

The Level Analysis Of Online and Offline Marketing Strategies In Influencing In Purchasing Decisions

Diva Rosyidatunnuha¹, Hendri Hermawan Adinugraha², Muhammad Shulthoni³, Drajat Stiawan⁴, Hery Cahya S⁵

^{1,2,3,4} UIN K.H. Abdurrahman Wahid Pekalongan, Indonesia

⁵ Restoran Ringer Hut, Jepang

Email: divarosyidatunnuha@mhs.uingusdur.ac.id

ABSTRAK: Penelitian ini bertujuan untuk mengetahui perpaduan strategi pemasaran secara online dan offline terhadap keputusan pembelian konsumen. Penggunaan strategi pemasaran secara online dan offline telah menjadi fokus utama bagi perusahaan dalam upaya mereka untuk memengaruhi keputusan pembelian konsumen. Dalam lingkungan yang semakin terhubung secara digital, perusahaan berusaha untuk memanfaatkan kedua saluran ini untuk mencapai konsumen yang lebih luas dan meningkatkan pasar. Jenis penelitian ini adalah penelitian kualitatif deskriptif. Dalam metode pengumpulan data dengan kepustakaan literatur, peneliti menggunakan sumber-sumber tertulis seperti buku, jurnal ilmiah, artikel, dan dokumen lainnya sebagai basis untuk mendapatkan informasi yang relevan dengan topik penelitian. Tujuan penelitian topik permasalahan yang diangkat saat ini adalah mengetahui perpaduan strategi pemasaran online dan offline pada perusahaan. Penelitian ini akan memberikan keuntungan bagi orang banyak agar mendapatkan pengetahuan strategi terbaik berdasarkan kajian teori yang ada.

Kata kunci: Strategi Pemasaran, E-Commerce, Offline

ABSTRACT: This study aims to determine the combination of online and offline marketing strategies on consumer purchasing decisions. The use of online and offline marketing strategies has become a major focus for companies in their efforts to influence consumer purchasing decisions. In an increasingly digitally connected environment, companies are trying to utilize these two channels to reach a wider range of consumers and increase the market. This type of research is descriptive qualitative research, in the method of collecting data with literature, researchers use written sources such as books, scientific journals, articles, and other documents as a basis for obtaining information relevant to the research topic. The purpose of research on the topic of the problem raised today is to find out the combination of online and offline marketing strategies in the company. This research will benefit many people in order to gain knowledge of the best strategies based on existing theoretical studies

Keywords: Marketing Strategy, E-Commerce, Offline

1. INTRODUCTION

The lifestyle of today's society is starting to change to become more modern and follow the trend of lifestyle, culture, mindset, needs and desires changing with the development of technology. Therefore, many business people use social media / internet to market products through internet media because by following the development of technology and the practical and increasingly modern lifestyle of the community (Beta, 2019) Business development seems to be growing fast and moving. This can be seen from the rise of new business actors. The development of information and communication technology has also had a major impact on purchasing company (Indra Santoso & Fatchurrohman, 2022)

Online and offline marketing are two different yet complementary approaches to influencing consumer purchasing decisions. Traditionally, offline marketing includes methods such as advertising in print, television, and radio, and direct marketing such as trade shows and product catalogs. On the other hand, online marketing involves strategies such as digital advertising, marketing through social media, and search engine optimization. For example, if you need Domain Hosting for website purposes. After that, you will start browsing about the best Indonesian domain hosting providers from various sources. will start comparing the advantages and disadvantages of one provider to another in terms of features, services, specifications, support, prices, etc. If you have found the best domain hosting, you can immediately pay for it with a direct transfer system to the provider company (Rachmadi Tri, 2020).

Success is influenced by the marketing of its products to attract consumers to make purchases, so the company implements an appropriate marketing strategy by the state of the market and competitors faced (Widayati, 2018). By doing this strategy, will attract consumers to buy the product. Companies must know the wants and needs of consumers so that they have a good image. Marketing management strategy is considered an important component that can control the success of product acceptance to the wider community, but many still consider it trivial. Lack of attention from MSME players related to marketing strategies can cause many MSME businesses to falter, especially in difficult times. Even though the quality of the products produced is good, if a product cannot be marketed properly, it will not produce selling value for the product (Batubara, 2022).

A phenomenon based on current consumer behavior is the comparison of shopping online and offline. The existence of online consumer behavior is due to product selection as well as accessibility and convenience. In addition, it is also due to the ease of use/availability of a 24-hour website that can be accessed anytime and anywhere (Kemarauwana & Chotim, n.d.). According to Makplus insight data, there are 204.7 million internet users in Indonesia (koransindo.com). In addition to Online marketing, the review of price is also increasingly important, because each price set by the company will result in a different level of demand for the product. In most cases, usually demand and price are inversely proportional, i.e. the higher the price, the lower the demand for the product. Vice versa, the lower the price, the higher the demand for the product (Ritonga et al., 2024).

Nowadays, many young people are competing to buy new housing for their own future. Moreover, the population in Indonesia is increasing every year, making many business people appear. Many offer their products at affordable prices with good quality. The influence of digital marketing and offline marketing plays an important role in carrying out the marketing process to increase product excellence among the public and can increase product sales by companies (Arischa & Pudjihastuti, 2023). according to Markplus Insight data, there are 70 million internet users in Indonesia (www.databoks.go.id) In Indonesia, there are also many people who have run startup companies in various sectors. The rise of internet-based businesses can be seen from data from the Creative Economy Agency (Bekraf) which states that over the past year, there were 1,600 startup companies in the country. Other data released by startupranking.com also shows that Indonesia is the fourth country with the highest number of startups in the world after the United States which has 28,704 startups, then India (4,634) and the United Kingdom (2,955) (www.kominfo.go.id).

With the development of digital technology online marketing is becoming increasingly dominant. Online shopping has many advantages that can be felt by its use.

First, it saves time so buyers are not directly buying the brand. Second, the buyer does not need to leave the house just waiting for the order to come. Third, buyers can compare prices from one store and another. Fourth, buyers can order within 24 hours. But besides the advantages there are also disadvantages such as after the purchase there is a time lag to wait for the order to reach the buyer. With all the advantages and disadvantages of online purchases, the growth of online shops shows a positive direction marked by the many shopping sites that exist today such as bukalapak.com, lazada, tokopedia, OLX, and Slovenia. These e-commerce sites are the five best shopping sites in Indonesia. with some of the advantages and disadvantages of online shopping, it is not surprising that the trend of people shopping online is getting higher (www.ojk.go.id). Shoppers who use smartphones, search for prices with price comparisons, product information, and customer reviews on traditional and online websites and apps before making a purchase decision. Products such as electronics, home appliances, sporting goods, clothing, shoes, books, and furniture, are 'non-digital' in nature (Mitra, 2022).

High customer decisions can result in high sales volumes so that the profits that the company will get are higher. For the company to achieve a high long-term, the company must take into account consumer purchasing decisions for these goods or services. If the company can influence consumers to make purchasing decisions and can analyze the best online and offline marketing strategies, the company can be superior in competition and can also benefit the company itself. One of the strategies used by companies to offer their products and attract consumer interest in these products is through advertising. As the economy grows, the role of advertising becomes very important because potential consumers will pay attention to the advertisements of the products they will buy (Fikri & Sahdandi, 2021) In addition, there is also a strategy for combining online and offline methods. Online methods by utilizing social media while offline with print media as promotional media. The media is to support the place and food to be known by many people. An attractive place to take pictures can also be used for promotion, when visitors upload the photo to social media, many will visit for fun photos which will be widely recognized by the public. To achieve customer satisfaction, what must be considered is good service and product quality so that consumers will feel satisfied visiting the place.

To be successful in using e-commerce, businesses must be able to find ways to gain customer satisfaction, loyalty, and good relationships with consumers online (Subawa & Budiadnyana, 2021). it is important for them to have a balanced marketing strategy between online and offline, combining the strengths of both to effectively influence consumer purchasing decisions. This requires a deep understanding of the target audience, as well as the ability to measure and evaluate campaign performance continuously to optimize the overall marketing strategy. Based on this background, researchers are motivated to discuss and examine the effect of offline marketing and online marketing strategies on consumer purchase satisfaction with the aim and purpose of researching the topic of the problem raised at this time is to find problems and solutions to problems. this research will benefit many people in order to get the best solution based on existing theoretical studies and the solutions found can help companies in implementing these solutions. So researchers are interested in discussing the title "The Influence of Offline Marketing and online marketing strategies on consumer purchase satisfaction".

2. METHOD

2.1 Research Type

This type of research is descriptive qualitative research, namely data collected in the form of words, and pictures, not numbers. According to Bogdan and Taylor, as quoted by Lexy J. Moleong, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Meanwhile, descriptive research is a form of research aimed at describing or describing existing phenomena, both natural and human-made phenomena. The purpose of descriptive research is to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or area. This research is used to find out how online marketing and offline marketing strategies affect consumer purchasing decisions (Moleong, 2000).

2.2 Data Source

In research using secondary data, the narrative begins with an explanation of the data sources used. Secondary data is obtained from pre-existing sources, secondary data is data obtained or collected by people who conduct research from existing sources (Iqbal, 2002). This data is used to support information that has been obtained, namely from library materials, literature, previous research, books, and so on.

2.3 Data Collection Methods

In the literature-based data collection method, researchers use written sources such as books, scientific journals, articles, and other documents as a basis for obtaining information relevant to the research topic. It starts with an explanation of the research objectives and research questions to be answered. Then, the researcher searched relevant literature through various sources, both online and offline.

2.4 Technical Data Analysis

Collecting the appropriate literature, the researcher then analyzes, synthesizes, and interprets the information from the literature to support the arguments and findings in the research. The advantage of this method is that it can access extensive and in-depth information without the need to conduct primary data collection, but it is important to ensure the accuracy and novelty of the information used. The analysis method uses content analysis and descriptive analysis. Literature materials obtained from various references were analyzed critically and in-depth to support the propositions and ideas.

3. RESULT AND DISCUSSION

3.1 Marketing Strategy Concept

In a narrow sense, marketing is just selling and advertising. Buchori and Djaslim in Khoerunnisa (2020) Marketing is an overall system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy desires and achieve target markets and company goals. Marketing is a process of activities from producers to consumer hands. All of these objectives are related to the market where producers who bring goods will meet consumers who need them. This is where marketing activities are carried out and these marketing activities include marketing strategies. good companies, the ways that companies do and when these activities are carried out (D.F. & W.H., 2021)

Kotler and Keller (H.M, 2019) argues that the essence of marketing is to satisfy the needs and wants of consumers. Delivering customer value to generate profit is the goal of the business. According to Assauri (2013: 15), "Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to

time, at all levels and references and allocations, especially the company's response to the ever-changing environment and competitive conditions." Based on this definition, the author can conclude that finding the needs and needs of customers that are still not being met, measuring, and calculating market size and profit potential, identifying and determining market segments to satisfy, and designing, improving, and marketing appropriate products is called a marketing strategy.

According to the concept of marketing, the purpose of the business can be realized if the business entity can provide satisfaction for customers. Where the satisfaction is realized when the customer's wishes are felt to have been able to be fulfilled through integrated marketing activities. So there are several core aspects to the marketing concept, namely oriented to consumer needs, consumer satisfaction, integrated marketing activities, and the goals of the business entity (Musyawarah & Idayanti, 2022).

Marketing strategy is a very important thing. In sparking new ideas, the determination of marketing strategies must be based on market conditions so for this it is necessary to have tactics that are carried out, of course, by assessing the company's position in the market. To achieve goals in a company, certain steps are also needed. For example, a company that wants to sell its goods or services to customers requires the right steps. Outside the company, there are already many competitors waiting, ranging from small to high-class competitors. According to Kotler and Keller in Khoerunnisa, (2020) Marketers use several tools to elicit desired responses from their target markets. These tools form a marketing mix. A marketing mix is a set of marketing tools that a company uses to continuously achieve its marketing objectives in the target market. The four marketing mixes are product, price, place, and promotion (Pratiwi, 2011)

Based on research by Khoirotul Faizah, (2018) titled "Marketing Strategy for Clothing Products With Online and Offline Systems at Bibishop Wholesale Stores Nganjuk (Comparative Study)" the results of the research say that the marketing strategy carried out by Bibishop is the ready stock of various goods, affordable prices, face to face promotion and distribution. Meanwhile, bibishop's online system marketing strategy is the completeness of goods that vary, social utilization. varied, social utilization. media and focusing on applications, affordable prices, and distribution through intermediaries. There are similarities and differences in marketing strategies carried out by Bibishop's online and offline between online and offline systems.

Based on research by Rokhilawati & Sholihah, (2016) titled "Analysis of Online and Offline Marketing Strategies at Labana Artshop Craft Shop Reviewed from a Sharia Perspective," the results of the research say that online and offline marketing strategies at Labana Artshop Craft Shop using 9P elements which include: Product, Price, Place, Promotion, People, Process, Physical Evidence, Promise, and Patience.

3.2 Online And Offline Marketing

Online Marketing Strategy

Many experts define this marketing, There is a definition of marketing, including Philip Kotler, explaining marketing as a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value to other parties. Meanwhile, according to W. Stanton, marketing is the whole of business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of buyers and potential buyers (Wandanaya, 2012).

The potential commercial gains from the Internet every year are huge. Digital promotion is a very innovative thought. Any product promoted through the campaign net becomes very economical (Ulfah, 2021). Increasingly fierce business competition requires companies to continue to survive and brakeman more effectively and efficiently.

Therefore, marketers need to understand the key issues in their field and develop strategies to achieve the company's goals and objectives (Islam et al., 2020). Online marketing and its new forms provide wider coverage, which can better spread advertising to a wider audience (Krizanova et al., 2019). The development of the Internet has also affected economic development. All kinds of buying and selling transactions that can only be done face-to-face or by phone and mail are now easier because they are done via the Internet (Kurniawati & Arifin, 2015).

One of the strategies carried out is promotion, which is one of the elements of the marketing mix, namely as an intermediary for communication between producers and consumers. The company's promotional activities have also changed, many companies have switched from promotional activities through print and electronic media to promotional activities via the Internet, one of which is social media. Social media such as Facebook, Twitter, and YouTube are now used as promotional media because social media has become a platform that consumers often use when surfing the Internet. Therefore, social media is a good place to promote products to consumers. Social media also allows market participants to communicate with producers, customers and/or potential customers. Social media provides the identity of one or more marketed brands and helps disseminate information in a relaxed and communicative manner.

Online marketing or e-marketing is an integral part of e-commerce, with a focus on market participants. Online marketing is the strategic process of creating, distributing, promoting, and delivering good prices and services to target markets via the Internet or digital media (Sarastuti, 2017).

Offline Marketing Strategy

A study conducted by Etzel, et.al., (2001), suggested that offline marketing can be defined as all business activities carried out by designing, pricing, promoting, and distributing goods and services to meet consumer demand directly. Meanwhile, according to Robert and Zahay (2012), offline marketing can also be interpreted as marketing activities carried out directly face-to-face between sellers and buyers. Offline marketing is one of the important strategies carried out in marketing activities). From the understanding of the experts described above, it can be concluded that offline marketing is a marketing activity that is carried out directly to meet consumer demand.

The purpose of offline marketing is to convey information related to products and services that are marketed to consumers directly without waiting for consumers to need product information first. The concept of offline marketing must use print media facilities to reach consumers without other marketing intermediaries. Offline marketing can have a significant impact on business sales if done optimally. So offline marketing can still be done in promoting a product or service.

Crespo & Del Bosque (2010) in their research showed that when customers observe products through offline media. However, if the price offered in offline marketing is high, then the same consumer will use an online store to buy the desired product. In Islam, offline marketing has several business ethics, namely:

- a. Discipline is where you must follow the rules that have been set without any coercion.
- b. Honesty, namely offline marketing must prioritize an attitude of honesty in conveying the truth, upholding the truth, and acting in truth.
- c. Loyalty is showing a loyal attitude to the organization, its leaders, and its work.
- d. Accuracy always keeps what has been promised and spoken based on time, place, and conditions.

3.3 Measuring The Effectiveness Of Online And Offline Marketing Strategies

Marketing effectiveness is the extent to which the company achieves the agreed or predetermined goals. Thus it can be interpreted that if marketing can be carried out properly as planned or targeted according to the company's predetermined objectives, it can be said to be effective marketing. Marketing Effectiveness is the quality of marketers to optimize their efforts and achieve the best short-term and long-term results. Measuring the effectiveness of the marketing communication process is an activity to evaluate the results of marketing activities. The process is carried out to find out whether the promotional process carried out is appropriate or not. Some companies have different methods and boundaries for measuring effectiveness. The difference in these boundaries is largely determined by the size of the company. To measure the effectiveness of marketing communications can be done with two approaches, namely:

- a. Business Outcomes (Sales): The sales approach is a way of measuring the effectiveness of marketing communications with a sales approach to calculate ROMI which uses sales as a benchmark.
- b. Communication Outcomes (Beyond Sales): The desired results of communication and marketing efforts other than increasing direct sales.

The simplest measurement process is through Business Outcomes, which is by looking at the sales trend of the company itself, there can be seen an increase or decrease in purchases that occur during a certain period when the marketing communication program is run. However, we usually cannot measure the effectiveness of marketing communications from sales alone. Because the entire marketing mix influences sales (BSI). J. Kim, S. Kim, and Choi (2019) suggest that environmental variables in offline and online marketing have an interrelated influence but have differences in business performance.

The research (Saputri & Syathori, 2019) suggests that the implementation of offline marketing is carried out by selling through offline stores, through word of mouth, putting in several shops by tourist attractions as well as participating in bazaars and events held by the government. Online marketing is done through Google Ads, Facebook, and WhatsApp. Offline sales are greater than online sales. From the results of data analysis, it can be concluded that there is a significant difference between offline and online sales. then we can conclude that there is a real difference between offline sales and online sales. So in other words, sales with the online system are still said to be less effective and can be further maximized.

3.4 Marketing Strategy By Maximizing Consumer Purchase Decisions

Marketing strategy and consumer behavior are closely related to each other because marketing strategies are usually directed at increasing the frequency (likelihood) of consumer behavior, such as increasing visits to certain stores or purchases of certain products. Not only does strategy plays an important role in the survival of the company, but the company must also pay attention to how service to consumers when before and after a sales transaction. The role of employees in this case as a liaison between companies and consumers is needed, especially in services. Good service quality will have an impact on consumer purchase intentions (Hooper, Coughlan, & Mullen, 2013)

The theory of planned behavior (TPB) is used in measuring how much influence on consumer purchase intentions. The marketing mix cannot stand alone in building influence on purchasing decisions, it requires synergistic collaboration in getting perfect results, such as with good service quality variables. Better service quality affects consumer intentions. Internal marketing within the company must be improved to provide good service. Good service will have a positive impact on purchase intentions and the results of the study prove that the higher the consumer's intention to buy will have an impact on purchasing decisions. Training employees and increasing employee

knowledge of products make the right steps in building the right strategy for increasing sales (FEBRIAN & Vina Hapsari, 2019).

4. CONCLUSION

Online and offline marketing strategies influence consumer purchasing decisions. In this context, using a combination of both strategies shows more positive results than relying on one strategy alone. By utilizing online marketing, companies can reach a wider audience and increase brand awareness globally. On the other hand, offline marketing remains important because it can create direct relationships with consumers and increase personal interactions that may not be achieved through online channels. This research also highlights the importance of understanding consumer preferences and behavior in developing effective marketing strategies. By understanding consumer preferences for specific marketing channels, companies can tailor their approach to achieve optimal results. A combination of online and offline marketing strategies can be a highly effective approach to influencing consumer purchasing decisions. However, to achieve optimal results, companies need to understand audience characteristics and integrate marketing strategies in a way that creates synergy between the two channels.

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