

The Influence of Online Media Marketing Communication Among Youth in Medan City

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Abstract

As social beings, communication plays a crucial role in human life. Communication activities naturally occur when humans interact with one another, demonstrating that communication is an inherent outcome of social relations. This definition underscores that communication is inseparable from human existence, whether at an individual or group level. This research aims to investigate the influence of social media and e-commerce on online marketing communication among youth in Medan City. This study explores the impact of online platforms on adolescent online commerce communication. It uses a mixed-methods approach, combining interviews and Focus Group Discussions (FGD) with quantitative data collected through questionnaires. The findings show that online media, including social media and e-commerce, significantly influence how adolescents in Medan city communicate when buying and selling online.

Keywords

Online Media, Communication, Social Media, e-Commerce, Youth

1. Introduction

As social beings, communication plays a vital role in human life (Genç, 2017). Communication activities naturally occur when humans interact with one another, demonstrating that communication is an inherent outcome of social relations. This definition underscores that communication is inseparable from human life, whether as individuals or within groups. The word 'communication' has its origins in the Latin word 'communis,' which means 'common' or 'the same.' 'Communico,' 'communication,' or 'communicare' all stem from this root word.

Communication implies the equal sharing of thoughts, meanings, or messages (Abdulai et al., 2017).

To communicate properly and effectively, it is required not only to understand the process but also to apply the knowledge creatively. Communication is considered effective when it involves a two-way exchange, where the intended meaning aligns with the interpretation of the communicator (Kent & Lane, 2021). Online media refers to media that utilizes the internet. At first glance, people might categorize online media as electronic media, but experts distinguish them into separate categories. The reason is that online media combines elements of print media with written information transmitted through electronic means, as well as personal communication links that leave an individual impression. Mass media serves as a means for humans to fulfill various needs (Katz et al., 1973). Online media, classified as one of the newest forms of media, complements rather than replaces traditional mass media. It is considered a new form of journalism due to its incorporation of several features and characteristics of traditional journalism (Safrin & Simanjorang, 2023).

Online media offers various conveniences in terms of finding news and also in doing business (Biddix et al., 2011). Through online media, people can easily access information from anywhere. Various information and news can be obtained through online media, where in terms of information regarding buying and selling transactions can also be obtained through this online media. The use of online media for various kinds of activities both online and offline individually as well as in groups increasingly showing the usefulness of online media for use in human relations (Davis, 2013). One of them is in the interaction of buying and selling online. Through online media, such as social media Facebook, Twitter, Instagram, and also through e-commerce platforms such as Shopee, Lazada, Tokopedia, and others, people can make buying and selling transactions online.

From this background, the researcher is interested in researching whether in this 4.0 era people really use online media for communication media for online buying and selling transactions, especially for youth in the city of Medan, where currently the average youth has a gadget and uses the gadget. as their medium of communication. Will the use of gadgets as a communication medium for peacocks affect online marketing communications? Therefore, the researcher is interested in choosing this research. The influence of social media on online marketing communication among adolescents in Medan City is a significant area of study. Social media has transformed the way adolescents engage in online purchasing and selling activities. These platforms serve as channels for communication with sellers, information exchange, and even seeking peer reviews. The impact of social media on online communication encompasses aspects such as purchase decision-making, trust in sellers, and peer-to-peer relationships. Consequently, this research sheds light on how social media affects the way adolescents in Medan City participate in online buying and selling activities, providing valuable insights into their consumer behavior and preferences.

The effect of e-commerce on online marketing communication among adolescents in Medan City is another crucial subject for investigation. E-commerce platforms have facilitated online transactions and provided a wide array of product options for adolescents. They have also created an environment where adolescents can interact with sellers, track order statuses, and provide reviews or feedback on their experiences. The impact of e-commerce extends to the convenience

of online shopping, transaction security, and the availability of diverse products. understanding how e-commerce shapes online communication in buying and selling among adolescents Medan City offers a deeper understanding of the role of these platforms in their lives (Prabowo, et al. 2021).

The influence of online media, encompassing both social media and e-commerce, on online marketing communication among adolescents in Medan City is a highly relevant and interconnected field of study. The combination of these two forces creates a complex ecosystem in which adolescents engage in online buying and selling activities. By considering the roles of both social media and e-commerce, this research can unveil how their interactions impact how adolescents communicate, shop, and build relationships with sellers and fellow consumers in an online context. The findings of this study provide a holistic understanding of the role of online media in shaping the online buying and selling behaviors of adolescents in Medan City, contributing to our knowledge of their evolving consumer practices. Firstly, the research endeavors to explore how social media exerts its influence on online marketing communication within this demographic. With the pervasive presence of social media platforms in the lives of adolescents, it is crucial to delve into how these platforms impact their behavior and interactions in the context of online commerce. This objective seeks to uncover the ways in which social media shapes the decision-making processes, trust-building with sellers, peer-to-peer communication of adolescents in Medan City when engaging in online transactions.

Secondly, the study aims to dissect the effect of e-commerce on online marketing communication among adolescents in Medan City. E-commerce platforms have significantly transformed the landscape of online shopping, offering adolescents a plethora of choices and features for conducting transactions. Understanding the influence of e-commerce goes beyond convenience; it delves into aspects such as transaction security, product variety, and the communication dynamics between adolescents and sellers during the online buying and selling process. Lastly, the research seeks to comprehensively examine the combined impact of online media, which encompasses both social media and e-commerce, on online marketing communication among adolescents in Medan City. By exploring the interplay between these two elements, the study aims to provide a holistic view of how adolescents navigate the multifaceted world of online commerce. It will uncover how social media and e-commerce platforms collectively influence their communication patterns, purchase decisions, and the development of relationships with sellers and fellow consumers.

2. Literature Review

2.1 Online media

In general, online media comprises all types of media presented on the internet, accessible exclusively through computers and internet-connected mobile phones. Online media constitutes a subset of mass media available on the internet, and like traditional mass media, it adheres to journalistic principles in its operational framework. The internet, as the platform for online media, exhibits several defining characteristics, including its technology-based nature, flexibility, interactive potential, public and private functionality, loose regulations, and interconnectedness.

Online media encompasses a broad spectrum of formats, including text, images, videos, and audio, making it a versatile tool for online communication. This general definition underscores that online media serves as a means of digital interaction and information dissemination.

Within the realm of online media, various platforms have become integral components of our digital landscape. One significant category includes search engines, represented by industry giants such as Google, Bing, and Yahoo. These search engines function as gateways to the vast expanse of information available on the internet, aiding users in locating specific information efficiently. Another notable category comprises portals, exemplified by news outlets like CNN, BBC, Detik, Republika Online, Sindo, and Okezone. These portals serve as hubs for news and updates, delivering a diverse range of content to cater to users' interests and requirements (Laudon & Traver, 2017).

Social media or social networking platforms have transformed online interaction. Websites such as Facebook, Twitter, YouTube, Flickr, Instagram, LinkedIn, MySpace, and Kaskus act as virtual forums for connecting, making friends, sharing information, and engaging in conversations. Additionally, websites owned by institutions, agencies, organizations, companies, foundations, and personal websites fall into this category. They utilize social media to promote policies, products, services, activities, programs, and, in the case of personal sites, share personal thoughts and experiences while building networks, clients, business partnerships, consumers, and acquaintances (Baloglu, 2002).

Chat applications, such as Skype, Yahoo Messenger, WhatsApp, Line, and WeChat, offer real-time communication opportunities without geographical boundaries. These platforms facilitate online conversations, enabling individuals to connect and exchange messages seamlessly. Electronic mail, commonly known as email, plays an integral role in online communication. Websites like Yahoo Mail and Google Mail (Gmail) provide email services, allowing people to exchange messages and information through the internet, streamlining both personal and professional correspondence. Finally, electronic commerce, or e-commerce, has revolutionized the way goods and services are bought and sold online. E-commerce platforms encompass online marketplaces, businesses, and transactions, facilitating the distribution, purchase, sale, marketing, and transactions of products and services conducted entirely online. E-commerce sites have become indispensable in modern commerce, offering convenience and accessibility to consumers and businesses alike (Ghosh, 1998).

2.2 Social media

Social media indicators, as defined by Ekasari (2014), provide valuable insights into the multifaceted role of social media in the realm of marketing and communication. Firstly, the "relationship" indicator highlights the significance of building and nurturing relationships with consumers through existing social media platforms. In the digital age, these platforms act as bridges that enable brands to connect with their audience on a personal level. Establishing a strong and positive rapport with consumers is essential for brand loyalty and long-term success. Secondly, the "Communication" indicator underscores the dynamic interactions that transpire between sellers and consumers within the realm of social media. These interactions go beyond conventional advertising, encompassing responses to inquiries, discussions, and feedback. This

indicator recognizes that effective two-way communication is pivotal for understanding consumer needs, addressing concerns, and fostering trust (mulyana, 2005).

The "Post-Purchase Interaction" indicator delves into the interactions that occur with consumers after they have made a purchase. Social media provides a platform for companies to maintain a relationship with customers beyond the point of sale. Whether it involves seeking feedback, offering post-purchase support, or encouraging customers to share their experiences, these interactions can enhance customer satisfaction and loyalty. Lastly, the "Information Format" indicator highlights the importance of presenting comprehensive information in a manner that captivates the attention of consumers. In the age of information overload, the way information is structured and presented on social media can significantly impact its effectiveness. Engaging and visually appealing formats can capture consumers' attention, making them more likely to absorb and act upon the information provided (Schwartz & Wilde, 1979).

In summary, these social media indicators identified by Ekasari provide a framework for understanding the intricate web of relationships, communications, post-purchase interactions, and information presentation that characterize the modern marketing landscape. Recognizing the significance of these indicators is crucial for businesses and marketers seeking to harness the power of social media to connect with their target audience and drive success in the digital age.

2.3 E-Commerce

Electronic Commerce (e-Commerce) is the process of buying, selling or exchanging products, services and information via computer networks. e-Commerce is part of e-business, where the scope of e-business is broader, not just commerce but also includes collaborating with business partners, customer service, job vacancies etc. E-commerce, or electronic commerce, offers a multitude of benefits that have transformed the way businesses and consumers engage in trade and transactions. Firstly, it provides unparalleled convenience in communication between consumers and producers. Through e-commerce platforms, individuals can easily interact with sellers, inquire about products or services, and seek information, all from the comfort of their homes or anywhere with internet access. This streamlined communication process enhances customer engagement and satisfaction (Kim & Yang , 2018).

Secondly, e-commerce offers a level of convenience in marketing and promoting goods or services that traditional methods struggle to match. Digital marketing strategies, such as email campaigns, social media advertising, and search engine optimization, allow businesses to reach their target audience more effectively and cost-efficiently. The ability to tailor marketing efforts to specific demographics and preferences is a significant advantage. Expanding the reach of potential customers is another key benefit of e-commerce. By breaking down geographical barriers, businesses can tap into a broader market segmentation. This means that even small or niche businesses can access a global customer base, increasing their growth potential and market presence. The convenience of e-commerce extends to the actual process of buying and selling. Online marketplaces and storefronts facilitate seamless transactions, making it easy for customers to browse products, compare prices, and make purchases with just a few clicks. This efficiency benefits both buyers and sellers, as it streamlines the entire sales process (Barber & Tietje, 2008).

E-commerce also simplifies payment processes by enabling online transactions. Secure and convenient online payment gateways ensure that customers can make purchases without the need

for physical cash or in-person card transactions. This not only enhances the buying experience but also reduces the risk associated with handling physical currency. Lastly, e-commerce platforms excel in the dissemination of information. Businesses can provide detailed product descriptions, specifications, reviews, and customer feedback to inform potential buyers. This transparency empowers consumers to make informed decisions, fostering trust and satisfaction. In conclusion, the benefits of e-commerce are multifaceted and profound. They encompass convenience in communication, marketing, and transactions, as well as the ability to expand market reach, simplify payments, and provide detailed information. These advantages have made e-commerce an indispensable component of modern commerce, benefiting businesses and consumers alike in the digital age.

2.4 Communication

Communication is an interaction that exists in society. A communication can be done directly or indirectly. A communication can be done easily, with progress technology at the moment. Advances in technology that assist activities communication is the development of a communication tool such as smartphones and the internet. The aim of communication is to receive a response or reaction from the recipient, which is essentially feedback. Models that prioritize feedback are influenced by the field of cybernetics (Safron & DeYoung, 2021) (Figure 1).

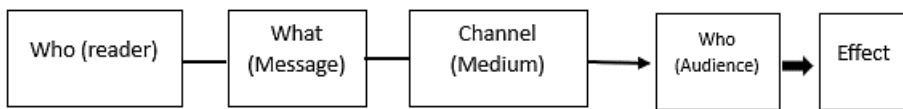


Figure 1. Communication Models

Several fundamental components play distinct roles in the exchange of information. These components help to understand how communication functions and what impact it can have. Firstly, "who" refers to the communicator or the person who takes the initiative to initiate communication. This individual plays a pivotal role in shaping the conversation, as their intentions, background, and interpersonal skills influence how the message will be conveyed. "Says what" pertains to the content of the communication or the message being conveyed. It encompasses the words, ideas, and emotions expressed during the interaction. The clarity and effectiveness of this message are crucial in ensuring that the intended meaning is accurately conveyed to the recipient (Sutardji 000).

"Through what" refers to the medium or media used for communication. This includes various means such as spoken language, body movements, eye contact, touch, written letters, electronic channels like radio and television, printed materials like books, and visual aids like pictures. The choice of communication medium can significantly impact how the message is received and understood. "To whom" signifies the audience or the recipient of the communication. It represents the individuals or groups to whom the communicator directs their message. Understanding the characteristics, needs, and expectations of the audience is essential for tailoring the message effectively (Kreuter, et al.2013).

Finally, "what effect" addresses the impact of the communication. This component delves into how the message influences the audience, whether it leads to understanding, persuasion, emotional reactions, or behavioral changes. The effectiveness of communication can often be measured by the desired effects it produces. In summary, these components collectively shape the process of communication. The communicator initiates the interaction, conveys a message through a chosen medium to a specific audience, and aims to achieve a particular effect. Understanding these elements helps individuals and organizations enhance their communication strategies to achieve desired outcomes and facilitate effective interactions in various contexts.

According to Cavanagh (2001) in his book defining buying and selling is a reciprocal agreement in which one party (the seller) promises to hand over the ownership rights to an item while the party that the other (the buyer) promises to pay a price consisting of an amount of money as compensation for the acquisition of said property rights. According to Wirjono Prodjodikoro, buying and selling is something agreement in which a party binds itself to be obliged to submit an item and the other party is obliged to pay a price, which is agreed upon by them together.

3. Research Method

This study uses a descriptive method with a quantitative and qualitative approach. This research is used to build knowledge through discovery and understanding of the surrounding environment and the environment being tested. The descriptive method is used to find out how social media influences online marketing communication among youth in Medan City and also to find out how e-commerce influences online marketing communication among youth in Medan City and to find out how online media influences (social media) and e-commerce) on online marketing communication among adolescents in Medan City. A qualitative approach is used to obtain deeper information regarding this phenomenon in order to obtain a more comprehensive explanation.

This research was conducted in Medan City because Medan City is the largest city on the island of Sumatra along with the increasing number of internet service users, getting cheaper and easier to get internet services, and supported by increased productivity of entrepreneurs who provide various products to be marketed. This online business opportunity is certainly very promising for the city of Medan, both for beginners and those who have started a business. Both large businesses and businesses and online businesses that are still small (Riquelme, 2002).

Heaton, (2008) There are two data in this study, namely primary data and secondary data. Primary data collection was carried out by interviews and Focus Group Discussions (FGD), while secondary data collection was obtained through library materials and documents. The Focus Group Discussion was carried out by inviting a number of informants who were deemed to know about the influence of online media on online marketing communications, especially in the city of Medan. Research informants were obtained through the snowball technique and questionnaires would also be distributed in order to get answers from respondents and the sample could represent the population of respondents.

This qualitative analysis was carried out following a process including data reduction, data presentation and drawing conclusions based on the reduction and presentation of data that had been done previously. Data reduction is done to classify, remove unnecessary data, and organize

data in such a way that conclusions can be drawn and verified. Presentation of data is done to develop a description of information composed of data that has been reduced so that then draw conclusions and take action. Furthermore, after the data is developed, conclusions will be obtained from the research that has been carried out. Quantitative data analysis was carried out by distributing questionnaires to respondents to obtain answers from the research sample. Data is taken from different sources, this aims to ensure the validity of the data, this study uses source triangulation. Source triangulation is done by obtaining data from different sources using the same technique (Duffy, 1987).

4. Results and Discussion

Medan city is the capital city of North Sumatra province, Indonesia. This city is the third largest city in Indonesia after DKI Jakarta and Surabaya and the largest city outside Java. Medan is a very important city of commerce, industry and business in Indonesia. In 2020, the city of Medan has a population of 2,435,252 people, and a population density of 9.522.22 people/km². The author presents the results of data collection obtained by using interviews with informants and also distributing questionnaires to research respondents. Informants as well as respondents were appointed as data sources capable of providing relevant information about the object under study according to the needs and objectives of the researchers so that the objectives of this study were achieved.

The researchers conducted direct observations of research respondents, focusing on youth in the city of Medan who utilize online media as a means of online marketing communication. Online media, in this context, encompasses all forms of media that are available on the internet and can be accessed solely through computers and internet-connected mobile devices (Xiang & Gretzel, 2010). It serves as a digital counterpart to traditional mass media and adheres to journalistic principles in its operational framework. Notably, within the realm of online media, we find two significant categories: e-commerce and social media. These platforms facilitate online communication and transactions, thereby enabling the buying and selling of goods and services through digital channels. The researchers' direct observations of youth engaging with these online media platforms shed light on their preferences, behaviors, and interactions within the dynamic landscape of online commerce, providing valuable insights into the evolving consumer practices of this demographic in the city of Medan. Understanding these dynamics is crucial for both businesses and researchers seeking to navigate and comprehend the intricacies of online marketing communication in the digital age.

Communication is a fundamental aspect of human interaction that permeates every society. It can take various forms, occurring both directly through face-to-face conversations and indirectly through written or digital means. In today's rapidly advancing technological landscape, communication has been significantly facilitated by innovations like smartphones and the internet. These developments have transformed the way people connect, share information, and engage in conversations, making communication more accessible and efficient than ever before.

One crucial aspect of research in the field of communication is ensuring the validity of the research instruments used. Validity tests are employed to determine whether these instruments effectively measure what they are intended to measure. To assess the validity of each statement or questionnaire item, researchers typically refer to statistical measures like the "r-stat."

(correlation coefficient) and compare it to the "r-table" value at a predefined significance level, often set at 0.05. The degrees of freedom (df) are calculated based on the sample size, allowing researchers to ascertain the statistical validity of their instruments. In the context of your description, a two-way test with an r-stat. of 0.361 suggests the strength and significance of the relationships between variables under examination.

In summary, communication is a dynamic social process that has been greatly influenced by technological advancements. It has become more accessible and efficient, thanks to innovations like smartphones and the internet. Additionally, researchers in the field of communication utilize validity tests to ensure the effectiveness of their research instruments, employing statistical measures to evaluate the strength of relationships between variables. These practices contribute to the ongoing understanding and improvement of communication processes in our ever-evolving society.

The results of the validity test on the Social Media variable (X1) used r-table = 0.361 which was distributed to 30 respondents. All statements on this variable are said to be valid if r-stat. > 0.361. Table 1 shows the results of the X1 variable validity test.

Table 1. Social Media Validity Test (X1)

No	Statement	r-stat.	r-table	Information
1	I am able to communicate well with consumers through social media	0.725	0.361	Valid
2	The sellers of the products I buy are very friendly and always greet me through social media.	0.624	0.361	Valid
3	Sales/purchase transactions through social media	0.613	0.361	Valid
4	Social media is very helpful in the process of buying/selling products.	0.762	0.361	Valid
5	After the sales and purchase transaction process takes place, there is still communication between the seller and the buyer.	0.422	0.361	Valid
6	The consumer can give feedback to the seller after the purchase	0.506	0.361	Valid
7	Using social media, sellers can create interesting descriptions of products that will be traded according to consumer interests	0.772	0.361	Valid
8	The consumer can get good information about the product to be purchased through social media	0.589	0.361	Valid

The analysis presented in Table 1 offers a clear and positive validation of the statement items within the Social Media variable (X1). Each of the 8 statement items has achieved an r-stat. score that exceeds the established threshold of 0.361. This outcome is a compelling indicator of the validity of these statements, affirming their suitability as reliable instruments for measuring the Social Media variable within the context of this study. The significance of this validation lies in its assurance that the selected statements effectively and accurately represent the specific aspects of the Social Media variable that the research aims to explore. In practical terms, this means that the questionnaire items associated with Social Media (X1) can confidently and reliably gauge respondents' interactions, perceptions, or behaviors related to social media platforms.

This validation process is a critical step in ensuring the quality and rigor of the research, as it confirms that the chosen instruments align with the research objectives and can yield trustworthy data. Consequently, researchers can proceed with confidence in utilizing these validated statement items to collect meaningful insights into the role of social media in the study's context. Overall, this validation process enhances the credibility and robustness of the study's findings and contributes to the integrity of the research endeavor.

The results of the validity test on the E-Commerce variable (X2) used $r\text{-table} = 0.361$ which was distributed to 30 respondents. All statements on this variable are said to be valid if $r\text{-stat.} > 0.361$. The following Table 2 is the results of the X2 variable validity test.

Table 2. E-Commerce Validity Test (X2)

No	Statement	r-stat.	r-table	Information
1	E-commerce shopping saves me money	0.622	0.361	Valid
2	Buying and selling products through E-Commerce can minimize expenses/capital.	0.617	0.361	Valid
3	Performing online buying and selling transactions through E-Commerce can be more effective by looking at the reputation of the E-Commerce	0.811	0.361	Valid
4	I trust one E-Commerce platform because I can give a good or bad comment on a product that is sold/buied.	0.535	0.361	Valid
5	By the existence of E-Commerce, it will make it easier for me to do business online.	0.684	0.361	Valid
6	The consumer believes in E-Commerce because of the existence of each platform from E-Commerce which makes them able to trust E-Commerce.	0.584	0.361	Valid

Based on Table 2, it is known that all statement items on the E-Commerce variable (X2) have an r-stat. score exceeding the value of 0.361. Referring to these results, the 6 statements contained in the E-Commerce variable (X2) are valid so that they are feasible to be used as instruments for measuring variables in this study.

validity test conducted on the variable "Online marketing communication" (Y) is a critical step in ensuring the reliability of the research instrument. In this test, a threshold value of $r\text{-table} = 0.361$ was employed, and the test was administered to a sample of 30 respondents. The objective was to determine the validity of the statements associated with this variable. According to the established criterion, a statement is considered valid if the r-stat., which represents the correlation coefficient, exceeds the threshold value of 0.361.

While the specific results of the validity test for the X2 variable are not provided, this process typically involves assessing each statement associated with the variable to ascertain whether it meets the validity criteria. The validity test is an essential procedure that ensures the chosen statements effectively measure the intended aspects of the Online marketing communication variable. Valid statements are crucial for accurate data collection and meaningful analysis in the study. the validity test for the Online marketing communication variable aims to determine the validity of its associated statements by comparing their r-stat. values to the established threshold. Valid statements are essential for maintaining the research instrument's credibility and ensuring that the data collected accurately reflect the variables under investigation.

Table 3. Test the Validity of Buying and Selling Communication Online (Y)

No	Statement	r-stat.	r-table	Information
1	I know about online buying and selling well through social media	0.464	0.361	Valid
2	Using social media is very helpful for me in conducting online buying and selling transactions.	0.440	0.361	Valid
3	Making buying and selling transactions through online media makes me happy	0.618	0.361	Valid
4	Making buying and selling transactions through online media makes me much happier than through offline/direct transactions.	0.735	0.361	Valid
5	Online media makes me want to do online buying/selling transactions	0.691	0.361	Valid
6	I would only make sales transactions/buy products through online	0.701	0.361	Valid
7	Social media makes my relationship with consumers and sellers better.	0.708	0.361	Valid
8	I can continue to communicate with consumers and sellers	0.590	0.361	Valid
9	After interaction with consumers or with sellers, I make a sale/purchase transaction	0.771	0.361	Valid
10	After the transaction/sale or purchase of products, there is still communication between sellers and consumers	0.592	0.361	Valid

Based on Table 3 it is known that all statement items on the Online marketing communication variable (Y) have an r-stat. score exceeding the value of 0.361. Referring to these results, the 10 statements contained in the Online marketing communication variable (Y) are valid so that they are feasible to be used as instruments for measuring variables in this study.

reliability test conducted for the variables within the scope of this study, namely social media (X1), E-Commerce (X2), and Online marketing communication (Y), is an essential step in assessing the trustworthiness and consistency of the data collected from respondents. To evaluate the reliability of the research instruments, the researchers employed the Cronbach alpha method, a widely recognized and accepted technique for this purpose. In the reliability analysis, the objective is to determine whether the answers provided by the research participants can be considered dependable and consistent. The Cronbach alpha coefficient is a statistical measure used for this assessment. According to the established criterion, an instrument is considered reliable if it yields a Cronbach alpha value greater than 0.6 or more.

While the specific results of the reliability test are not provided, the researchers likely computed Cronbach alpha values for each of the variables: social media (X1), E-Commerce (X2), and Online marketing communication (Y). These values indicate the internal consistency of the items within each variable. A higher Cronbach alpha value suggests stronger reliability, implying that the research instruments effectively measure the intended aspects of the variables. In summary, the reliability test conducted through the Cronbach alpha method plays a crucial role in determining the trustworthiness of the research data. It ensures that the responses gathered from respondents are consistent and dependable, ultimately enhancing the credibility and validity of the study's findings.

Table 4. Social Media Reliability Test (X1)

Variable	Cronbach's Alpha	N of Items
Social Media	.745	8
E-Commerce	.714	6
Online marketing communication	.830	10

Based on Table 4, the results of the reliability coefficient on the Social Media variable (X1) are 0.745. This means that the variable X1 has a reliability coefficient value that is greater than 0.6. Thus, all statements in the Social Media variable can be trusted and reliably used in research. The reliability test conducted for the E-Commerce variable (X2) in this study holds significant importance in assessing the dependability and trustworthiness of the data collected from respondents. The primary objective of this reliability analysis was to ascertain whether the answers provided by the research participants can be deemed reliable and consistent. To achieve this, the researchers employed the well-established Cronbach alpha method, a statistical technique widely utilized for assessing the internal consistency of research instruments.

In the context of this reliability test, the benchmark for reliability was set at a Cronbach alpha value exceeding 0.6. This threshold is commonly accepted in research as indicative of a reliable instrument. Specifically, it signifies that the items comprising the E-Commerce variable effectively measure the intended aspects of the variable and that the responses gathered from respondents consistently reflect the underlying constructs. While the specific results of the reliability test for the E-Commerce variable (X2) are not provided, it can be inferred that researchers calculated the Cronbach alpha coefficient to determine the internal consistency of the items within this variable. A Cronbach alpha value exceeding 0.6 would confirm the reliability of the E-Commerce variable, thereby reinforcing the credibility and validity of the data collected in relation to this particular aspect of the study (Patton, 1999). In summary, the reliability test conducted through the Cronbach alpha method ensures that the responses obtained from research participants regarding the E-Commerce variable are dependable and consistent. This rigorous assessment strengthens the quality of the research findings and enhances the overall reliability of the study's outcomes. Based on Table 4, the results of the reliability coefficient on the E-Commerce variable are 0.714. This means that the variable X2 has a reliability coefficient value greater than 0.6. Thus, all statements in the E-Commerce variable can be trusted and reliably used in research.

The reliability test conducted for the variable "Online marketing communication" (Y) in this study serves a crucial role in assessing the credibility and dependability of the responses collected from the research participants. The fundamental aim of this reliability analysis is to determine whether the answers provided by the respondents can be considered trustworthy and consistent. To accomplish this, the researchers utilized the Cronbach alpha method, a widely recognized and respected statistical technique for evaluating the internal consistency of research instruments. In the context of this reliability test, the criterion for reliability was established at a Cronbach alpha value greater than 0.6. This threshold is commonly employed in research as an indicator of a reliable instrument. It implies that the items comprising the "Online marketing communication" variable effectively measure the intended aspects of the variable. Furthermore, it assures that the

responses obtained from the research participants consistently reflect the underlying constructs and phenomena.

Although the specific results of the reliability test for the "Online marketing communication" variable (Y) are not provided, it is reasonable to assume that the researchers computed the Cronbach alpha coefficient to assess the internal consistency of the items within this variable. A Cronbach alpha value exceeding 0.6 would affirm the reliability of the "Online marketing communication" variable, bolstering the overall trustworthiness and validity of the data collected pertaining to this specific facet of the study. The reliability test conducted through the Cronbach alpha method ensures that the responses furnished by research participants concerning the "Online marketing communication" variable can be relied upon as consistent and dependable. This rigorous assessment enhances the quality and integrity of the research findings, contributing to the overall reliability and validity of the study's outcomes. Based on Table 4, the results of the reliability coefficient on the online marketing communication variable are 0.830. This means that the variable Y has a reliability coefficient value greater than 0.6. Thus, all statements in the Online marketing communication variable can be trusted and reliably used in research.

Table 5. Kolmogorov-Smirnov Test Results (KS)

Items	Unstandardized Residual	
N	30	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.30050506
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.096
Test Statistic	.096	
Asim. Sig. (2-tailed)	.200 ^{c,d}	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The Kolmogorov-Smirnov (KS) test is a fundamental statistical tool employed to assess the normality of data distribution. In the context of this study, the primary objective of conducting the KS test was to determine whether the data under examination exhibited a normal distribution pattern. The outcome of this test is typically contingent on the significance value, commonly denoted as "sig." A significance value greater than 0.05 signifies that the data can be considered normally distributed. Conversely, if they obtained sig value falls below 0.05, it indicates that the data distribution deviates from the normal. While the specific results of the Kolmogorov-Smirnov test are not provided, it is customary to conduct this test to ensure the underlying data conforms to the assumptions of normality, which is essential for many statistical analyses. A normal distribution is characterized by its bell-shaped curve, and when data adheres to this pattern, it simplifies statistical modeling and hypothesis testing.

The KS test results hold significant implications for the study, as they inform researchers about the nature of the data distribution they are working with. Whether the data is deemed normal or not normal has repercussions for subsequent statistical analyses and the reliability of study

findings. the Kolmogorov-Smirnov test in this study served as a diagnostic tool to assess the normality of the data distribution. The obtained sig value provides critical information about the data's adherence to the normal distribution assumption, ultimately guiding researchers in the appropriate selection and application of statistical methods for their analysis.

Based on Table 5, the value obtained through the Kolmogorov-Smirnov test was found to be 0.200. Based on the provisions, this value exceeds the specified limit value so that it can be said that the data is normally distributed, namely 0.05. So, it can be said that the data obtained in this study are normally distributed and meet the normality test assumptions. In the context of this study, the histogram graph served as a means to assess the normality of the data under examination. The objective was to determine whether the data exhibited a normal distribution pattern, which is characterized by a bell-shaped curve on the histogram. While the specific details of the histogram graph are not provided, a typical expectation when data follows a normal distribution is that the histogram displays a bell-shaped curve. This curve signifies that the data is symmetrically distributed around its mean, with a similar number of observations falling on both sides of the mean.

The histogram graph plays a critical role in visually confirming the data's adherence to normality, a fundamental assumption in many statistical analyses. A normal distribution simplifies statistical modeling and hypothesis testing, making it an important consideration for researchers. In summary, the histogram graph in this study was utilized to visually assess whether the data exhibited a normal distribution pattern. The presence of a bell-shaped curve in the histogram would suggest that the data is normally distributed, providing researchers with confidence in applying appropriate statistical methods for their analysis.

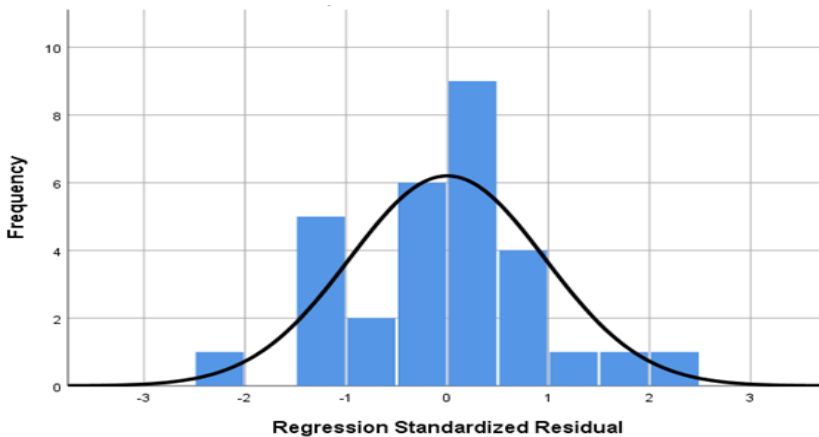


Figure 2. Histogram Graph

Based on Figure 2, it can be seen that the data is normally distributed which can be observed through the histogram graph which is in the form of a bell and is not too skewed to the left or right side significantly. Generally, histogram chart data can be said to be normal because the data spreads around the diagonal line and also follows the direction of the diagonal line or the histogram chart (Figure 3).

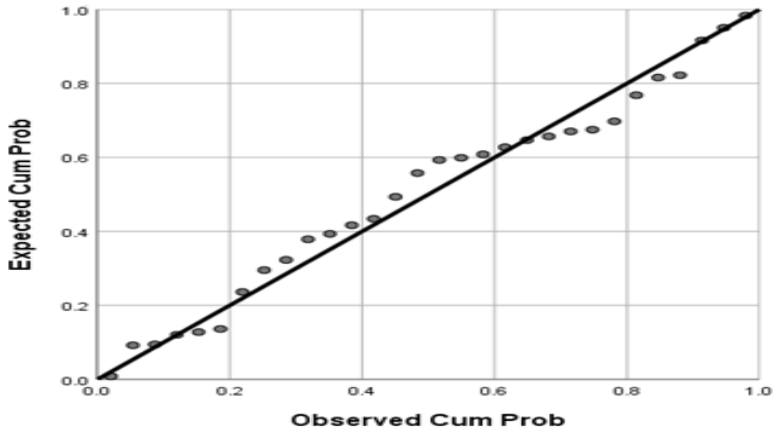


Figure 3. P-Plot Graph

The multicollinearity test is a critical component of regression analysis used to assess whether there are strong relationships or intercorrelations among independent variables. In the context of statistical modelling, it is desirable to have no multicollinearity symptoms, as this indicates that the independent variables are not highly correlated with each other, ensuring the robustness of the regression model. To determine the presence or absence of multicollinearity, researchers frequently rely on methods like Tolerance and the Variance Inflation Factor (VIF).

In this study, the Tolerance and VIF methods were employed to assess multicollinearity. Specifically, data is considered free from multicollinearity when the Tolerance value exceeds 0.10, and the VIF value is less than 10.00. These thresholds are commonly used in statistical practice to gauge the degree of multicollinearity within a dataset.

Table 6. Multicollinearity Test Results

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.115	6.467		-.018	.986		
	Media Sosial	.392	.202	.269	1.938	.063	.764	1.309
	E-Commerce	1.045	.238	.609	4.392	.000	.764	1.309

a. Dependent Variable: Online marketing communication

Based on Table 6, it can be seen that the Tolerance value for sales promotion and pricing variables is 0.764 which means greater than > 0.10 and the VIF value is 1.309 which means less than < 10.00 . From these results it can be concluded that there are no multicollinearity symptoms and the regression model is said to be feasible and can be used for the regression equation. A good regression model is that there are no symptoms of heteroscedasticity. The occurrence of heteroscedasticity symptoms in a regression model will result in a doubt on the results of the

regression analysis that was carried out. The occurrence of heteroscedasticity symptoms can be known through the scatterplot graph. The distribution of data points may not form a certain pattern and only spread in certain areas.

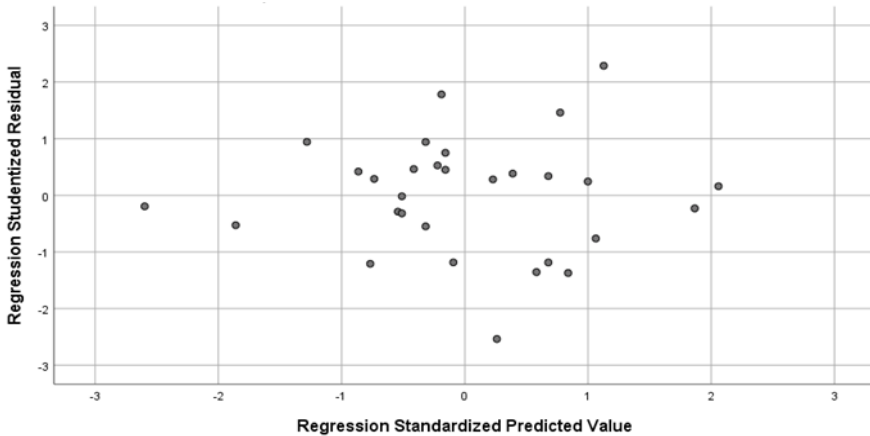


Figure 4. Heteroscedasticity Test Results

Based on Figure 4, it can be seen that the data points are spread out as a whole and do not form a particular pattern. The data points are also spread above and below zero so that it can be seen that the data is spread randomly. This shows that there are no symptoms of heteroscedasticity in the regression model in this study.

The results of the classical assumption test that have been carried out show that the regression model in this study is feasible to use because it is free from data normality problems, does not show symptoms of multicollinearity, and does not also show symptoms of heteroscedasticity. This multiple linear regression analysis aims to examine the effect of the independent variables, namely social media (X1) and E-Commerce (X2) on the dependent variable Online marketing communication (Y). The results of the multiple linear regression analysis test in this study will be presented as follows.

Table 7. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.115	6.467		-.018	.986
	Media Sosial	.392	.202	.269	1.938	.063
	E-Commerce	1.045	.238	.609	4.392	.000

a. Dependent Variable: Online marketing communication

Based on the results of the regression test in Table 7, the multiple linear regression analysis model used in this study can be formulated as follows:

$$Y = -0.115 + 0.392X1 + 1.045X2$$

The results of the multiple linear regression test presented in Table 9 offer valuable insights into the relationships among the variables under scrutiny in this study. The multiple linear regression equation can be dissected and interpreted constant coefficient, which is -0.115, represents the baseline or starting point for the Online marketing communication variable (Y). Essentially, if both independent variables, social media (X1) and E-Commerce (X2), have values of 0 (zero), the predicted value for Online marketing communication (Y) would be -0.115. This constant serves as the intercept of the regression equation and sets the foundation for further analysis.

The regression coefficient for social media (X1), indicated as 0.392, carries significant meaning. It signifies that for every unit increase in the value of X1, there is an associated increase of 0.392 units in the Online marketing communication variable (Y). The positive sign of this coefficient indicates a positive relationship between social media (X1) and Online marketing communication (Y). In practical terms, this means that as the value of X1, which represents social media engagement, rises, the value of Y, corresponding to online marketing communication, also increases. This suggests that heightened social media involvement positively impacts online marketing communication. The regression coefficient for E-Commerce (X2), with a value of 1.045, holds similar significance. It communicates that for every one-unit increase in the value of X2, the Online marketing communication variable (Y) is expected to increase by 1.045 units. Like the coefficient for social media, the positive sign underscores a positive relationship between E-Commerce (X2) and Online marketing communication (Y). In practical terms, this implies that an escalation in E-Commerce activities is associated with a corresponding increase in online marketing communication.

In summary, the multiple linear regression analysis elucidates how variations in the independent variables, social media (X1) and E-Commerce (X2), impact the dependent variable, Online marketing communication (Y). The coefficients offer quantitative insights into the strength and direction of these relationships. The positive coefficients for both X1 and X2 emphasize the importance of these variables in influencing and enhancing online marketing communication, reaffirming their positive contributions to the study's findings.

Table 8. Results of Partial Significance Test (T Test)

Coefficients^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.115	6.467		-.018	.986
	Media Sosial	.392	.202	.269	1.938	.063
	E-Commerce	1.045	.238	.609	4.392	.000

a. Dependent Variable: Online marketing communication

On the Social Media variable (X1) on online marketing communication (Y) a t-stat. value of 1.938 > 1.703 is obtained with a significance level of 0.063 > 0.05 and has a regression coefficient value of 0.392. This shows that the Social Media variable has a positive and significant effect on the Online marketing communication variable (Y). In the E-Commerce variable (X2) on online

marketing communication (Y), a t-stat. value of $4.392 > 1.703$ is obtained with a significance level of $0.000 < 0.05$ and has a regression coefficient value of 1.045. This shows that the E-Commerce variable has a positive and significant effect on the Online marketing communication variable (Y) (Table 8).

Simultaneous test (F test) was conducted to see whether the independent variables, namely Social Media (X1) and E-Commerce (X2) have an overall or joint effect on the dependent variable, namely Online marketing communication (Y). Decision making on the F test is based on several criteria, namely, If F-stat. $>$ F-table then the independent variable (X) affects the dependent variable (Y), then H0 is rejected. Vice versa so that H0 is accepted.

If the significance (sig.) $<$ 0.05 then H0 is rejected or significant. Otherwise H0 is accepted.

With a significance level of 5% or 0.05.

In determining the value of the F-table based on several conditions, namely:

Numerator Degree = $k - 1 = 3 - 1 = 2$

Denominator Degree = $n - k = 30 - 3 = 27$

Based on some of the provisions above, the F-table value is 3.35.

Information:

k = number of variables

n = number of respondents; (sample)

The results of the simultaneous test (Test F) carried out through the Statistical Software will be presented in Table 9.

Table 9. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	479.560	2	239.780	20.494	.000 ^b
	Residual	315.907	27	11.700		
	Total	795.467	29			

a. Dependent Variable: Online marketing communication
 b. Predictors: (Constant), E-Commerce, Media Sosial

Based on the results of data processing in Table 9, the F-stat. value obtained is $20.494 > 3.35$ or based on the sig. namely $0.000 < 0.05$. These results mean that the independent variables namely social media (X1) and E-Commerce (X2) have a simultaneous effect on the dependent variable, namely Online marketing communication (Y).

The coefficient of determination test, often denoted as R-squared (R²), is a crucial statistical measure used to assess the goodness of fit of a regression model. In this study, the results of the coefficient of determination test are presented in Table 12. R-squared measures the proportion of the variance in the dependent variable (Online marketing communication, Y) that is explained by the independent variables (social media, X1, and E-Commerce, X2) included in the regression model. It quantifies the model's ability to account for the observed variations in the dependent variable. In Table 10, the R-squared value will be provided, indicating the percentage of variability in online marketing communication that can be attributed to the combined influence of Social Media (X1) and E-Commerce (X2). A high R-squared value suggests that a substantial

portion of the variance in Y is explained by the independent variables, signifying a well-fitting model.

Interpreting the R-squared value is essential to understand the model's explanatory power. A high R-squared value implies that the independent variables have a strong collective influence on the dependent variable. Conversely, a low R-squared value indicates that the model may not adequately explain the observed variations in the dependent variable, suggesting the need for further investigation or consideration of additional variables. In summary, the coefficient of determination test presented in Table 10 provide insights into the effectiveness of the regression model in explaining the variance in Online marketing communication. Researchers will assess the R-squared value to determine how well the model captures the relationships between the independent and dependent variables, shedding light on the model's overall goodness of fit

Table 10. Test Results for the Coefficient of Determination (R2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.603	.573	3.42056

a. Predictors: (Constant), E-Commerce, Media Sosial
 b. Dependent Variable: Online marketing communication

A correlation coefficient (R) of 0.776 is obtained, which means that there is a relationship between Social Media (X1) and E-Commerce (X2) variables on online marketing communication (Y) of 77.6% so that the relationship between these variables can be categorized closely. The Adjusted R Square value of 0.573 or the determinant coefficient value shows that the Social Media (X1) and E-Commerce (X2) variables on online marketing communication (Y) are 57.3%, while the remaining 42.3% is influenced by factors outside this research model.

The study delves into the intricate dynamics of social media's impact on the online commerce interactions of youth in Medan City. The research defines social media as encompassing a wide array of online platforms, which serve as virtual forums for interaction, friendship-building, information sharing, chatting, and communication. This broad definition includes popular platforms such as Blogs, Facebook, Twitter, Youtube, Flickr, Instagram, Linkedin, MySpace, Path, Kaskus, and more. Additionally, the study acknowledges that websites of various institutions, agencies, organizations, companies, foundations, and personal websites are also regarded as social media due to their fundamental purpose of socializing policies, products, services, and building networks among other objectives.

One significant aspect highlighted in the research is the meticulous validation and reliability testing of the independent variables. The findings from this validation process affirm the credibility and trustworthiness of the research instrument used to measure the variables. This methodological rigor strengthens the overall quality of the study and provides a solid foundation for the subsequent analyses and interpretations. The study's overarching aim is to shed light on how social media, in its diverse forms and functions, influences the online marketing communication patterns of youth in Medan City. With validated and reliable independent variables, the research is well-equipped to explore and decipher the intricate relationships and dynamics in this context. The outcomes of this study have the potential to contribute valuable

insights to the fields of digital commerce, online communication, and the role of social media in shaping the behaviors and interactions of young consumers in urban settings.

The study delves into the intricate dynamics of electronic commerce (e-commerce) and its impact on the online commerce interactions of youth residing in Medan City. E-commerce is defined within the research as the comprehensive process of buying, selling, or exchanging products, services, and information facilitated through computer networks. This definition underscores the technological underpinning of e-commerce, where digital platforms and online transactions are central. The research also highlights the distinction between e-commerce and the broader concept of e-business. While e-commerce focuses primarily on commercial transactions conducted electronically, e-business encompasses a more extensive scope, including aspects such as collaboration with business partners, customer service, and various other business-related activities (Laudon & Traver, 2017).

One notable aspect of the study is the rigorous validation and reliability testing conducted on the independent variables. The research findings affirm the validity and reliability of the chosen variables, ensuring the trustworthiness of the research instrument employed to measure these variables. This methodological rigor enhances the credibility of the study's outcomes and strengthens the foundation for conducting subsequent analyses and drawing meaningful conclusions. The overarching objective of the research is to shed light on the influence and implications of e-commerce on the online marketing communication patterns of youth in Medan City. With validated and reliable independent variables, the study is well-positioned to explore and analyze the multifaceted relationships and dynamics within this context. The outcomes of this research are poised to provide valuable insights into the evolving landscape of digital commerce, the role of e-commerce in shaping online communication behaviors, and its specific impact on the behaviors of young consumers in urban settings.

delves into the intricate landscape of online media and its influence on the online commerce interactions of youth residing in Medan City. Online media is defined within the research as encompassing all forms of media content presented on the internet, accessible through computers and mobile devices connected to the web. It emphasizes that online media serves as a subset of mass media, distinguishing itself by its digital nature and its presence on the internet. The research underscores that online media adheres to journalistic principles in its operational framework, aligning it with traditional mass media in terms of professionalism and content integrity. Furthermore, the study recognizes the internet as a pivotal platform for online media, emphasizing its distinctive characteristics, including technology-driven foundations, adaptability, interactive potential, dual roles in both private and public spheres, relatively low regulatory constraints, and interconnectivity.

One significant facet of the study is the rigorous validation and reliability testing carried out on the independent variables. The research findings affirm the validity and reliability of these variables, underscoring the trustworthiness of the research instrument employed to measure them. This methodological rigor bolsters the credibility of the study's findings and establishes a robust foundation for conducting subsequent analyses and drawing meaningful conclusions. The overarching objective of the research is to illuminate the impact and consequences of online media, encompassing both social media and e-commerce, on the online marketing communication patterns of youth in Medan City. With validated and reliable independent

variables, the research is well-prepared to explore and scrutinize the intricate relationships and dynamics within this context. The outcomes of this research have the potential to provide valuable insights into the evolving landscape of online communication, digital commerce, and the specific ways in which online media influences the behaviors of young consumers in urban environments.

5. Conclusion

This study explores the multifaceted influence of various online media elements on the online marketing communication behaviors of adolescents residing in Medan City. The research begins by examining the impact of social media on these interactions. Social media encompasses a wide array of digital platforms that serve as virtual hubs for interaction, networking, and information-sharing. These include well-known platforms such as Blogs, Facebook, Twitter, Youtube, Flickr, Instagram, LinkedIn, MySpace, Path, Kaskus, among others. Additionally, the study recognizes that websites of various institutions, agencies, organizations, companies, foundations, and personal websites are also integral components of social media. These online spaces have a primary purpose of "socializing" policies, products, services, and facilitating connections among individuals. The rigorous testing and validation of the independent variables underscore the trustworthiness of the research instrument, providing a solid foundation for subsequent analysis and meaningful conclusions.

Furthermore, the study delves into the influence of e-commerce on the online marketing communication among adolescents in Medan City. E-commerce, as defined in the research, represents the comprehensive process of buying, selling, and exchanging products, services, and information facilitated through computer networks. It is positioned within the broader context of e-business, encompassing a wide range of activities beyond commerce alone, including collaboration with business partners, customer service, and various other facets. The validation and reliability testing of independent variables in this segment of the study affirm their credibility, reinforcing the robustness of the research's findings.

Lastly, the research encompasses the broader influence of online media, which encompasses both social media and e-commerce, on the online marketing communication behaviors of adolescents. Online media is characterized as encompassing all types of media content presented online via the internet, accessible through computers and mobile devices. This medium is recognized as a subset of mass media and adheres to journalistic principles in its operational framework. It also embraces the unique characteristics of the internet, including its technology-driven nature, adaptability, interactive potential, and dual roles in both private and public spheres. The testing and validation of independent variables within this realm provide a foundation for understanding how these various online media elements collectively shape the online commerce communication patterns of youth in Medan City.

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