

The Influence of Service Excellence, Customer Experience, and Social Media Marketing on Purchase Decisions: A Case Study at CV. Bali Stars Promosindo, Ubud Branch

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Article Info:

Abstract

Keywords:

Customer Experience;
Purchasing Decisions;
Service Excellence;
Social Media Marketing;
Marketing Strategies;

Article History:

Received : 21-07-2025
Revised : 28-08-2025
Accepted : 12-09-2025

Article DOI :

<http://dx.doi.org/>

This study aims to examine the influence of service excellence, customer experience, and social media marketing on purchasing decisions. This study was conducted at CV Bali Stars Promosindo Ubud Branch. The design used is quantitative research that is descriptive and causal associative. The population used is all customers who have made transactions at CV Bali Stars Promosindo Ubud Branch. The sampling technique used non-random sampling with a purposive sampling method, so that 96 people were used. This study uses quantitative data types with primary and secondary data sources. Data collection methods use observation, interviews, documentation studies and questionnaires. Data processing uses the SPSS program version 25 for Windows. Data analysis uses instrument tests, classical assumption tests, multiple linear regression analysis, determination analysis, F-tests and t-tests. The results of the study indicate that (1) Service excellence, customer experience, and social media marketing simultaneously have a positive and significant effect on purchasing decisions, (2) Service excellence has a positive and significant effect partially on purchasing decisions, (3) Customer experience has a positive and significant effect partially on purchasing decisions and (4) Social media marketing has a positive and significant effect partially on purchasing decisions.

How to cite : Rahmawati, I. G. A. V., Sudiyani, N. N., & Sumartana, I. M. (2025). The Influence of Service Excellence, Customer Experience, and Social Media Marketing on Purchase Decisions: A Case Study at CV Bali Stars Promosindo, Ubud Branch. *Countable (Contemporary Business and Sustainability Science)*, 2(2). <https://ejournal.masyarakatjurnal.or.id/index.php/countable/article/view/45>



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INTRODUCTION

Business competition has intensified markedly in the current era. In the digital age, companies are required to deliver satisfying service, create memorable customer experiences, and implement effective digital marketing strategies. Businesses are competing to survive and to outperform rivals by improving service quality to influence consumer purchasing decisions.

A purchase decision is a process involving affective, cognitive, and behavioural attitudes influenced by environmental factors and exchange interactions. Understanding purchase decisions enables companies to design more effective and targeted marketing strategies. Responsive and helpful customer service increases consumer comfort and perceived value during purchase activities. Likewise, precise and effective marketing strategies are essential to attract prospective customers. Therefore, influencing consumers' purchase decisions is crucial, especially in competitive industries such as digital printing.

CV Bali Stars Promosindo operates in digital printing, offering accessible printing services for individuals, small businesses, and organizations without large investments. The company also provides product customization options—brochures, posters, and custom merchandise meeting various promotional needs. CV Bali Stars Promosindo currently has 19 branches across Bali, Lombok, and Banyuwangi. The Ubud branch is located at Jl. Cok Rai Puduk, Mas, Ubud, Gianyar. Recently, the Ubud branch has shown unfavorable sales trends: difficulty meeting monthly sales targets, insignificant growth in new customers, and underperforming marketing strategies. Proper strategies can significantly influence consumer purchase decisions and boost sales.

Service excellence consistent, high-quality service—can stimulate purchase decisions and foster customer loyalty. A preliminary survey of 50 customers at the Ubud branch indicated several service-related issues: 42% reported waiting areas are not comfortable; 62% felt employees do not prioritize promotional needs; 42% found production processes slow; 46% considered product reliability insufficient; and 48% said the products do not fully guarantee consumer needs. Customer experience (CX) goes beyond mere intent to purchase: it encompasses the company's internal and external conditions that shape customers' perceptions and memories, which in turn affect subsequent purchase decisions (Ratnawili et al., 2021). The preliminary survey showed: 34% reported unclear product information; 46% felt products did not deliver satisfaction; 48% stated the final product appearance failed to attract buyers; 44% said products did not evoke customer delight; and 52% said products were not accessible to all social groups.

Social media marketing (SMM) is defined as the use of social platforms for marketing activities, influencing promotional processes and personal engagement through online channels (Song & Jo, 2023). The preliminary survey results regarding SMM at the Ubud branch indicated: 62% said social media content (Instagram, Facebook, TikTok) fails to attract visitors (low views/likes); 56% reported product results are not consistently posted; 52% perceived weak interaction between the brand and consumers on social platforms; and 54% noted the branch lacked a marketplace presence (e.g., Shopee), using only social accounts.

Prior studies show mixed results: some find service excellence positively influences purchase decisions Hanafi (2024); Sumolang (2013), while others find weak or non-significant effects (Ferdyasah, 2024; Malik et al., 2022). Studies on CX and SMM also show varied outcomes. These inconsistencies motivate this study titled “The Influence of Service Excellence, Customer Experience, and Social Media Marketing on Purchase Decisions: A Case Study at CV Bali Stars Promosindo — Ubud Branch.”

LITERATURE REVIEW

Simultaneous Influence of Service Excellence, Customer Experience, and Social Media Marketing on Purchase Decision

Effective service excellence can positively impact customers and trigger purchasing behavior and loyalty. Customer experience is crafted by management to stimulate customers through attention and service, creating memories that influence future purchase decisions (Ratnawili et al., 2021). Social media marketing offers promotional channels that can personally engage consumers and facilitate purchase decisions. Thus, we propose:

H1: Service Excellence, Customer Experience, and Social Media Marketing simultaneously have a positive and significant effect on Purchase Decision.

Effect of Service Excellence on Purchase Decision
Service excellence refers to sincere service efforts that meet customers' needs, ensuring satisfaction and loyalty. Higher service quality can stimulate purchase decisions (Hanafi, 2024).

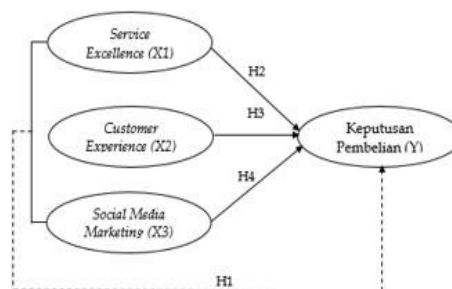
H2: Service Excellence has a positive and significant partial effect on Purchase Decision.

Effect of Customer Experience on Purchase Decision
Customer experience refers to personal impressions formed from company stimuli. Better customer experiences can increase purchase decisions (Nurfauzan, 2022).

H3: Customer Experience has a positive and significant partial effect on Purchase Decision.

Effect of Social Media Marketing on Purchase Decision
Social media marketing is a key tool for firms to accelerate promotion and facilitate consumer purchase decisions. Prior research shows SMM can positively influence purchasing decisions (Anggasta & Suhendah, 2020).

H4: Social Media Marketing has a positive and significant partial effect on Purchase Decision.



Sumber: kajian teori dan penelitian sebelumnya (2024)

Keterangan:
-----> Pengaruh secara simultan
-----> Pengaruh secara parsial

Gambar 1
Kerangka Konseptual Penelitian Pengaruh Service Excellence Customer Experience dan Social Media Marketing terhadap Keputusan Pembelian

RESEARCH METHODS

This quantitative associative study was conducted at CV Bali Stars Promosindo (Ubud Branch). The population consisted of all customers who had transacted at the branch. Non-random purposive sampling was used, resulting in 96 respondents. Data sources included primary and secondary data; data types were qualitative and quantitative. Data collection methods consisted of observation, interviews, questionnaires, documentation, and literature review. Collected data were analyzed using multiple linear regression with SPSS version 25 for Windows. Tests included instrument validity and reliability, classical assumption tests, multiple regression, coefficient of determination, F-test, and t-test.

RESULT

When conducting the process of distributing questionnaires to respondents who directly provide their involvement or participation, it is necessary to pay attention to conducting validity and reliability tests, which are part of the implementation of researcher instrument testing intended to ensure that the data or information obtained by the researcher is accurate and trustworthy. In this research, instrument testing is supported by the IBM SPSS Statistics application. The test results are summarized in Table 1.

Tabel 1
Hasil Uji Validitas dan Reliabilitas Instrumen.

Variabel	Validitas		Reliabilitas	
	Koefisien Korelasi	Ket	Cronbach's Alpha	Ket
<i>Service Excellence (X₁)</i>	>0,30	Valid	0,926	Reliabel
<i>Customer Experience (X₂)</i>	>0,30	Valid	0,895	Reliabel
<i>Social Media Marketing (X₃)</i>	>0,30	Valid	0,896	Reliabel
<i>Keputusan Pembelian (Y)</i>	>0,30	Valid	0,924	Reliabel

Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 6)

Referring to the data in Table 1, the assessment indicates that the results of the validity test show that the data represent constructs capable of producing strong measurements. Therefore, the data are considered valid, as evidenced by the correlation coefficient values being greater than 0.30. The reliability test results further conclude that all variables used in this study demonstrate Cronbach's Alpha values exceeding 0.60, indicating that the data obtained are reliable.

Classical Assumption Test

In this research series, it is generally explained that the collected data must undergo data processing using classical assumption analysis techniques before proceeding to the multiple linear regression analysis stage, which includes several types of tests. In this study, the instrument testing was supported by the IBM SPSS Statistics Version 25 application. The results of these tests are summarized in several tables.

Tabel 2
Hasil Uji Normalitas

<i>One-Sample Kolgomorov-Smirnov Test</i>	
	<i>Unstandardized Residual</i>
N	96
Kolmogorov-Smirnov Z	0,074
Asymp. Sig. (2-tailed)	0,200

Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 7)

Referring to the data in Table 2, the results of the normality test using the Kolmogorov-Smirnov test indicate that the Kolmogorov-Smirnov Test Statistic value reached 0.133, supported by a significance value of 0.163. Since the obtained significance value is greater than 0.05, it can be concluded that the data tested by the researcher are normally distributed. The results of the multicollinearity test are presented in Table 3.

Tabel 3
Hasil Uji Multikolinearitas

<i>Model</i>	<i>Collinearity Statistics</i>		Keterangan
	<i>Tolerance</i>	<i>VIF</i>	
<i>Service Excellence (X₁)</i>	0,339	2,948	Bebas Multikolinearitas
<i>Customer Experience (X₂)</i>	0,371	2,696	Bebas Multikolinearitas
<i>Social Media Marketing (X₃)</i>	0,319	3,134	Bebas Multikolinearitas

Dependent Variable: Keputusan Pembelian (Y)
Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 7)

Referring to the data in Table 3, it can be seen that the VIF values for each independent variable do not exceed 10, and the tolerance values are greater than 0.10. This indicates that the correlation among the independent variables is relatively weak. Therefore, it can be concluded that there is no indication of multicollinearity in this linear regression model. The results of the heteroscedasticity test are presented in Table 4.

Tabel 4
Hasil Uji Heterokedastisitas

<i>Model</i>	<i>Sig.</i>	Keterangan
<i>Service Excellence (X₁)</i>	0,246	Bebas Heterokesdastisitas
<i>Customer Experience (X₂)</i>	0,675	Bebas Heterokesdastisitas
<i>Social Media Marketing (X₃)</i>	0,696	Bebas Heterokesdastisitas

Dependent Variable: Keputusan Pembelian (Y)
Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 7)

Referring to Table 5, it can be seen that the significance values produced by all independent variables clearly show that the absolute residuals (ABS) > 0.05. These results provide evidence that the data do not exhibit any symptoms or indications of heteroscedasticity.

Multiple Linear Regression Analysis

In this stage, the researchers decided to conduct a study with the aim of testing and analyzing the relationship caused or influenced by the effects of the independent variables (X) directly on the dependent variable (Y). The results of this analysis are summarized in Table 5.

Tabel 5
Hasil Analisis Regresi Linier Berganda

Coefficients^a					
<i>Model</i>		<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Beta</i>		
1	<i>(Constant)</i>	3,102		2,154	0,034
	<i>Service Excellence (X₁)</i>	0,240	0,243	2,369	0,020
	<i>Customer Experience (X₂)</i>	0,230	0,208	2,120	0,037
	<i>Social Media Marketing (X₃)</i>	0,500	0,437	4,127	0,000

Dependent Variable: Keputusan Pembelian (Y)

Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 8)

Referring to the data presented in Table 6, the regression equation obtained in this study is:

$Y = 3.102 + 0.240 X_1 + 0.230 X_2 + 0.500 X_3$, The explanation of this regression equation is as follows:

1. $a = 3.102$, Based on statistical calculations, the constant value of 3.102 indicates that when all independent variables (X) are assumed to be constant or have a value of zero (no change), the dependent variable (Y) will remain at a constant value of 3.102.
2. $\beta_1 = 0.240$, The statistical results show a **positive effect between Service Excellence (X₁) and Purchase Decision (Y) with a coefficient value of 0.240. This means that every one-unit increase in Service Excellence (X₁) will automatically lead to an increase of 0.240 in Purchase Decision (Y), assuming other variables remain unchanged.
3. $\beta_2 = 0.230$, The statistical results also indicate a positive effect between Customer Experience (X₂) and Purchase Decision (Y) with a coefficient value of 0.230. This means that every one-unit increase in Customer Experience (X₂) will automatically result in an increase of 0.230 in Purchase Decision (Y), assuming other variables remain unchanged.
4. $\beta_3 = 0.500$, The statistical results further demonstrate a positive effect between Social Media Marketing (X₃) and Purchase Decision (Y) with a coefficient value of 0.500. This means that every one-unit increase in Social Media Marketing (X₃) will automatically lead to an increase of 0.500 in Purchase Decision (Y), assuming other variables remain unchanged.

Coefficient of Determination (R²) Analysis

The coefficient of determination (R²) ranges between 0 and 1. If the Adjusted R-Squared value is low, it indicates that the independent variables (X) are not able to effectively explain the variations in the dependent variable (Y). The results of this analysis are presented in Table 6.

Tabel 6
Uji Koefisien Determinasi
Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0,819 ^a	0,671	0,661	2,405

Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 9)

In Table 6, the coefficient of determination produces a value of 0.661. This demonstrates that 66.1% of the variation in Purchase Decision (Y) can be explained by the variables Service Excellence (X_1), Customer Experience (X_2), and Social Media Marketing (X_3). Meanwhile, the remaining 33.9% is influenced by other variables not included in this study.

F-Test (Simultaneous Test)

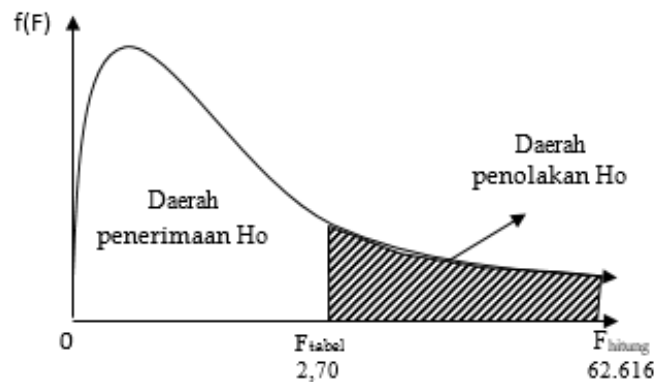
The simultaneous test (F-test) in this study was used by the researchers to determine the extent of the joint influence of Service Excellence (X_1), Customer Experience (X_2), and Social Media Marketing (X_3) on Purchase Decision (Y). The results of this test are summarized in Table 7.

Tabel 7
Hasil Uji F (Simultan)

Coefficients ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1086,745	3	362,248	62,616	0,000 ^b
Residual	532,244	92	5,785		
Total	1618,990	95			

Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025 (Lampiran 10)

Gambar 2
Daerah Penolakan dan Penerimaan H_0 Secara Simultan (Uji F)



Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2025

Referring to the data in Table 7 and Figure 2, the analysis results show a significance value (sig.) of $0.000 < 0.05$, supported by the calculated F-value (F-count) of $62.616 > F$ -table value of 2.70. These results indicate that H_0 is rejected and H_1 is accepted. This finding provides evidence that service excellence, customer experience, and social media marketing have a positive and significant simultaneous influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. Therefore, the previously proposed hypothesis has been proven to be true.

t-Test (Partial Test)

The t-test in this study was used by the researchers to determine the extent of the partial influence of the variables service excellence (X_1), customer experience (X_2), and social

media marketing (X_3) on purchase decision (Y). The results of this test are summarized in Table 8.

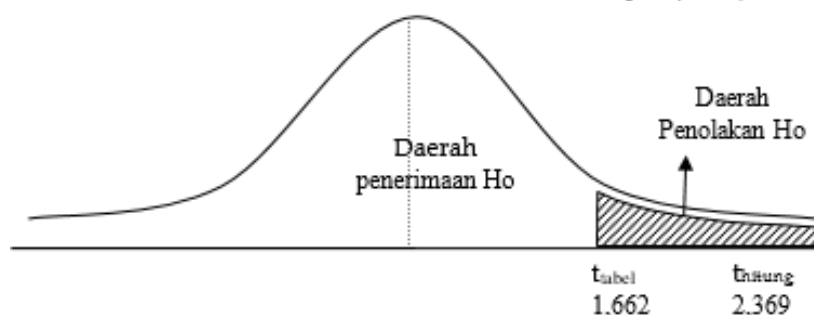
Tabel 8
Hasil Analisis Statistik Uji t

		Coefficients ^a				
		Unstandardized Coefficients	Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,102	1,440		2,154	0,034
	Service Excellence (X_1)	0,240	0,101	0,243	2,369	0,020
	Customer Experience (X_2)	0,230	0,108	0,208	2,120	0,037
	Social Media Marketing (X_3)	0,500	0,121	0,437	4,127	0,000

Dependent Variable: Keputusan Pembelian (Y)

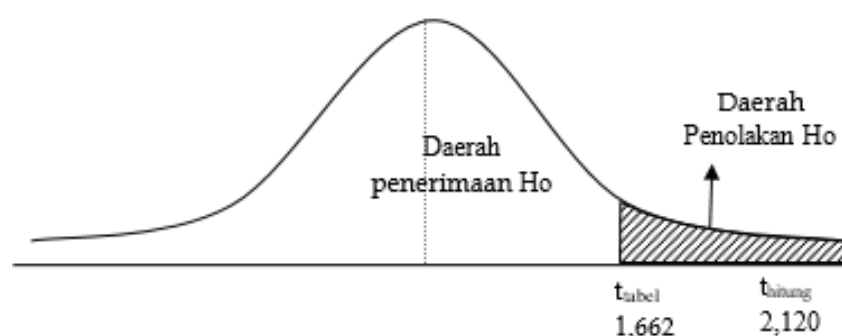
Sumber : Peneliti, data diolah (SPSS 25 for Windows), 2024 (Lampiran 10)

Gambar 3
Daerah Penerimaan dan Penolakan H_0 Uji t (t_1 -test)



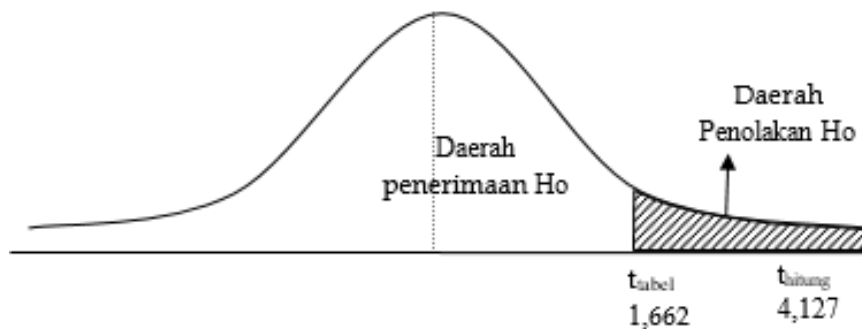
Sumber: Peneliti, data diolah (SPSS 25 for Windows), 2025

Gambar 4
Daerah Penerimaan dan Penolakan H_0 Uji t (t_2 -test)



Sumber: Peneliti, data diolah (SPSS 25 for Windows), 2025

Gambar 5
Daerah Penerimaan dan Penolakan H_0 Uji t (t_3 -test)



Sumber: Peneliti, data diolah (SPSS 25 for Windows), 2025

Referring to the data in Table 8 and Figure 3, the analysis results show a significance value (sig.) of $0.020 < 0.05$, supported by a calculated t-value (t-count) of $2.369 > t$ -table value of 1.662. These results indicate that H_0 is rejected and H_2 is accepted. This finding provides evidence that service excellence has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This means that the higher the level of service excellence received by customers, the higher the level of purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. Therefore, an increase in the level of service excellence ultimately supports purchase decision-making. Hence, the previously proposed hypothesis has been proven to be true. Referring to the data in Table 8 and Figure 4, the analysis results show a significance value (sig.) of $0.037 < 0.05$, supported by a calculated t-value (t-count) of $2.120 > t$ -table value of 1.662. These results indicate that H_0 is rejected and H_3 is accepted. This finding provides evidence that customer experience has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This means that the better the customer experience received by customers, the higher the level of purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. Therefore, an increase in the level of customer experience ultimately supports purchase decision-making. Hence, the previously proposed hypothesis has been proven to be true.

Referring to the data in Table 8 and Figure 5, the analysis results show a significance value (sig.) of $0.000 < 0.05$, supported by a calculated t-value (t-count) of $4.127 > t$ -table value of 1.662. These results indicate that H_0 is rejected and H_4 is accepted. This finding provides evidence that social media marketing has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This means that the better the social media marketing perceived by customers, the higher the level of purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. Therefore, an increase in the level of social media marketing ultimately supports purchase decision-making. Hence, the previously proposed hypothesis has been proven to be true.

Discussion

The Simultaneous Influence of Service Excellence, Customer Experience, and Social Media Marketing on Purchase Decisions

Based on the analysis results obtained, service excellence, customer experience, and social media marketing together have a positive and significant simultaneous influence

on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. Therefore, the previously proposed hypothesis has been proven to be true. In this context, service performance can be optimally assessed when it has a positive impact on consumers, ultimately leading to actions such as purchasing decisions or continued use of a product, resulting in customer loyalty. Service excellence is a key factor in determining a company's success. Furthermore, customer experience is viewed as a design created by company management as an effort to stimulate and engage customers through attention and care, which in turn builds experiences and memories of the services received. These experiences become the basis for future purchase decisions (Ratnawili et al., 2021). Thus, it can be explained that product purchase decisions are directly influenced by aspects that include service excellence, customer experience, and social media marketing.

The Partial Influence of Service Excellence on Purchase Decisions

Based on the analysis results obtained, service excellence has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This indicates that the higher the level of service excellence received by customers, the higher their purchase decision level. Therefore, an increase in service excellence ultimately supports purchase decisions, and the previously proposed hypothesis has been proven to be true. Service excellence represents the company's genuine attention to customers by providing various services that meet their desires and needs, ensuring satisfaction, and fostering customer loyalty (Hanafi, 2024). When optimal service excellence is provided, the company effectively stimulates customers to make purchasing decisions. This is reinforced by Hanafi (2024) who found that service excellence has a significant influence on purchase decisions. Higher service quality leads to a stronger positive impact on purchase decisions.

The Partial Influence of Customer Experience on Purchase Decisions

Based on the analysis results obtained, customer experience has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This means that the better the customer experience received by customers, the higher their level of purchase decision. Therefore, an increase in customer experience ultimately supports purchase decisions, and the previously proposed hypothesis has been proven to be true.

Customer experience is defined as the impression or personal event experienced as a response to certain stimuli. It is a strategic design by company management to engage and attract customer attention, resulting in lasting memories and experiences that influence future purchasing behavior (Ratnawili et al., 2021). This aligns with Nurfauzan (2022) who found that customer experience has a positive and significant effect on purchase decisions. The better the experience perceived by consumers, the more likely it is to increase subsequent purchase decisions.

The Partial Influence of Social Media Marketing on Purchase Decisions

Based on the analysis results obtained, social media marketing has a positive and significant partial influence on purchase decisions for products at CV Bali Stars Promosindo, Ubud Branch. This means that the better the social media marketing experienced by customers, the higher their level of purchase decision. Therefore, an

increase in social media marketing ultimately supports purchase decisions, and the previously proposed hypothesis has been proven to be true. The use of social media marketing is considered a strategic focus for companies to facilitate and accelerate marketing activities in introducing their products to consumers, helping customers make purchasing decisions. Social media marketing refers to marketing practices that utilize specific social media platforms. It can influence the process by which marketers personally engage in promotional activities through online social media channels. This is supported by Anggasta & Suhendah (2020), who found that social media marketing has a positive and significant effect on product purchase decisions at Uniqlo in DKI Jakarta.

CONCLUSION

Based on the discussion presented, the conclusions of this study are as follows:

- a. Service excellence, customer experience, and social media marketing jointly have a positive and significant simultaneous effect on purchase decisions.
 - b. Service excellence has a positive and significant partial effect on purchase decisions.
 - c. Customer experience has a positive and significant partial effect on purchase decisions.
- Social media marketing has a positive and significant partial effect on purchase decisions.

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