
The Influence of Promotion Through Social Media on Middle-Class Consumer Decisions at The Hair Loft Surabaya Barbershop

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Abstract

The rapid growth of the service industry in Indonesia, particularly in the men's grooming sector, has intensified competition among barbershops. In this context, promotion through social media has become one of the most effective strategies for attracting and retaining customers, especially middle-class consumers who are highly concerned about lifestyle and appearance. This study aims to analyze the influence of social media promotions on middle-class consumer decisions at The Hair Loft Barbershop in Surabaya. This study used an exploratory qualitative method, with data obtained through in-depth interviews, observations, and surveys involving middle-class consumers who use The Hair Loft's services and actively engage with its social media content. This study focused on how visual content, discount information, testimonials, and online interactions shape consumer perceptions, attitudes, and purchasing decisions. The findings indicate that social media promotions significantly influence consumer decisions. Most respondents reported first learning about The Hair Loft through Instagram before deciding to visit. Factors such as visual appeal, clear promotional information, barber professionalism, and alignment with lifestyle trends were found to be key determinants of consumer decision-making. Furthermore, the intensity of promotional exposure on social media is closely related to consumer loyalty, as frequent interaction with digital content encourages repeat visits. In conclusion, social media promotion not only serves as an effective communication tool to attract new customers but also plays a strategic role in building consumer loyalty. For The Hair Loft Barbershop, consistent, creative, and consumer-oriented social media content is crucial for strengthening branding, maintaining competitiveness, and ensuring long-term business sustainability in the men's grooming industry.

Keywords: Barbershop, Consumer Decisions, Middle-Class Consumers, Social Media Promotion, The Hair Loft Surabaya

INTRODUCTION

The development of the service industry in Indonesia is currently experiencing significant growth in line with the growing public demand for services that support a modern lifestyle. Increasingly fierce competition requires every company to not only offer products or services but also provide added value that meets consumer needs. In the service business context, a company's success is greatly influenced by its ability to attract new customers while retaining existing ones. Therefore, companies must be able to adapt quickly to market dynamics and increasingly complex competition.

One industry experiencing rapid growth is the barbershop. Previously, haircuts were viewed as a basic necessity. However, with evolving lifestyles, barbershops have now become part of a lifestyle trend related to appearance and self-image, especially for modern men. The services offered are increasingly diverse, ranging from haircuts and shaves to head massages and even specialized hair treatments for men. This phenomenon makes the barbershop business increasingly promising, especially for middle-class consumers who are highly conscious of their appearance and willing to pay more for quality service.

However, this significant opportunity also presents challenges. The proliferation of barbershops in Surabaya has intensified competition. Although prices and service quality are

relatively comparable, not all barbershops are able to attract and retain customers. This situation indicates that other factors influence consumers' decisions in choosing a barbershop, one of which is promotional strategy. Promotion is an important tool for brand recognition, building a positive image, and creating emotional bonds with consumers, thus encouraging them to make a purchase.

Promotion is communication between sellers and buyers or other parties in the channel to influence attitudes and behavior. This is done to introduce products to consumers so that consumers can understand the advantages of the products they plan to purchase (Hastuti et al., 2020). Promotion essentially encompasses all activities designed to convey or communicate a product to the market as a means of providing information about the product's features, uses, benefits, and availability, and to change consumer behavior or encourage consumers to purchase the product. Advertising is a common promotional medium used to convey product information (Muhammad et al., 2022).

The word media comes from the Latin word "medius," meaning middle, intermediary, or messenger. Social media is a medium that allows users to socialize and interact, share information, and build partnerships. In this context, social media can be defined as a form of electronic communication in which users interact as they wish, freely sharing or exchanging and discussing ideas, personal information, and other information about each other or their live content through the use of various multimedia, including personal sentences, images, video, or audio, as well as online platforms available when connected to the Internet (Rahman et al., 2023).

Purchasing decisions according to Sutiyono and Baruna Hadibrata in (Prmono et al., 2020) are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. Thus forming attitudes in consumers to process all information and draw conclusions in the form of responses that arise what products will be purchased. According to Kotler and Keller, purchasing decisions are the stage where consumers are also enabled to form intentions to purchase the most preferred products, where consumer decisions to modify, postpone, or avoid are greatly influenced by perceived risks.

In the digital era, promotion through social media has become an effective and efficient marketing strategy. Social media platforms such as Instagram, TikTok, and Facebook allow companies to reach a wider audience at a relatively affordable cost. Furthermore, social media facilitates two-way communication between companies and consumers, allowing consumers to more easily obtain information, provide feedback, and feel closer to the brand they choose. This aligns with Hasip et al., (2023) opinion, which states that promotion is one of the factors that most influences consumer interest in using a service.

Specifically for barbershops, promotion through social media plays a crucial role in projecting a modern image, lifestyle, and the quality of service offered. Visual content in the form of photos, videos, testimonials, and promotional information is a major draw for consumers, especially middle-class consumers who actively use social media in their daily lives. With the right promotional strategy, barbershops can strengthen their branding, increase visitor interest, and ultimately drive consumer purchasing decisions.

The Hair Loft Surabaya barbershop is a modern barbershop targeting middle-class consumers. To face competition, The Hair Loft utilizes social media as a primary means to promote its services and reach its target consumers. Based on this phenomenon, researchers are interested in conducting a study entitled **The Influence of Promotion Through Social Media on Middle-Class Consumer Decisions at The Hair Loft Surabaya Barbershop**. This research is expected to provide an empirical overview of the effectiveness of social media promotion in influencing consumer decisions, while also providing strategic input for barbershop business development in the digital era.

METHOD

The research object in this study is The Hair Loft Barbershop, located in Surabaya. This barbershop was chosen because it is a modern barbershop targeting middle-class consumers, utilizing social media as its primary promotional tool. The research focuses on how The Hair Loft's social media promotional strategy influences middle-class consumers' decisions when choosing its services. Given the intense competition among barbershops in Surabaya, selecting The Hair Loft as

the research object is considered relevant to provide a clear picture of the effectiveness of digital promotion in the men's grooming industry.

The research method used is qualitative. According to Safrudin et al., (2023), qualitative research is a research procedure that produces descriptive data in the form of words, writings, and behaviors of individuals observed. This research was chosen because it aligns with the research objective, namely to understand social phenomena related to the influence of social media promotions on middle-class consumer decisions. With a qualitative approach, researchers can explore more in-depth data regarding consumers' perspectives, experiences, and motivations in choosing barbershop services based on the promotions they encounter on social media.

This qualitative research uses an exploratory method. Exploratory research is conducted to gain a deeper understanding of a phenomenon and build a foundation for further research. Exploratory research aims to gain a deeper understanding of the main problem and form new hypotheses. Using this method, researchers can explore how promotions conducted by The Hair Loft Barbershop on social media influence the perceptions, attitudes, and even decisions of middle-class consumers to purchase services.

In this study, the population is defined as all consumers who have used The Hair Loft Barbershop services in Surabaya. This population was chosen because barbershop consumers are the ones who directly receive promotional exposure and simultaneously make purchasing decisions. According to Suriani and Jailani, (2023), a population is the entire object or subject possessing certain qualities and characteristics determined by the researcher to be studied. Therefore, all active and passive consumers of The Hair Loft constitute the population covered in this study.

Meanwhile, a sample is a subset of the population selected to represent the whole. According to Suriani and Jailani, (2023), a sample is a number of individuals selected from a population and must be able to represent the characteristics of the population as a whole. In this study, the sample was drawn from middle-class consumers who actively interact with The Hair Loft's social media content, such as on Instagram or TikTok, and have used the barbershop's services. The sample was selected using purposive sampling, selecting informants deemed most capable of providing relevant data related to the phenomenon under study.

This study has two main variables: the independent variable and the dependent variable. The independent variable in this study is The Hair Loft's social media promotions. These promotions include various forms of visual content, promotional captions, discount information, and interactions with consumers on digital platforms. Meanwhile, the dependent variable in this study is the decision of middle-class consumers in choosing a barbershop service. This consumer decision encompasses stages ranging from awareness, interest, consideration, and ultimately, purchase.

The data sources in this study are divided into two: primary and secondary data. Primary data was obtained directly from the middle-class consumers who served as the research sample through in-depth interviews, observations, and surveys. This data is important because it provides authentic information regarding consumers' experiences in responding to The Hair Loft's social media promotions. Secondary data was obtained from various literature, journals, articles, and references related to social media promotion strategies, consumer behavior, and supporting data regarding the barbershop industry in Indonesia. These two types of data complement each other to produce a comprehensive analysis.

Data collection techniques in this study were conducted through three main methods. First, in-depth interviews with middle-class consumers who had used The Hair Loft services to gain information about their perceptions of social media promotions and their influence on purchasing decisions. Second, observation techniques, in which researchers conducted direct observations at barbershop locations to observe.

Consumer behavior patterns, service atmosphere, and consumer responses to promotions. Third, a simple survey technique was used through social media to determine the extent to which consumers were exposed to The Hair Loft's digital promotions and how this influenced their decisions.

In analyzing the data, the researchers used a qualitative analysis model consisting of three stages. First, data reduction, which is the process of summarizing, selecting key points, and focusing on data relevant to the research objectives. Second, data presentation, which presents information in a clear, descriptive narrative for easy understanding. Third, conclusion drawing or verification, where the researchers draw key findings based on consistent and credible evidence throughout the research. This process is carried out continuously until valid final conclusions are reached (Bado, 2021).

With the research methods described, this study is expected to provide a comprehensive overview of the influence of social media promotions on the decisions of middle-class consumers at The Hair Loft Surabaya Barbershop. Furthermore, the results of this study can also provide practical input for The Hair Loft and other barbershop businesses in optimizing digital promotion strategies to win the competition in the modern men's grooming industry.

RESULTS AND DISCUSSION

Result

Before discussing data analysis, it is first necessary to understand the general overview of the research area. This understanding is expected to clarify the context of the discussion related to the research problem. Therefore, this section will present a brief explanation of the monographic conditions in Surabaya City, the research location, as well as a general overview of The Hair Loft Barbershop, the main research object. Surabaya City is the capital of East Java Province, located between 07°9' and 07°21' South Latitude and 112°36' and 112°54' East Longitude. It covers an area of approximately 326.36 km² divided into 31 districts and 154 urban villages. Geographically, Surabaya is bordered by the Java Sea and the Madura Strait to the north, Sidoarjo Regency to the south, Gresik Regency to the west, and the Madura Strait to the east. As the second largest metropolitan city after Jakarta, Surabaya plays a vital role as a center of trade, business, and services in East Java and eastern Indonesia.

Physiographically, the majority of Surabaya consists of lowlands, 3–6 meters above sea level, with a slope of less than 3 percent. In the west and south, there are gently sloping hills, 25–50 meters high, and slopes of 5–15 percent. The predominant soil type is alluvial, with soils with high limestone content in the hilly areas. Surabaya has a tropical climate with two seasons: rainy and dry, with an average annual rainfall of 172 mm, and temperatures ranging between 25°C and 30°C. As the lower reaches of the Brantas River, Surabaya is crossed by several major rivers, such as the Surabaya River, Mas River, Jagir River, and Lamong River, making it vulnerable to flooding during the rainy season.

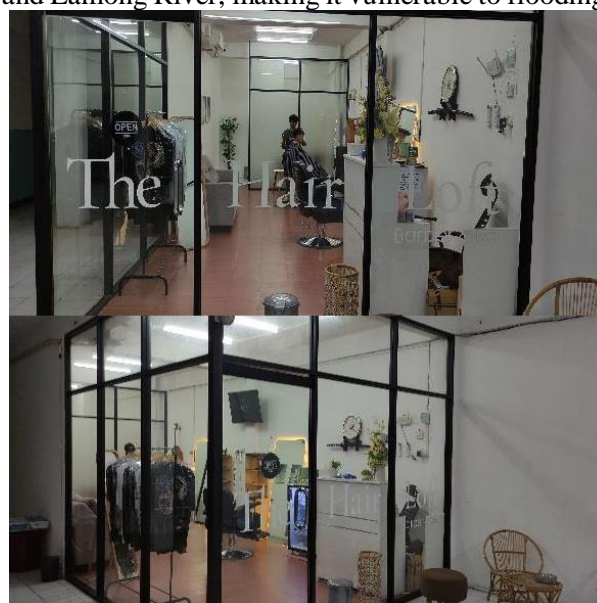


Figure 1. The Hair Loft Barbershop Surabaya
Source: researcher's personal documents (2025)

The research object is The Hair Loft Surabaya Barbershop. The Hair Loft Surabaya is located at Pertokoan Kenjeran Indah, Jl. Kenjeran No. 564-572, Dukuh Sutorejo, Mulyorejo, Surabaya, East Java. This barbershop is a dedicated place that provides haircuts, shaves, and other grooming services for men. In modern culture, barbershops are not only a place to enhance one's appearance but also a social and gathering space. The Hair Loft is characterized by its masculine, classic, or vintage-style interior and professional barbers trained to provide services in keeping with men's trends. Additional services offered include head massages, cream baths, traditional shaving, and hair styling. Like other classic barbershops, The Hair Loft also features the iconic barber pole as a traditional symbol.

The Hair Loft's vision is "To be a pioneer in modern men's grooming trends that prioritize quality, comfort, and customer satisfaction." To realize this vision, its mission is to provide comfortable and satisfying service in a clean, friendly, and professional atmosphere. This is realized through excellent service, warm interactions with customers, and service innovations tailored to the needs of its primary target market, the middle-class consumer.

In carrying out its operations, The Hair Loft has a clear division of duties and responsibilities. The main position is the male barber or hair stylist, who is responsible for providing haircuts, shaves, light grooming, and providing advice on trendy hairstyles. The receptionist, who also serves as the cashier, welcomes customers, manages the queue, answers questions about services and promotions, and handles payments. Additionally, the cleaning service plays a role in maintaining the cleanliness of the barbershop area, ensuring it remains hygienic and comfortable. The business owner is responsible for the overall business strategy, while the admin manages the booking system and daily financial reports. With an organized work structure, The Hair Loft strives to provide the best possible experience for its customers.

The data for this study was obtained through in-depth interviews conducted by researchers with middle-class customers at The Hair Loft Barbershop in Surabaya. The interviews were conducted to gain an understanding of the influence of social media promotions on middle-class customers' consumer decisions and the level of satisfaction they experienced with barbershop services. The research at The Hair Loft Barbershop in Surabaya found that social media promotions significantly influence middle-class consumers' decisions to use grooming services. Middle-class consumers in Surabaya generally belong to the middle-class economic class, have a modern lifestyle, and are quite selective in choosing services that align with their desired quality and image.

The Hair Loft's promotions through social media, particularly Instagram and website card, have proven effective in attracting consumers. The content displayed, such as documentation of recent haircuts, customer testimonials, and the barbershop's modern and comfortable interior, create strong visual appeal. Furthermore, promotions in the form of discount information, service packages, bookings, and giveaways shared through social media also serve as a driving factor in increasing middle-class consumers' interest in visiting.

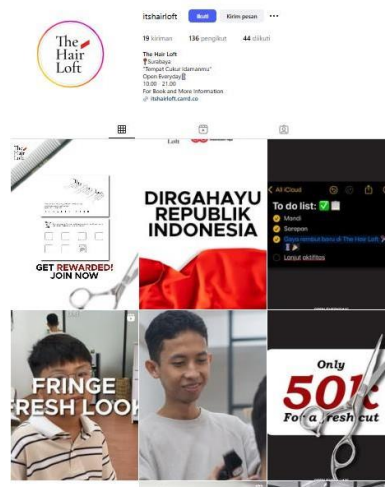


Figure 1. Media Social Instagram The Hair Loft Barbershop Surabaya

Source : <https://www.instagram.com/itshairloft/?igsh=dmhvaHd2bmdxOHMy#>

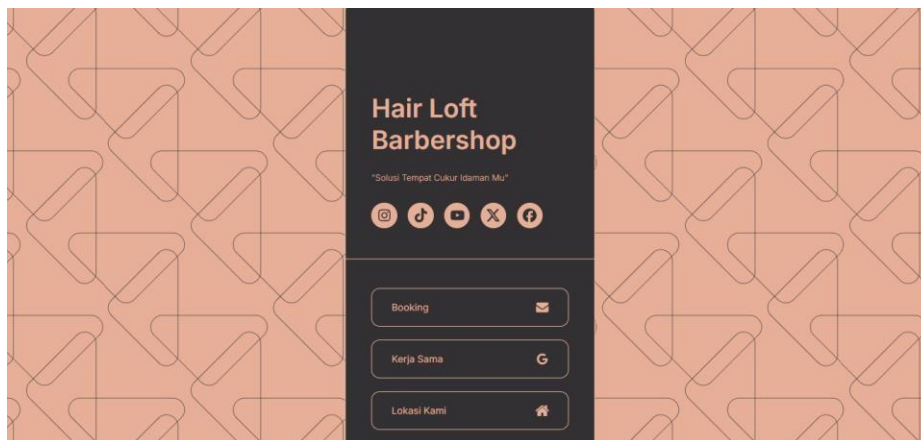


Figure 2. Website Card The Hair Loft Barbershop Surabaya

Source: itshairloft.carrd.co

Research findings indicate that most consumers learned about The Hair Loft Barbershop through social media before deciding to visit. This indicates that social media plays a dominant role as a primary source of information in the consumer decision-making process. For middle-income consumers, the image and trends displayed on social media are crucial, as they tend to consider aesthetics, comfort, and professionalism of the barber before making a decision.

Furthermore, the research also revealed that middle-income consumers place greater emphasis on service quality that meets their expectations. Social media promotions featuring professional barbers, a clean and comfortable atmosphere, and additional services such as cream baths, head massages, and hair styling are believed to strengthen The Hair Loft's image as a modern barbershop that meets the needs of middle-income consumers. In other words, informative and persuasive promotional content has been shown to increase consumer trust and encourage them to make purchasing decisions.

Furthermore, the analysis also found a relationship between the intensity of social media promotions and levels of customer loyalty. Consumers who frequently view The Hair Loft's content on social media are more likely to make repeat visits, as they perceive the brand as a constant presence and up-to-date with men's grooming trends. This aligns with Kotler & Keller's (2016) theory, which states that effective promotions not only attract new customers but also build long-term relationships through consistent interaction.

Thus, the results of this study indicate that promotions through social media have a significant influence on the decisions of middle-class consumers at The Hair Loft Surabaya Barbershop. The most influential factors are the visual appeal of the content, clear promotional information, the barber's professional image, and the suitability of the service to the lifestyle of middle-class consumers. The Hair Loft has successfully utilized social media not only as a promotional tool but also as an interactive communication tool that strengthens its image and customer loyalty.

DISCUSSION

Literature Analysis

Over the past five years, research on the influence of promotions on consumer purchasing decisions has continued to develop, integrating new approaches and expanding its scope of application. One significant study was conducted by Silwanus Mahardhika Naru, (2024) entitled "The Effect Of Content Marketing, Celebrity Endorsement, And Service Quality On Purchase Decisions At A Barbershop (The Barberbrown) In Yogyakarta." The research findings show that the combination of Content Marketing, Celebrity Endorsement, and Service Quality significantly influences the Purchase Decision variable. The Purchase Decision variable is most influenced by Content Marketing, Celebrity Endorsement, and Service Quality, accounting for 56.7% of the variance, while the remaining 45.3% is influenced by other factors not included in this study.

Furthermore, a study by Ni Kadek Dian Winda Sari, Ni Wayan Eka Mitariani, and I Gusti Ayu Imbayani, (2020) entitled "The Effect Of Store Atmosphere, Promotion, And Location On Consumer Purchase Decisions At Tokio Barbershop" showed that the Promotion variable had a positive effect on the Purchase Decision variable with a significant value ($0.001 < 0.05$). The results of the study indicate that the Location variable has a positive effect on the Purchase Decision variable with a significant value of ($0.005 < 0.05$). The researchers' recommendation for companies is to provide longer-term promotions to increase consumer purchasing decisions. Further research is recommended to include other factors influencing purchasing decisions, such as price perception, customer satisfaction, and service quality.

Furthermore, a study by Adinda Suci Nurwulan and Dicki Kusmayadi, (2024) entitled "The Influence Of Instagram Content On Consumer Decisions To Choose A Haircut At Be_Haircut Barbershop" was conducted. Through analysis of the results using respondents' achievement levels, the Instagram content variable with the most influence on consumer decisions was the feed indicator. Meanwhile, the product choice indicator had the greatest influence on consumer decisions to choose a haircut at be_haircut barbershop. After collecting and processing data through statistical tests using SPSS version 25, the conclusion was that there was a significant influence between Instagram content and consumer decisions to choose a haircut at be_haircut. barbershop.

Analysis Of Research Results

The research results show that middle-class consumers have high expectations for service quality, comfort, and professionalism from barbers. They assess satisfaction not only from the haircut result, but also from the overall experience, from the barbershop atmosphere, additional amenities, to the friendliness of the staff. This aligns with the consumer behavior theory proposed by Kotler & Keller in (Putri, 2022), which states that consumer decisions are not only based on functional needs but are also influenced by psychological, social, and lifestyle factors.

In the context of modern marketing, the behavior of middle-class consumers is highly relevant to promotional strategies through social media. Middle-class consumers, who tend to be critical and follow lifestyle trends, are more easily influenced by promotional content that emphasizes service quality, the latest hairstyle trends, and a comfortable and exclusive barbershop atmosphere. Social media platforms like Instagram are effective channels for displaying visuals of haircuts, customer testimonials, special promotions, and even the barber's daily activities. Thus, social media functions not only as a promotional medium but also as a means of building image and two-way communication with customers.

The research findings also indicate that middle-class consumer loyalty is largely determined by their satisfaction with consistent service that meets expectations. This reinforces Tjiptono in Surya and Rahmat, (2025) assertion that effective promotion not only attracts new customers but also builds loyalty through positive experiences. The Hair Loft, with its social media-based promotional strategy, has a significant opportunity to highlight the advantages of its services, such as the professionalism of its barbers, additional amenities, and a modern atmosphere that aligns with the lifestyles of middle-class consumers.

Furthermore, factors such as the trends and lifestyles followed by middle-class consumers indicate that social media plays a significant role in shaping their perceptions. Consumers who see the latest haircut trends through The Hair Loft's social media content are more motivated to try the service, so that purchasing decisions are not only based on the basic need for a haircut, but also on lifestyle and social influences. This aligns with the concept of social influence in consumer behavior theory, where social interaction and media exposure can influence individual purchasing decisions.

Therefore, it can be concluded that middle-class consumer behavior, which emphasizes quality, convenience, and trends, can be accommodated with the right promotional strategy through social media. The Hair Loft needs to continue optimizing promotional content that is engaging, interactive, and relevant to the needs of middle-class consumers. The combination of the right promotion and quality service will increase consumers' decision to choose The Hair Loft as their barbershop of choice, while maintaining their loyalty in the long term.

CONCLUSION

Based on the research results, it can be concluded that promotions through social media have a significant influence on the decisions of middle-class consumers at The Hair Loft Barbershop in Surabaya. Social media serves as the primary source of information for consumers in learning about the barbershop, assessing service quality, and determining whether to visit. Promotions conducted through attractive visual content, clear promotional information, and presenting a professional image of the barber have been proven to increase consumer interest. For middle-class consumers, comfort factors, hairstyle trends, and aesthetic values displayed in social media promotions are important considerations in decision-making. Furthermore, the intensity of promotions on social media has also been shown to encourage consumer loyalty. Consumers who are frequently exposed to The Hair Loft content tend to make repeat visits because they feel the brand is always relevant to their lifestyle. Thus, promotional strategies through social media are not only effective in attracting new consumers, but also in retaining existing consumers. Overall, this study confirms that social media is a strategic and effective promotional tool for The Hair Loft Barbershop in reaching and influencing the decisions of middle-class consumers. Therefore, creative, consistent, and consumer-focused content management is key to increasing business competitiveness and sustainability.

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