



Research Article

Examining the Impact of Integrated Marketing Communication on Consumers' Purchase Intention: Evidence from Nutrisari in Lampung Province

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Abstract: The rapid advancement of digitalization has transformed marketing communication, driving significant changes that directly affect company stability. To maintain and increase sales, businesses must adopt effective marketing strategies that boost consumer purchasing intentions. PT. Nutrifood Indonesia, a leading food and beverage company, has successfully sustained high sales for its product Nutrisari, achieving first place in the Top Brand Index for powdered fruit juice drinks in Indonesia with a 55.60% sales index in 2024. This success is closely linked to the company's use of integrated marketing communication tools to compete in a dynamic market. This study aims to analyze the influence of advertising, activities & experiences, and social media marketing on consumers' purchase intention of Nutrisari products in Lampung Province. Employing a quantitative research approach, data were collected through questionnaires distributed to 150 respondents residing in Lampung Province who expressed purchase intention toward Nutrisari. The data were analyzed using multiple linear regression with the assistance of SPSS version 27. The findings indicate that advertising, activities & experiences, and social media marketing each have a positive and significant impact on consumers' purchase intention. These results underscore the importance of integrated marketing communication strategies in enhancing consumer engagement and driving purchase intention in competitive markets.

Keywords: Advertising; Event & Experiences; Social Media Marketing; Purchase Intention; Nutrisari.

1. Introduction

The digital era has brought significant transformations in marketing communication, requiring businesses to adopt effective management and creative approaches while adapting to shifting market dynamics and consumer behavior. The COVID-19 pandemic further challenged companies to maintain business stability, prompting the implementation of new marketing strategies to sustain product sales. Market conditions before the digital era and pandemic differ greatly from the current landscape, making effective marketing solutions essential for boosting consumer purchasing power and maintaining sales. This need is especially critical in the food and beverage (F&B) industry, a sector that continues to attract entrepreneurs and grow steadily. In Indonesia, the F&B industry has shown consistent growth, even during the COVID-19 pandemic, with a 2.95% increase in the second quarter of 2021 and 3.68% in 2022 [1]. According to Sarita Sutedja, an educator at Foodiz Academy [2], the high enthusiasm in the F&B sector is driven by strong market demand, leading to the rapid rise of both large and small food and beverage companies. However, this growth must be supported by well-planned marketing strategies. One prominent player in Indonesia's F&B sector is PT. Nutrifood Indonesia.

PT Nutrifood Indonesia is a national private company in the food and beverage industry, producing health-oriented products with international quality. Established on February 2, 1979, by Hari Budiarto Darmawan, M.Sc., and headquartered in Jakarta, Nutrifood distributes its products to over 30 countries worldwide. The company aims to be a market leader by offering healthier, more enjoyable lifestyle solutions, producing items like Tropicana Slim,

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HiLo, L-Men, W'dank, Lokalate, and Nutrisari, focusing on balanced sugar, salt, and fat content. Nutrisari, its powdered fruit drink brand, ranked first in Indonesia's Top Brand Index with a 55.60% sales index in 2024. Competing with brands like Marimas, Jajjus, and Hore, Nutrisari maintains strong purchase intention among consumers through continuous product innovation, offering over 30 flavor variants. Its target market includes teenagers, young adults, and families aged 17–55, catering to school canteens, home consumption, and small businesses. Nutrifood collaborates with distributors to ensure nationwide product availability, strengthening brand awareness and equity to compete effectively in Indonesia's beverage market. This study focuses on Nutrisari's integrated marketing communication strategy to explore its influence on consumers' purchase intention in the highly competitive powdered fruit drink sector.

Creating strong brand equity is a challenging process, as many companies continuously strive to introduce their brands to consumers. Effective marketing communication is essential for companies to promote their products, making integrated marketing communication (IMC) crucial for ensuring product operations run effectively, cohesively, and drive purchase intention. Purchase intention refers to a consumer's tendency or planned behavior toward buying a product, reflecting the likelihood of making a purchase. To convert purchase intention into actual buying decisions, companies must utilize marketing tools that attract and strengthen consumer intention. One widely used strategy is Integrated Marketing Communication (IMC), which communicates the brand and builds emotional connections through various marketing communication elements. IMC fosters interaction between companies and consumers by leveraging selected tools to deliver products to the market. This study focuses on three IMC elements: advertising, activities & experiences, and social media marketing.

Advertising is a key promotional tool that helps companies achieve Integrated Marketing Communication (IMC) objectives. It is a non-personal communication delivered through mass media such as TV, radio, newspapers, and magazines, aiming to build brand awareness, credibility, and product campaigns [3]. Nutrisari implements advertising in Lampung through billboards placed in key locations like Raden Intan, ZA Pagar Alam, and Yos Sudarso streets, as well as in rural districts to enhance brand power. Additional strategies include airing TV commercials and YouTube ads featuring the familiar characters Joshua and a talking orange, using the memorable tagline "Jeruk Kok Minum Jeruk?" to emphasize the product's real orange content and 100% vitamin C. Research by [4] found that advertising positively influences purchase intention, while [5] reported no significant effect in the context of Samsung smartphones. A 2020 Journal of Advertising Research study noted that 30% of Nutrisari ads lacked clear product benefits, and a 2022 survey by the Indonesian Advertisers Association found 40% of respondents felt Nutrisari ads were unclear, potentially limiting their purchase intention.

In addition to advertising, events and experiences play a significant role in expanding product marketing reach. Events and experiences involve company-sponsored activities designed to create direct, daily, or special interactions with a brand [3]. By offering meaningful and memorable interactions, these strategies enhance brand attachment in consumers' minds. Nutrisari emphasizes meaningful experiences through initiatives like product donations for a Covid-19 prevention program at RSUD Abdoel Moeloek Hospital, as well as voucher activations and collaborations with schools across Lampung. Nutrisari also engages in external events and sponsorships in crowded public spaces as part of its experiential marketing. Such activities aim to foster emotional connections and positive memories with the brand. Research by [6] found that event & experience marketing positively influences purchase intention, while Wiyata et al. (2020) reported no significant effect. A 2020 Journal of Marketing Research case study on Nutrisari's brand activation noted that limited consumer involvement in the activities may have reduced their impact on purchase intention.

The third IMC element, social media marketing, serves as a key communication tool to promote products while fostering deeper engagement with customers. Social media marketing enables two-way communication aimed at building empathy and closer relationships with consumers. Nutrisari utilizes this strategy through continuous, interactive communication and feedback collection across platforms like Instagram and TikTok, using trend-driven, persuasive, and visually appealing content to enhance brand awareness and communicate product benefits. This approach aligns with through-the-line marketing to reach broader audiences effectively. While [7] found social media marketing significantly influences purchase intention, [8] reported no significant impact; similarly, a 2022 Indonesian Advertisers Association survey revealed that 55% of respondents found Nutrisari's health-related content

unentertaining, lowering purchase intention. These research gaps inspired this study, which aims to explore how Nutrisari's IMC strategies, through advertising, events and experiences, and social media marketing, affect consumers' purchase intention in Lampung, providing theoretical insights and practical guidance for improving integrated marketing communication effectiveness.

2. Preliminaries or Related Work or Literature Review

2.1. Marketing

Marketing is the process of identifying and meeting human and social needs. The American Marketing Association defines it as an organizational function and a set of processes for creating, communicating, and delivering value to customers while managing relationships to benefit the organization and stakeholders. [9] describe marketing as understanding and fulfilling customer needs while creating value for both the company and consumers. Marketing is managing the flow of goods and services from producers to consumers by offering and exchanging valuable products.

2.2. Integrated Marketing Communication

Integrated Marketing Communication (IMC), as defined by [3], is a concept where a company integrates and coordinates various communication channels to deliver clear, consistent, and persuasive messages about the company and its products. [10] views IMC as an ongoing process aimed at developing and applying persuasive programs to influence target audience behavior, enhancing value through strategic use of communication tools. IMC considers all potential sources that can connect customers to a brand or product, ensuring clarity, consistency, and optimal communication effects. It incorporates various communication forms, such as advertising, direct response, sales promotions, and public relations, to create a unified marketing message and achieve maximum impact.

2.3. Advertising

Advertising is a form of nonpersonal communication paid for by an identified sponsor to promote ideas, goods, or services [3]. It is a nonpersonal communication form that conveys information about products, companies, brands, or services. Advertising plays a vital role in a company's sales growth by informing, reminding, adding value, and persuading consumers [11]. It is an essential component for achieving sales targets and reaching the intended market.

2.4. Event & Experiences

According to [3], events and experiences are company-sponsored activities designed to create brand-related interactions, with key indicators such as meeting consumer expectations, attracting visitors, and providing clear information. Successful events focus on entertainment, excitement, and enterprise, aiming to engage consumers and leave a lasting impression. These events are meant to provide a direct, memorable experience with the product, fostering emotional connections and influencing consumer behavior. The impact of such events significantly enhances consumer relationships with the brand or product.

2.5. Social Media Marketing

Social media marketing is a strategy that uses social media platforms to enhance visibility and engagement with target audiences. According to [12], it involves promoting products and services on social media platforms with special strategies to launch products and build communication relationships to improve service quality and sales. This marketing approach focuses not only on using social media as a promotional tool but also on building deeper relationships and engagement with customers. Social media marketing platforms include websites and social media apps, with [13] emphasizing the need to manage different social media platforms strategically to ensure effective marketing.

2.6. Purchase Intention

Purchase intention refers to an individual's likelihood of buying a product. It can be understood as the desire to purchase, which is part of the process leading to the actual purchase action. Purchase intention reflects a consumer's desire to buy a particular brand or

how likely they are to switch from one brand to another [3]. Additionally, it can be seen as the decision-making process to choose one brand over others. Purchase intention arises after a series of steps, including need recognition, information search, and evaluation, ultimately leading to the intention to buy. It is a mental stage in decision-making where consumers are ready to act on a particular brand or product. [14] also highlights that purchase intention is influenced by factors such as needs, preferences, and past experiences, creating motivation to fulfill a consumer's needs.

2.7. Hypotheses

H1: Advertising has a positive and significant effect on the purchase intention of Nutrisari products.

H2: Event & Experience has a positive and significant effect on the purchase intention of Nutrisari products.

H3: Social Media Marketing has a positive and significant effect on the purchase intention of Nutrisari products.

3. Proposed Method

3.1. Research Design

This study uses a quantitative approach with a descriptive-verification design, aiming to determine the effect of Integrated Marketing Communication on Nutrisari product purchase intention in Lampung. Primary data were collected through questionnaires distributed to selected respondents, while secondary data came from relevant books, journals, and other sources. Data collection involved a literature review and questionnaires distributed via Google Forms using a Likert scale to measure respondents' agreement levels. The population comprises all consumers residing in Lampung Province, with purposive sampling used to select respondents meeting specific criteria: at least 17 years old, living in Lampung, familiar with Nutrisari products, and having been exposed to Nutrisari's advertising, events, and social media marketing. Referring to [15], the sample size was determined as 150 respondents, based on 15 indicators multiplied by 10.

3.2. Operational Definitions of Variable

According to [16], operational definitions are used to reduce the abstraction of concepts so variables can be measured concretely; in this study, the operational variables consist of independent and dependent variables as outlined in Table 1.

Table 1. Operational Definitions of Variable

Variable	Definition	Indicator
Advertising (X1)	Advertising is any form of paid promotion of ideas, goods or services. (Kotler & Keller, 2019)	1. Broadcast period. 2. Delivered through various media. 3. Information is conveyed clearly. (Musdedi, 2015)
Event & Experiences (X2)	Events and Experiences are events and activities designed by companies to build interactions with consumers. (Kotler & Keller, 2019)	1. The event is in accordance with consumer expectations. 2. Consumers are interested in attending the exhibition that is being attended. 3. The information offered is clear and complete. (Kotler & Keller, 2019)
Social Media Marketing (X3)	Social Media Marketing is a marketing communication activity that uses electronic media to attract consumers in various ways to build awareness. (Kotler & Keller, 2019)	1. Entertaining content experience (Entertainment). 2. Opportunities for information exchange and interaction (Interaction) related to products. 3. Content containing the latest information and following trends (Trendiness). 4. Adjustment of marketing content according to consumer personal preferences (Customisation). 5. Contains persuasive advertising information (Advertisement). (Oktriyanto, et al. 2021)

Purchase Intention (Y)	Purchase intention is a behavior that appears as a response to an object that shows the consumer's desire to make a purchase. (Kotler & Keller, 2019)	1. Transactional intention. 2. Referential intention. 3. Preferential intention. 4. Explorative intention. (Ferdinand in Aditya & Wardana, 2017)
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3.3. Data Analysis Techniques

Data analysis in this study includes instrument testing through validity and reliability tests. Validity testing, according to [16], measures how well an instrument captures the intended concept, conducted using factor analysis with IBM SPSS 27; an instrument is valid if the factor loading > 0.50 and KMO MSA > 0.5. Reliability testing, also following [16], assesses the consistency and stability of measurement results using Cronbach's Alpha, where a value > 0.70 indicates reliable data.

3.4. Data Analysis Methods and Hypothesis

The data analysis method uses multiple linear regression to examine the causal relationship between multiple independent variables and one dependent variable, with the equation $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$, where Y represents purchase intention, and X1, X2, X3 represent advertising, event & experience, and social media marketing, respectively. Hypothesis testing includes the coefficient of determination (R^2) to assess how much variance in purchase intention is explained by the independent variables, where a higher R^2 indicates a better model fit [17]. Partial t-tests are also conducted to determine whether each independent variable significantly influences purchase intention, using the criterion that if t-count > t-table, the independent variable has a significant effect; otherwise, it does not.

4. Results and Discussion

4.1. Instrument Test Results

4.1.1 Validity Test Results

After identifying respondent characteristics, the researcher conducted a validity test using IBM SPSS 27 and factor analysis. A variable is valid if it has KMO MSA > 0.5, loading factor > 0.50, and Anti-Image Correlation > 0.5. The validity test results are shown in the table below.

Table 2. Validity Test Results

Variable	Items	KMO-MSA	Anti Image Correlation	Loading Factor	Result
Advertising (X1)	X1.1	0,708	0,759	0,844	Valid
	X1.2		0,661	0,903	Valid
	X1.3		0,720	0,864	Valid
Event & Experiences (X2)	X2.1	0,691	0,708	0,812	Valid
	X2.2		0,709	0,812	Valid
	X2.3		0,662	0,849	Valid
Social Media Marketing (X3)	X3.1	0,750	0,737	0,714	Valid
	X3.2		0,803	0,685	Valid
	X3.3		0,705	0,758	Valid
	X3.4		0,735	0,779	Valid
	X3.5		0,813	0,652	Valid
Purchase Intention (Y)	Y1	0,789	0,794	0,802	Valid
	Y2		0,740	0,864	Valid
	Y3		0,801	0,788	Valid
	Y4		0,844	0,773	Valid

Based on Table 2, all variable indicators have KMO MSA, Anti-Image Correlation, and Loading Factor values > 0.50, indicating that all statements are valid and suitable as research instruments.

4.1.2 Reliability Test Results

The reliability test in this study used the Cronbach’s Alpha formula with SPSS IBM 27, and the instrument is considered reliable and consistent if Cronbach’s Alpha > 0.70 [18], making it suitable to measure the influence of integrated marketing communication on purchase intention for Nutrisari products.

Table 3. Reability Test Results

Variable	Item	Cronbach Alpha	Cronbach’s Alpha Item Delete	Result
Advertising (X1)	X1.1	0,838	0,817	Reliable
	X1.2		0,712	Reliable
	X1.3		0,787	Reliable
Event & Experiences (X2)	X2.1	0,763	0,699	Reliable
	X2.2		0,703	Reliable
	X2.3		0,639	Reliable
Social Media Marketing (X3)	X3.1	0,763	0,722	Reliable
	X3.2		0,733	Reliable
	X3.3		0,708	Reliable
	X3.4		0,694	Reliable
	X3.5		0,744	Reliable
Purchase Intention (Y)	Y1	0,817	0,775	Reliable
	Y2		0,730	Reliable
	Y3		0,786	Reliable
	Y4		0,788	Reliable

Based on Table 3, the Cronbach’s Alpha values for all independent and dependent variables in this study are above 0.70, indicating adequate reliability. The advertising variable (X1) has a Cronbach’s Alpha of 0.838, the event & experience variable (X2) is 0.763, the social media marketing variable (X3) is 0.763, and the purchase intention variable (Y) is 0.817, confirming that all variables are reliably measured.

4.2. Multiple Linear Regression Test Results

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	331	1,482		0,223	,824
	Advertising (X1)	,276	,076	,228	3,634	<,001
	Event & Experiences (X2)	,385	,095	,306	3,981	<,001
	Social Media Marketing (X3)	,352	,077	,351	4,836	<,001
a. Dependent Variable : Purchase Intention (Y)						

Table 4. shows that the constant value is 0, with X1 at 0.228, X2 at 0.306, and X3 at 0.351, resulting in the following multiple linear regression equation:

$$Y = 0 + 0,228X1 + 0,306X2 + 0,351X3$$

Based on the equation above, the advertising coefficient (X1) is 0.228 and positive, indicating that a 1% increase in advertising leads to a 22.8% increase in purchase intention; the event & experience coefficient (X2) is 0.306 and positive, meaning a 1% increase in event & experience activities raises purchase intention by 30.6%; and the social media marketing coefficient (X3) is 0.351 and positive, meaning a 1% increase in social media marketing

increases purchase intention by 35.1%. Therefore, the higher each independent variable, the higher the purchase intention.

4.3. Hypothesis Test Results

4.3.1 Coefficient of Determination (R²) Test Results

Table 5. Coefficient of Determination (R²) Test Results

Model Summary ^b				
Model	R	R Square Adjusted	R Square	Std. Error of the Estimate
1	0,682 ^a	0,466	0,455	1,818
a. Predictors: (Constant), X3,X2,X1				
b. Dependent Variable: Y				

Table 5. shows the coefficient of determination (R²) result, with an R Square value of 0.466, indicating that advertising (X1), event & experience (X2), and social media marketing (X3) collectively influence purchase intention by 46.6%, while the remaining 53.4% is influenced by other variables outside this study.

4.3.2 T Test Results

Table 6. T Test Results

No	Hypothesis	t-stat	Sig	t	Result
1	Advertising influences purchase intention	3,634	<,001	1,976	Accepted
2	Activities & experiences influence purchasing intentions	3,981	<,001	1,976	Accepted
3	Social media marketing influences purchase intention	4,836	<,001	1,976	Accepted

Based on Table 6, it can be concluded that the advertising variable (X1) has a t-value of 3.634, the event & experience variable (X2) has a t-value of 3.981, and the social media marketing variable (X3) has a t-value of 4.836, all exceeding the t-table value of 1.976 with significance values < 0.001 (< 0.05), indicating that each independent variable significantly influences purchase intention (Y). Therefore, H₀ is rejected and H_a is accepted for all three variables.

4.4. Hypothesis Discussion

4.4.1 The Influence of Advertising on Purchase Intention

The results of this study indicate that advertising has a significant and positive effect on purchase intention. This means that the better and more effective the advertising is developed, the higher the consumer's intention to make a purchase. Nutrisari's advertisements are widely disseminated across various regions, designed to be informative, visually attractive, and emphasize the benefits of the product. These characteristics of Nutrisari's advertising contribute to increasing consumers' purchase intention, especially among consumers in Lampung Province. The advertising successfully captures consumers' attention and builds a positive perception of the product, which ultimately encourages them to make a purchase. This research finding is supported by empirical evidence where most respondents agreed that factors such as the duration of the advertisement, the variety of advertising media, and the clarity of product information in advertisements significantly influence the effectiveness of advertising itself. Effective advertising can shape consumer behavior by increasing product awareness and building trust. This finding aligns with the results of previous studies conducted by [4], [11], [19]–[21], all of which demonstrated that advertising has a significant and positive impact on purchase intention. These consistent results across studies reinforce the validity of the first hypothesis in this research. However, it is important to note that this finding contradicts the research by [5], which concluded that advertising did not have a significant effect on purchase intention, indicating that contextual factors such as target market characteristics, advertising content, and media channels may influence the effectiveness of advertising in different studies

4.4.2 The Influence of Events & Experiences on Purchase Intentions

The results of this study indicate that activities and experiences have a significant and positive effect on purchase intention. This finding implies that the better and more engaging the activities and experiences created by a company, the greater the consumers' intention to purchase the product. In this case, Nutrisari has successfully implemented various promotional activities, sponsorships, workshops, bazaars, voucher programs, and other interactive events consistently, which have contributed to fostering consumer engagement. These positive activities provide opportunities for direct interaction between the brand and consumers, creating meaningful and memorable experiences. Such interactions not only build emotional closeness with consumers but also help form positive perceptions and attitudes toward the product. Consequently, consumers develop a stronger desire to purchase Nutrisari products. The hypothesis of this study is supported by empirical findings showing that most respondents were aware of or had participated in activities initiated by Nutrisari. These activities, which are beneficial, educational, and informative, leave a lasting and meaningful impression on consumers. Theoretically, when consumers perceive that the activities they participate in are personally beneficial and memorable, it fosters attraction and purchase intention toward the associated product [6]. It found that activities and experiences positively and significantly influence purchase intention. These consistent findings across studies further strengthen the validity of the second hypothesis in this research. However, it is worth noting that this study contrasts with the findings of Wiyata et al. (2020), who concluded that activities and experiences had no significant effect on purchase intention, suggesting that differences in market characteristics, types of activities, or levels of consumer involvement may lead to varying outcomes in different contexts.

4.4.3 The Influence of Social Media Marketing on Purchase Intention

The results of this study indicate that social media marketing has a significant and positive effect on purchase intention. This finding implies that the better the social media marketing strategies implemented, the stronger the consumers' intention to purchase. Nutrisari's strategy in this regard involves reaching consumers through various social media platforms by delivering attractive and engaging content, which increases audience attention toward the brand's presence on social media. Marketing activities carried out by Nutrisari through social media, such as promotional content, hydration lifestyle education, collaborations with influencers, interactive campaigns, and the use of paid advertisements (ads), have successfully shaped positive consumer perceptions and stimulated the emergence of purchase intentions. The hypothesis of this study is supported by empirical findings, indicating that respondents experience substantial influence from social media marketing. Respondents tend to be more attracted to entertaining, interactive, informative, and persuasive content, as well as content tailored to follower preferences, all of which enhance the effectiveness and efficiency of product marketing through social media. When consumers feel attracted to marketing content displayed on social media, this creates a significant opportunity to foster their intention to purchase [7]. This research is also consistent with several previous studies, including those conducted by [6], [7], all of which similarly concluded that social media marketing exerts a positive and significant influence on purchase intention. The results from these five studies align with the findings of this research and collectively support the third hypothesis, confirming the critical role of social media marketing in shaping purchase intention. Furthermore, this study emphasizes that marketing content on social media serves as one of the most influential factors in driving consumers' intention to purchase a product. Social media marketing activities contribute positively to purchase intention by enhancing brand awareness, fostering interaction and engagement, improving perceived value, and adapting content to consumer preferences. Nevertheless, this study contrasts with the findings of [8], who reported that social media marketing did not significantly influence purchase intention, suggesting that different consumer demographics, social media usage behaviors, or campaign executions may lead to divergent outcomes in various research contexts.

5. Conclusions

This study concludes that advertising, events & experiences, and social media marketing each have a positive and significant influence on consumers' purchase intention for Nutrisari products in Lampung Province, confirming all proposed hypotheses. The integrated marketing communication strategy through these three variables plays a crucial role in shaping

consumer purchase intention by increasing brand awareness, engagement, and positive perceptions. However, this research is limited by its focus on a single brand and geographic area, which may restrict the generalizability of the findings to other products or regions; future research is recommended to include diverse brands, broader samples, and explore additional marketing factors.

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