

The Role of Social Media in Omnichannel Strategy to Improve Purchase Intention: Indicator-Based Approach (Case Study: Xyz Housing)

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Abstract

This study aims to analyze the impact of optimizing social media-based omnichannel promotion on consumers' purchase intention in XYZ Housing. The research utilizes an explanatory quantitative approach by distributing a structured questionnaire to 30 selected respondents. The indicators examined include consistency of content, interactivity, accessibility, and informativeness across platforms such as Instagram, TikTok, and Facebook. The data were analyzed using descriptive statistics and multiple linear regression analysis to determine the partial and simultaneous influence of each indicator on purchase intention. The results show that consistent and informative omnichannel promotions significantly influence consumer trust and purchase intention. This study provides practical insights for property developers to strategically manage digital marketing through a data-driven and integrated content strategy.

Keywords: *omnichannel; social media; purchase intention; digital marketing; indicator-based approach*

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Abstrak

Penelitian ini bertujuan untuk menganalisis dampak optimalisasi promosi omnichannel berbasis media sosial terhadap minat beli konsumen pada XYZ Housing. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan menyebarkan kuesioner terstruktur kepada 30 responden terpilih. Indikator yang diteliti meliputi konsistensi konten, interaktivitas, aksesibilitas, dan informativitas di berbagai platform seperti Instagram, TikTok, dan Facebook. Data dianalisis menggunakan statistik deskriptif dan analisis regresi linier berganda untuk mengetahui pengaruh parsial maupun simultan dari setiap indikator terhadap minat beli. Hasil penelitian menunjukkan bahwa promosi omnichannel yang konsisten dan informatif berpengaruh signifikan terhadap kepercayaan dan minat beli konsumen. Studi ini memberikan wawasan praktis bagi pengembang properti dalam mengelola pemasaran digital secara strategis melalui strategi konten yang terintegrasi dan berbasis data.

Kata kunci: omnichannel; media sosial; minat beli; pemasaran digital; pendekatan berbasis indikator

BACKGROUND

Property Marketing Transformation in the Digital Era

The development of technology has driven a major transformation in the world of marketing, including in the property industry. In this digital era, companies are required to build consumer trust through a more innovative and interactive approach, especially due to the increasing cases of online fraud such as fictitious housing that are rampant (Julius, 2024). One effective solution in answering these challenges is to utilize digital-based marketing strategies, especially through social media as a modern and measurable communication and promotion tool.

According to Kotler and Armstrong (2018), digital marketing has replaced traditional static methods with more dynamic ones, prioritizing direct interaction with consumers. Platforms such as Instagram, TikTok, and Facebook are now the main channels for establishing communication and building emotional relationships with potential property buyers (Khoiruman, 2024).

The Strategic Role of Social Media in Increasing Purchase Intention

In the home buying process, today's consumers not only consider the price and specifications of the product, but also how they get information and experience during the search process. Social media has become the main reference in accessing reviews, comparing prices, viewing product visualizations, and determining the final purchase decision.

Marketing strategies through social media with educational, inspiring, convincing, and entertaining content have proven effective in forming positive consumer perceptions of a property brand (Waoma & Dwihartono, 2020). In fact, based on data from Statista and We Are Social (2024), Indonesia occupies the highest position as a TikTok and Instagram user, making this platform very potential to be used as a promotional media in reaching the target market.

For property companies in Indonesia, especially those involved in residential sales, the ability to develop effective digital promotion strategies is a critical aspect for increasing consumer purchasing interest. (Sari et al, 2023). In the digital era, social media channels such as Instagram, TikTok, and Facebook have become the main communication tools between businesses and consumers (Sisnuhadi & Sirait, 2021). In today's era, many companies have not optimized the use of social media in an integrated manner, resulting in a fragmented consumer experience and a lack of promotional appeal (Domański, 2021).

Social Media as an Innovative Tool in Property Business Marketing

Social media platform can be an important tool to reach potential buyers and make potential buyers more selective in choosing products, because of the large amount of information available online that makes companies must be more innovative to attract the attention of their audience. A consistent and interesting marketing content strategy is essential to face today's competition (Blom et al., 2021). In running a property business, there are three things that underlie the purchase, including, first, introduction to the product or brand image. Second, how to determine the method of marketing the product by creating content to promote the product through social media (Sanita et al., 2019).

The Role of Social Media in Omnichannel Promotion Strategy

Promotion is a very powerful means to attract public interest in using a product, with the aim of providing information in the form of an introduction to the types of products offered by the company and trying to attract interest and influence potential buyers to make transactions (Maharani, 2020). Social media plays an important role in omnichannel promotion strategies. Platforms such as Instagram, TikTok, and Facebook not only serve as communication channels but also as effective marketing tools. Potential buyers are often exposed to advertisements and promotional content through social media that can influence their decision to buy a product. Therefore, companies need to develop interesting and relevant content to attract audience attention and increase interaction (Sisnuhadi & Sirait, 2021).

Therefore, the omnichannel approach supported by an indicator-based approach is considered relevant to measure and evaluate the effectiveness of promotional strategies objectively. This study aims to determine the effect of optimising social media-based omnichannel promotion on consumer purchase intention, as well as identifying the content and channels that have the most impact on audience engagement.

LITERATURE REVIEW

Social Media

Social media are online media such as blogs, social networks, wikis, forums, and virtual worlds that allow users to easily participate, share, and create content. Social media uses web-based technology that transforms communication into interactive dialogue (Cahyono, 2016). Information technology is likened to social media, an application designed to facilitate our work as users. As a result of innovation in the field of information technology in software development, the technical and economic life of previous software and hardware has been shortened (Doni, 2017).

Omnichannel Promotion

Omnichannel promotion is a gradual development of multichannel with the application of new technology to improve sales strategies by integrating offline sales channels and online sales channels (Suriانشa, 2021). Omnichannel refers to a company's sales behavior based on as much combination and integration as possible. Omnichannel comes from the word "omnis", which means universal, and is an advanced strategy of multichannel that allows its users to see business developments in real time (McKinsey, 2021). Omnichannel is said to be effective because it focuses on how customers can get a comprehensive and consistent experience across multiple channels, regardless of whether online or offline (Foster et al., 2021).

Purchase Intention

Purchase intention is a desire that arises among consumers regarding a product because of the process of observing and studying the product (Riadi, 2021). Purchase intention is a stage in the development of consumer behavior and is determined by several factors that can explain the purchase plan, whether the consumer is interested in the seller's offer or not with what is offered by the seller to the consumer (Ridwan et al., 2018). Purchase intention also known as buyer and purchase intention, refers to the probability, degree of willingness, and tendency of consumers to purchase a product or service within a certain period (Smith, 2024).

Indicator Based Approach

The indicator-based approach used to identify, evaluate, and compare relevant data to initiate this activity is used to identify, evaluate, and compare relevant data to initiate this activity. This approach serves as a tool to reduce the social, environmental, and economic impacts of the project. The metrics used are usually based on compliance, data availability, and the ability to provide clear and understandable measurements (Dizdaroglu, 2017). The indicator-based approach is essential to increase the effectiveness of omnichannel marketing strategies because it allows businesses to better understand customer interactions and improve their own productivity by identifying and using specific indicators in various omnichannel marketing campaigns. Marketing strategies allow businesses to better understand customer interactions and improve their own productivity by identifying and using specific indicators in various omnichannel marketing campaigns (Domański, 2021). Simply put, the use of indicators in research and business practice provides more comprehensive information, encourages more data-driven decision-making and ultimately increases the effectiveness of various initiatives in society. Indicators in research and business practice provide more comprehensive information, encourages more data-driven decision-making and ultimately increases the effectiveness of various initiatives in society (Sardani & Adlina, 2023).

Content Marketing Matrix

The content marketing matrix is a strategic tool that helps digital marketers' market different types of content based on audience needs and consumer behaviour. Content marketing matrix is a strategic tool that helps digital marketers promote different types of content and provides guidance for creating and presenting relevant content to audiences to achieve various business goals, increase loyalty, awareness, preference, behavior and grow loyalty. This matrix usually consists of two main axes that describe the type of content based on intent (marketing goals) and format (presentation style) (Chaffey, 2019).

The various types of content marketing matrix categories created in this research are as follows:

1) Education Category

The purpose of the education category is to provide useful and relevant information to potential buyers, such as the benefits of minimalist home design, minimalist lifestyle advice, or information about home maintenance.

2) Inspiration Category

The inspiration category focuses on arousing the emotions and imagination of potential buyers. Content such as videos, such as the transformation of an empty house into a comfortable home or photos of happy residents in front of the house create a real visualization of how this housing can meet the audience's expectations.

3) Convince Category

The convince category is designed to build viewers' trust in a product by presenting concrete evidence, such as room tour videos, resident testimonials, or public facility information.

4) Entertain Category

The entertainment category aims to create a relaxed and enjoyable connection for viewers, such as a light drama about being confused about finding a house or being conned by a fake agent.

In addition to determining the content category, it is necessary to choose the posting time based on the audience's online behavior on platforms such as Instagram, Facebook, and TikTok, where certain times have higher engagement rates. In addition, CTAs are designed to encourage specific actions, whether it's digging up more information, contacting marketing, or scheduling a visit, ensuring that each content is not only interesting but also effective in achieving marketing goals.

HYPOTHESIS

Omnichannel SocialMedia Promotion on Purchase Intention

Omnichannel promotion has a positive influence that is moderated by the purchase motives inherent in consumers towards the product category with promotions that meet shopping targets consistently being viewed more positively than general promotions. This positive influence is moderated by the purchase motives inherent in consumers towards the product category (Blom et al., 2021). Omnichannel promotion has a significant influence on purchase intention because it integrates various sales and marketing strategies to provide customers with a diverse, consistent and reliable experience (McKinsey, 2021).

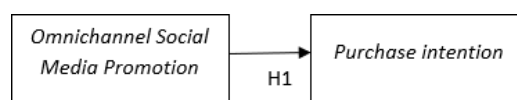


Figure 1. Research model

RESEARCH METHODS

Population and Sample

The population used in this study is the buyers of Grand Kemayoran Madura Housing. With a sample of respondents who are active on social media, both male and female, buyers who have occupied Grand Kemayoran Madura Housing, have a minimum income of Rp. 3,000,000 and above and are at least 30 years old.

Data collection technique

This study uses an explanatory quantitative approach with an indicator-based approach. The promotion implementation was carried out for 30 days through the official social media accounts of the Grand Kemayoran Madura Housing Complex. The content strategy was arranged based on a content marketing matrix that includes educational, inspirational, entertaining, and convincing content. The data collection technique used was to analyze the insight of the Grand Kemayoran Madura housing complex's social media and distribute questionnaires online with a Google form distributed via WhatsApp as a data collection medium. The online questionnaire that was distributed contained several statements made by researchers to respondents based on the indicators used to measure the level of influence of the omnichannel promotion variable (X) on the purchase intention variable (Y) which was then processed using SPSS software with data analysis and hypothesis testing using simple linear regression analysis. For content marketing management data for 30 days, it was analyzed based on omnichannel.

RESULTS AND DISCUSSION

Data analysis

Respondent Data Characteristics

Based on the results of the respondent characteristics analysis, most respondents in this study were men, most of whom were married, so they were more involved in making important decisions such as home ownership. The most dominant age range is in the 30-35-year-old age group, who are generally married and have a real need for permanent housing. In this age group, the desire to own a home tends to be stronger because of the drive to build a stable family life. Marketing carried out by Perumahan Grand Kemayoran Madura through social media also became a driving factor in the emergence of purchasing intentions because the content presented was able to influence emotions and encourage social interaction between users. Meanwhile, most respondents had an income in the range of IDR 3,000,000

Strategy to Increase Purchase Intention: Indicator-Based Approach to IDR 3,500,000 per month, which reflects the purchasing power of the middle class, who are the main target of the housing marketing. All these characteristics indicate that the promotional strategy carried out has reached the right market segment demographically, psychographically, and economically.

Table 1. Descriptive Analysis Results

Variables/Indicators	N	Minimum	Maximum	Mean	Std. Dev
Omnichannel Promotion (X)	30	14	24	21.13	2,649
Perfect customer experience across all channels (X1)	30	3	5	4.33	,802
Real-time data synchronization (X2)	30	3	5	4.40	,563
Integrated communications and marketing (X3)	30	3	5	3.90	,607
Cross-channel order Fulfillment capabilities (X4)	30	2	5	4.40	,724
Customer-centric channel design (X5)	30	2	5	4.10	,885
Purchase Intention (Y)	30	13	24	21.40	2,581
Interest to buy (Y1)	30	2	5	4.23	,728
Purchase probability (Y2)	30	3	5	4.40	,724
Possible recommendation (Y3)	30	2	5	4.20	,847
Perceived trust in the brand (Y4)	30	3	5	4.30	,596
Influence of location and environment (Y5)	30	2	5	4.27	,785

Based on the descriptive statistics table above, it can be concluded that:
Omnichannel Promotion (X)

- 1) Real-time data synchronisation (X2) has the highest average score (mean = 4.40; SD = 0.563), indicating that a fast and consistent information system across multiple channels is highly beneficial to consumers.
- 2) Cross-channel order fulfilment capability (X4) also received a high rating (mean = 4.40), indicating that integrated services across channels are running effectively.
- 3) Customer experience across all channels (X1) obtained a mean of 4.33, indicating a good and consistent consumer experience.
- 4) Customer-centric channel design (X5) got a mean of 4.10, quite high but with the highest standard deviation (SD = 0.885), indicating more varied perceptions among respondents.

- 5) Integrated communication and marketing (X3) is the indicator with the lowest mean (3.90), indicating that there is still a need for improvement in message alignment between channels.

Purchase Intention(Y)

- 1) Purchase likelihood (Y2) obtained the highest score (mean = 4.40), reflecting a strong purchase intention from consumers.
- 2) The influence of location and environment (Y5) is considered quite high (mean = 4.27) as a supporting factor for purchasing interest.
- 3) Purchase intention (Y1) and recommendation likelihood (Y3) had means of 4.23 and 4.20 respectively, indicating that respondents were not only interested in purchasing but also willing to recommend.
- 4) Trust in brand (Y4) obtained a mean of 4.30 with the lowest standard deviation (SD = 0.596), indicating a strong and consistent level of trust among respondents.

Validity Test

In this test to find the value of r table at a significance level of 5% ($\alpha = 0.05$) with 30 respondents by calculating the degrees of freedom (df) = 28 and $\alpha = 0.05$ (two sides), the value of r table is 0.361, so if the calculated r value ≥ 0.361 , then the correlation is considered statistically significant.

Table 2. Validity Test Results

Indicator	R-count	R-table	Information
Omnichannel Promotion			
X1.1	0.806	0.361	Valid
X1.2	0.587	0.361	Valid
X1.3	0.694	0.361	Valid
X1.4	0.762	0.361	Valid
X1.5	0.789	0.361	Valid
Purchase Intention			
Y1.1	0.756	0.361	Valid
Y1.2	0.650	0.361	Valid
Y1.3	0.719	0.361	Valid
Y1.4	0.681	0.361	Valid
Y1.5	0.694	0.361	Valid

The results of the analysis show that all indicators X1 to X5 have r-calculation values greater than r-table (0.361) and significance values below 0.05. Thus, the five indicators of the Omnichannel Promotion variable are declared valid and suitable for use in research. Similar to variable (X), all indicators in the Purchase Intention variable (Y1–Y5) also show r-calculation values $>$ r-table and significance values below 0.05. This shows that all indicator items of the Y variable are valid and can be used as

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measuring instruments in this study. Based on the results of the validity test, it can be concluded that all instruments used in this study for both the omnichannel promotion and purchase intention variables meet the validity criteria.

Reliability Test

A variable is considered reliable if it shows a Cronbach's Alpha (α) value of > 0.70 .

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Cut of Value	Caption
Omnichannel Promotion (X)	0.780	0.70	Reliable
Purchase Intention (Y)	0.735	0.70	Reliable

The analysis results show that the omnichannel promotion variable has a Cronbach's Alpha value of 0.780, greater than the cut-off value of 0.70. This shows that the instrument for measuring this variable is classified as reliable. The purchase intention variable has a Cronbach's Alpha value of 0.735, also exceeding the minimum limit of 0.70, so it is declared reliable.

Classical Assumption Test

Normality Test

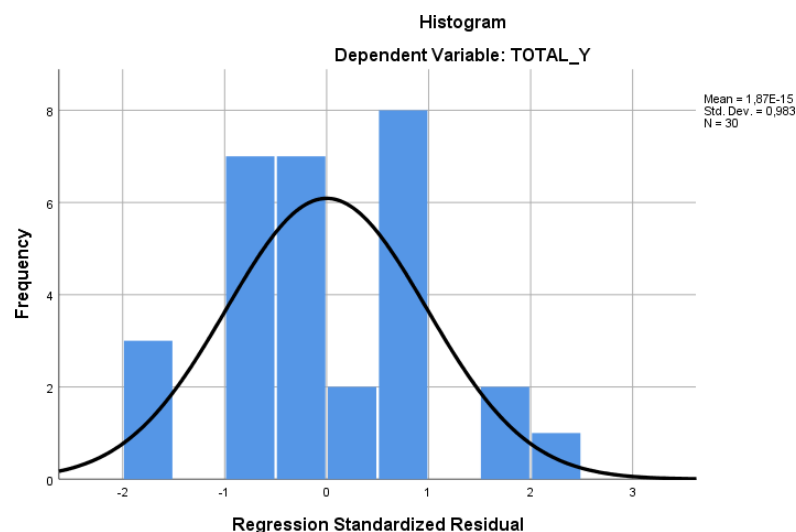


Figure 3. Normality Histogram Graph

The histogram graph above explains that this graph is bell-shaped and does not point to the right or left, so it is stated as normal.

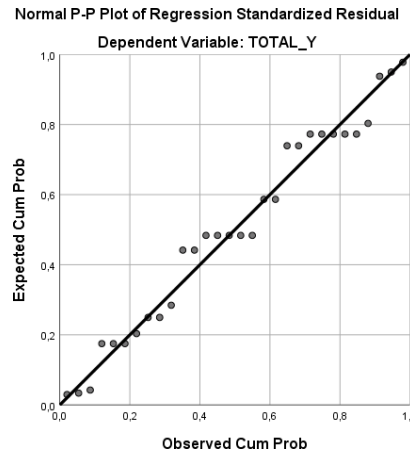


Figure 4. Normal Probability Plot Graph

From the graph it shows that the residuals of the regression model are randomly distributed and do not show any suspicious patterns. This supports the assumption that the residuals are normally distributed, so that the regression model used can be considered valid in the context of the residual normality assumption.

Linearity Test

The significance value in the linearity row is 0.000. Since this value is less than 0.05, it can be concluded that there is a significant linear relationship between variable X and variable Y. This means that, in general, variable X affects variable Y in a straight line pattern.

Table 4. Linearity Test Results

Source of Variation	df	Sum of Squares	Mean Square	F	Sig.
Linearity	1	158,180	158,180	221,276	0,000
Deviation from Linearity	5	18,578	3,716	5,198	0.002
Within Groups	23	16,442	0.715		
Total	29	193,200			
Linearity	1	158,180	158,180	221,276	0,000

From the table above, it shows that the linearity significance value = $0.000 < 0.05$, indicating that the relationship between omnichannel promotion and purchase intention is significantly linear. However, the deviation from linearity significance value = $0.002 < 0.05$ indicates that there is a deviation from linearity, which means that the relationship between the two variables is not completely linear. Thus, the model still shows a linear relationship, but it is not perfect, so further analysis or testing with a non-linear model is needed if relevant.

Homoscedasticity Test

Variable X is 0.331. This value is greater than 0.05, which means there is no significant influence between variable X and the residual.

Table 5. Results of Homoscedasticity Test

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	1,838	0.999		1,840	0.076
Omnichannel Promotion (X)	-0.046	0.047	-0.184	-0.989	0.331

The table above explains that the significance value of the Omnichannel Promotion (X) variable is $0.331 > 0.05$, indicating that there is no heteroscedasticity in the regression model. This means that the residual distribution is homoscedastic, so that the classical assumption is met. The negative regression coefficient indicates that an increase in the value of the Omnichannel Promotion (X) variable does not have a systematic effect on the error distribution (positive residual).

F Test

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	158,180	1	158,180	126,472	,000
Residual	35,020	28	1,251		
Total	193,200	29			

The f value is 126.472 and the significance value is $(0.000 < 0.05)$. Based on the results of the ANOVA analysis above, it is explained that the F-count value of 126.472 is very large and the significance value $(0.000) < 0.05$. So it can be concluded that the regression model is suitable for explaining the relationship between the independent variable and the dependent variable.

In other words, X simultaneously has a significant effect on variable Y, so the null hypothesis (H_0), which states that the model is not feasible or has no effect, is rejected. Conversely, the alternative hypothesis (H_1) is accepted, which means that the model has a significant effect.

T-test

Table 7. T-Test Results

Variables	t	Sig.
Omnichannel Promotion	11,246	0,000

Significance value ($0.000 < 0.05$) and t-count value $>$ t-table ($11.246 > 1.70113$). Based on the 2 decision-making bases, it can be concluded that the partial t-test conducted on the independent variable obtained a significance value of 0.000, which is smaller than the value of $\alpha = 0.05$. This shows that statistically, the independent variable has a significant effect on the dependent variable. In addition, the t-count value of 11.246 is also greater than the t-table value of 1.70113, which further strengthens that the independent variable has a significant partial effect on the dependent variable. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, which means that there is a significant effect between variable X and variable Y in the test.

Social Media Analysis Results

To measure account reach using the formula = to determine the comparison of social media optimization to omnichannel. Based on the results of the analysis of social media account reach, Instagram shows 2,158 accounts, Tiktok 9,506 accounts, and Facebook 491 accounts (followers 487 friends and followed by 4 accounts, assumed as accounts reached).

$$OC_{place} = \frac{C_{ch II}}{C_{ch I}}$$

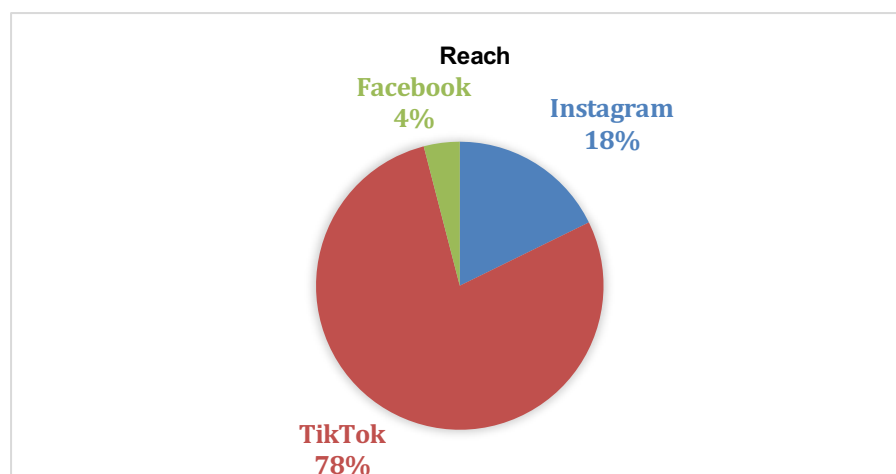


Figure 5. Social Media Reach Diagram

To measure the most optimal social media, a comparison can be made of the reach results on each social media, namely Instagram, TikTok, and Facebook in the table below.

Table 1. Comparison of Each Social Media

Channel I/II	$OC_{place} = \frac{C_{ch II}}{C_{ch I}}$	Results
Tiktok/Instagram	9,506/2,158	4.41
Tiktok/Facebook	9.506/491	19.37
Instagram / Facebook	2.158/491	4.39
Facebook / Instagram	491/2.158	0.23
Instagram / TikTok	2.158/9.506	0.23
Facebook / TikTok	491/9.506	0.05

Based on this analysis, it shows that:

- 1) Platform Tiktok has the highest reach of 9,506, far exceeding Instagram (2,158) and Facebook (491).
- 2) The value of $OC_{place} = \frac{C_{ch II}}{C_{ch I}}$ shows that TikTok is very superior compared to other channels, namely $OC_{Tiktok/facebook} = \frac{C_{TikTok}}{C_{Facebook}} = \frac{9.506}{491} = 19,37$ dan $OC_{Tiktok/instagram} = \frac{C_{TikTok}}{C_{Instagram}} = \frac{9.506}{2.158} = 4,41$
- 3) Platform Facebook has the lowest reach value, even compared to Instagram, which is $OC_{Facebook/instagram} = \frac{C_{Facebook}}{C_{Instagram}} = \frac{487}{2.158} = 0,23$
- 4) Promotion distribution is still uneven, and the reach power is heavier on TikTok.

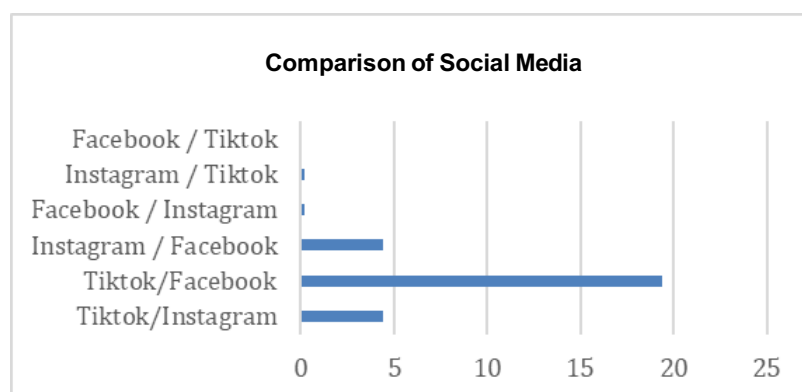


Figure 5. Comparison of Each Social Media

The image above shows a comparison of each Grand Kemayoran Madura social media, the results show that the highest comparison graph is in the comparison of TikTok with Facebook, then followed by the comparison of TikTok with Instagram, from the comparison above it can be concluded that TikTok is the most superior social media. The results show that the content that is most in demand by viewers is trending content using trending background sounds such as entertainment content and not being too monotonous in marketing the products offered can attract many viewers, especially on TikTok social media.

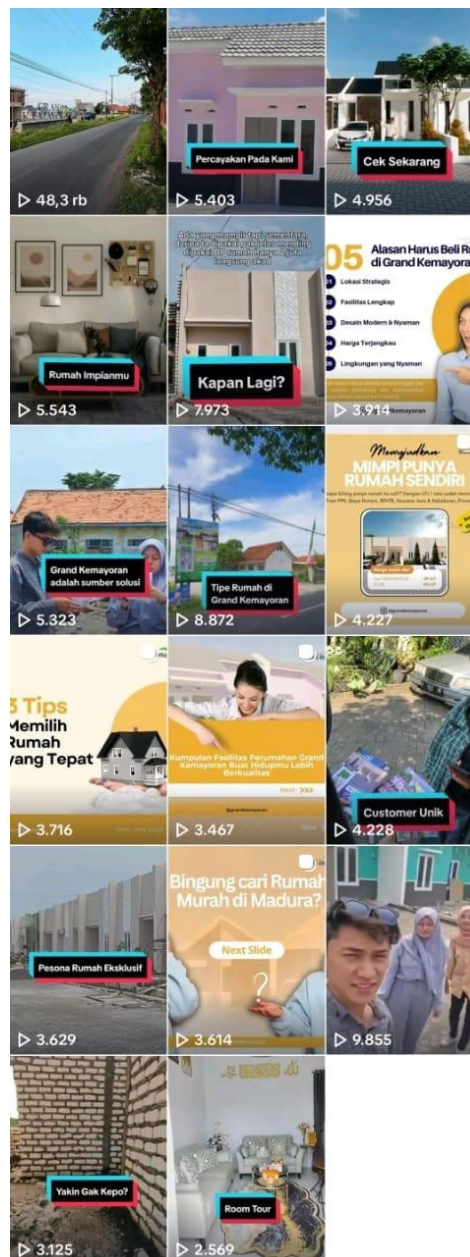


Figure 6. Viewers on TikTok
Source: Tiktok XYZ Housing

CONCLUSION

The results of the study show that the omnichannel promotion strategy implemented by Perumahan Grand Kemayoran has run optimally through the integrated use of TikTok, Instagram, and Facebook, with consistent promotional messages across all platforms. TikTok has proven to be the most effective channel in reaching audiences because the characteristics of its content are in accordance with the behavior of the target market. The implementation of omnichannel promotions has a significant influence on consumer purchasing intentions, not only in disseminating information but also forming positive perceptions and interest in the product. Consistency of messages and integration between channels are key elements in creating a strong and emotional user experience, strengthening the brand image in the minds of consumers. Therefore, this promotion model is considered feasible to be implemented as a housing digital marketing strategy because it can build effective communication, reach a wider audience, and create personally relevant experiences.

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