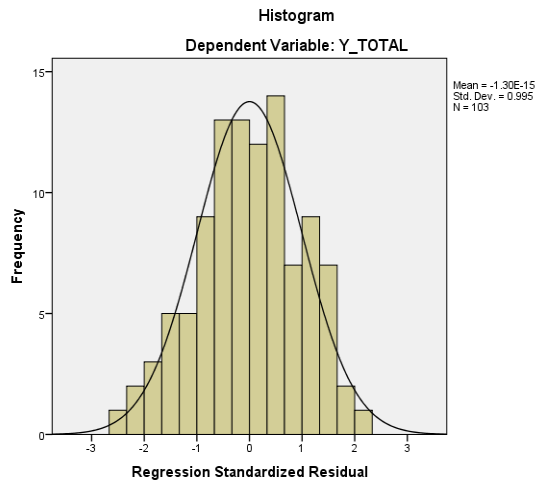


Figure 1 Normality Test Histogram

Source: Processed research data using IBM SPSS 21, 2026

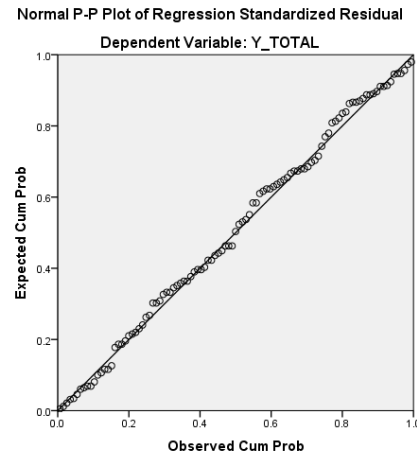


Figure 2 Normal P-P Plot

Based on the visual normality assessment, the Histogram graph demonstrates a residual distribution pattern that closely approximates a normal distribution. In addition, The Normal P-P Plot confirms that the residual values follow the expected normal distribution pattern, scattered around the diagonal reference line without any substantial deviations. These findings indicate that the residuals are residual values exhibit a normal distribution pattern, demonstrating that the regression model meets the normality assumption. Accordingly, the model can be appropriately applied for further statistical analysis and hypothesis testing.

Heteroscedasticity Analysis

The heteroscedasticity test was carried out to assess whether the regression model met the assumption of constant residual variance. The test was performed using a scatterplot analysis.

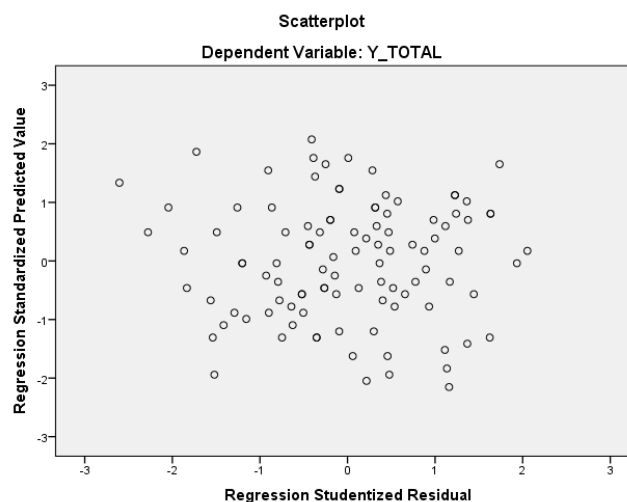


Figure 3 Heteroscedasticity Test Scatterplot

Source: Processed research data using IBM SPSS 21, 2026

Based on the scatterplot results, the residual points are dispersed randomly around and below the zero line without forming any specific pattern. This random distribution These findings indicate that the regression model does not suffer from heteroscedasticity. This means that the residual variance remains stable and consistent across all observations. relatively constant across different levels of the independent variables. Therefore, the regression model conforms to the

assumption of constant residual variance, indicating that it is statistically reliable and suitable for further regression analysis.

Simple Linear Regression Analysis

The study employed a simple linear regression approach in his study examines and evaluates the effect of the Omnichannel Marketing variable (X) on the Student Decision variable (Y). Through The results of this analysis indicate the direction and magnitude regarding the correlation between the implementation of omnichannel marketing strategies and students' purchasing decisions to choose the Digital Marketing Study Program at Telkom University can be identified.

Table 4.7 Simple Linear Regression Analysis Results

Model	unstandardized regression coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	11.068	1.270	-	8.716	0.000
X_TOTAL	0.348	0.027	0.790	12.959	0.000

Dependent Variable: Y_TOTAL

Source: Processed research data using IBM SPSS 21, 2026.

As indicated by the SPSS analysis, the simple the regression equation is specified as follows:

$$Y=11.068+0.348XY = 11.068 + 0.348XY=11.068+0.348X$$

The regression model indicates that the constant coefficient is **11.068**, meaning that when the Omnichannel Marketing variable is equal to zero, the Student Decision variable is expected to have a value of 11.068.

Meanwhile, the regression coefficient of **0.348** indicates that every an increment of one unit in Omnichannel Marketing tends to increase Student Decision by **0.348 units**.

The positive regression coefficient signifies a positive association between the two variables. In other words, the more effective the implementation of omnichannel marketing strategies by Telkom University, the greater the likelihood that students will choose the Digital Marketing Study Program.

Hypothesis Testing (t-Test)

The t-test was performed to examine whether the Omnichannel Marketing variable significantly affects Purchase Decision.

Table 4.8 t-Test Results

Independent Variable	Dependent Variable	t-value	Sig.	Result
Omnichannel Marketing	Purchase Decision	12.959	0.000	Significant Effect

Source: Processed research data using IBM SPSS 21, 2026.

As indicated by the t-test the analysis indings demonstrate that the calculated results, the calculated t-value is **12.959** with a significance value of **0.000**. Given that the p-value is lower than **0.05**, the research hypothesis is accepted.

These The outcomes demonstrate that omnichannel marketing contributes positively and significantly to students' decision-making. to choose the Digital Marketing Study Program at Telkom University. Therefore, the better the integration and consistency of information delivered through various marketing channels, the greater its contribution to students' processes of decision-making

Coefficient of Determination (R²)

The R-squared value amounted to utilized to measure how far Omnichannel Marketing influences Purchase Decision.

Table 4.9 Coefficient of Determination Results

Model	R	R-squared value	Adjusted R Square	Std. Error of the Estimate
1	0.790	0.624	0.621	2.56406

Source: Processed research data using IBM SPSS 21, 2026.

As indicated by the analysis outcomes, the **R Square value is 0.624**. This demonstrates that omnichannel marketing accounts for **62.4%** of the variation in Student Decision.

The empirical results suggest that the effectiveness of omnichannel marketing approaches makes a substantial contribution to influencing students' decisions to choose the Digital Marketing Study Program at Telkom University. Meanwhile, the rest of the **37.6%** is affected by additional factors not incorporated in this research, such as institutional reputation, educational program quality, tuition fees, family recommendations, and other social influences.

Statistical analysis of 103 respondents demonstrates that the implementation of Omnichannel Marketing in the Digital Marketing Study Program at Telkom University positively influences students' purchasing decisions. Based on the normality assessment as determined by the Kolmogorov–Smirnov test results, in which Asymptotic Significance. Sig. (2-tailed) value was **0.200**, demonstrating that the data exhibit a normal distribution. Reliability testing also demonstrated excellent instrument consistency, showing a **Cronbach's Alpha value of 0.946** for both variables.

As shown by the simple linear regression analysis resulted in the formulation of the following regression equation:

$$Y=11.068+0.348XY = 11.068 + 0.348XY=11.068+0.348X$$

The model constant of **11.068** represents the baseline level of student choices and decision-making in the absence of omnichannel marketing strategies, as for the regression coefficient of **0.348** shows that an increase of one unit in Omnichannel Marketing leads to a 0.348- incremental increase in Student Decision.

Partial significance testing revealed **t(101) = 12.959, p = .000**, indicating a statistically significant effect. These findings are further supported as measured by the coefficient of determination value (**R Square = 0.624**), demonstrating that Omnichannel Marketing explains **62.4%** in the variability in students' decisions, whereas the residual **37.6%** is attributable to factors outside the research model.

DISCUSSION

The findings reveal that the integration of marketing channels implemented by Telkom University makes a significant contribution to shaping students' decision-making processes. This positive influence is similar to the results reported by Kurniawan et al. (2023), who argued that omnichannel strategies serve as an important determinant in attracting prospective students within higher education institutions. The unified integration the integration between digital and physical channels enhances customer experience. experienced by students has successfully created a strong perception of value while reducing uncertainty throughout the evaluation of alternatives.

The results obtained from this study also reinforce the theory proposed by Verhoef et al. (2015), which implies that the primary Omnichannel marketing seeks to deliver a consistent and seamless customer experience. The consistency of content and the personalization of information identified in this research have proven effective in addressing prospective students' needs for transparent and reliable information. Compared to the study conducted by Alifa and Saputri

(2022), this research provides additional evidence that the effectiveness of omnichannel strategies is not limited to retail products but is also highly relevant to the higher education service industry, where a advanced level of trust is demanded in the decision-making process.

Furthermore, the findings confirm the arguments presented by Zhang et al. (2024) regarding the importance of **connectivity** and **integration** dimensions in shaping customer experience. For the Digital Marketing Study Program at Telkom University, effective integration across social media platforms, official websites, and instant messaging services has been shown to minimize information barriers. By ensuring that information remains accessible, accurate, and consistent across channels, the institution is able to create a smoother customer journey for prospective students.

Although the results indicate a strong contribution to of Omnichannel marketing and students' decision-making process, the coefficient of determination value of **62.4%** suggests that additional factors continue to play a role. Variables such as institutional reputation, educational costs, and **electronic word of mouth (e-WOM)**, as discussed by Putri and Marlien (2022), remain important supporting factors that contribute to students' final decisions. Consequently, while omnichannel marketing serves as a powerful strategic tool, it should be integrated with broader institutional efforts aimed at strengthening the university's overall attractiveness and credibility.

From a conceptual standpoint, the results contribute as regards the existing literature related to omnichannel marketing by extending its application beyond commercial retail settings into the higher education sector. Previous studies have predominantly focused on consumer purchasing behavior in retail environments, whereas this research demonstrates that the principles of omnichannel integration are equally applicable in educational service contexts. This supports the notion that prospective students increasingly behave like modern consumers, engaging with multiple touchpoints before making enrollment decisions.

From a managerial perspective, the findings emphasize the contribution of maintaining consistency across all communication channels. Universities should ensure that information regarding study programs, admission procedures, tuition fees, scholarships, and campus activities remains synchronized across social media platforms, websites, educational exhibitions, and direct communication channels. Inconsistencies in information may create confusion and reduce trust among prospective students, ultimately affecting enrollment outcomes.

In addition, personalization emerged as an important component of effective omnichannel implementation. Prospective students expect information that is relevant to their interests, academic goals, and career aspirations. Therefore, universities should leverage customer data and digital technologies to deliver personalized communication, thereby enhancing engagement and strengthening relationships with prospective students throughout the consumer decision-making process.

Overall, the model established in this study supports the theory that integrated marketing has become a major factor affecting consumer preferences in the digital era. The success of Telkom University's omnichannel strategy can be attributed to its ability to effectively map the customer journey of prospective students, from the problem-recognition stage to the final enrollment decision. By maintaining consistency, relevance, and accessibility of information at every touchpoint, Telkom University has strengthened its position as a higher education institution capable of adapting to contemporary consumer behavior and the demands of an increasingly digital environment.

CONCLUSION

The present study provides empirical evidence demonstrating such that the effectiveness of Omnichannel Marketing has a favorable and significant influence on students' decisions to choose the Digital Marketing Study Program at Telkom University. Through consistent and seamless integration of communication channels, the institution is able to build trust and provide

a better experience for prospective students throughout their decision-making process. Consequently, this research expands the theoretical understanding of omnichannel strategy implementation from the commercial retail sector to the higher education sector, while also confirming that the synchronization of digital and physical marketing channels is a fundamental factor in addressing the challenges of competition within the educational industry.

The findings further demonstrate that Omnichannel Marketing contributes substantially to students' decision-making processes, as reflected by the determination coefficient of 62.4%. This demonstrates that an integrated marketing approach serves as a key determinant of prospective students' preferences and enrollment decisions. Effective coordination among various communication channels enables educational institutions to provide a more coherent and satisfying customer journey, ultimately enhancing student engagement and confidence in the institution.

However, these findings should be interpreted with consideration of the study's limitations. First, the scope of the research was limited to a single program in a single university context, which constrains the applicability of the results to the broader higher education sector. Second, the coefficient of determination indicates that 37.6% in the variance in student decisions is explained by determinants not incorporated into the model. Variables such as brand image, educational costs, institutional reputation, and social influences continue to play important roles that are not fully represented within this study.

Therefore, Omnichannel Marketing should be viewed as an integral component of a comprehensive marketing strategy rather than as a standalone factor determining prospective students' decisions. Educational institutions need to combine omnichannel strategies with other initiatives that enhance institutional value, reputation, and service quality in order to achieve sustainable competitive advantages.

Recommendations

From the results generated by this research, several recommendations are suggested for proposed for both practitioners and future researchers.

Practical Recommendations

For Telkom University, it is recommended to continuously optimize digital communication channels, particularly those that facilitate real-time and interactive engagement with prospective students. Enhancing responsiveness across communication platforms can strengthen personalized interactions and improve prospective students' overall experiences during the stages involving information search and purchase decision-making.

The study program should also ensure that information delivered across all communication channels remains consistent and up-to-date. Messages disseminated through social media platforms, official websites, admission portals, educational exhibitions, and direct communication services should be aligned to minimize confusion and prevent misinformation that could negatively affect the institution's reputation.

In addition, the university is encouraged to increase the use of interactive and personalized content, such as webinars, virtual campus tours, live question-and-answer sessions, and targeted communication campaigns. Such initiatives can help prospective students better understand the value proposition of the study program while fostering stronger emotional connections with the institution.

Recommendations for Future Research

Future researchers are encouraged to broaden the coverage of the conceptual model developed by integrating other variables, such as institutional reputation, brand image, electronic word-of-mouth (e-WOM), service quality and social influence. Including these factors may

provide a more a thorough understanding of the customer journey experienced by prospective students.

Moreover, it is advisable for future research to expand the research setting to include multiple universities and study programs to improve the applicability of the findings to broader contexts. Comparative studies across various educational institutions may reveal unique patterns and provide broader insights into the effectiveness of omnichannel marketing strategies in higher education.

Finally, the use of a mixed-methods framework that blends quantitative analysis with qualitative interview data, is highly recommended. Such an approach would enable researchers to gain richer insights into prospective students' perceptions, experiences, and motivations when interacting with various marketing channels provided by universities. This deeper understanding can assist in the development of improved and more successful student-centered omnichannel marketing approaches for future implementation.

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