

**The Effect of Online Marketing and Shipping Costs on Consumer Buying Interest in Dennis Orchid House**

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INDEXING	ABSTRACT
<b>Keywords:</b> Keyword 1; Online Marketing Keyword 2; Shipping Costs Keyword 3; Consumer Buying Interest	This research explores how online promotion strategies and delivery charges impact consumer buying decisions at Dennis Orchid House, both individually and collectively. The study applies a quantitative descriptive approach, targeting buyers of Dennis Orchid House. A total of 100 participants were chosen using purposive sampling. Data were obtained through structured questionnaires. The responses were processed using multiple linear regression analysis, supported by t-tests for individual variables and an F-test for combined variable influence. The analysis shows that both online marketing and delivery fees have a positive influence on purchase interest, with an R <sup>2</sup> value of 0.756. This indicates that 75.6% of the variation in consumer interest is explained by the two variables. Statistical tests confirm that both factors significantly affect consumer buying interest, as shown by significance values below 0.05. Online marketing initiatives and delivery cost policies play an essential role in shaping customer purchasing decisions. Business owners are advised to enhance their digital marketing appeal and provide flexible shipping options to attract more buyers.

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**INTRODUCTION**

Currently, social media is one of the most widely used means of promotion by various circles. In the midst of advances in digital technology, the use of social media has become very common in daily life. Connectivity through the internet network allows people to communicate with each other easily, even across regions and countries. With this wide reach, social media is used optimally as a forum for business and digital marketing because it is considered more time- and cost-effective. As the marketing system through social media develops, people are also getting used to making online transactions. This has also encouraged the growth of internet-based buying and selling activities, especially on social media platforms, which are increasing every year (Infante & Mardikaningsih, 2022). According to a report released by We Are Social, the number of internet users in Indonesia has experienced significant growth, reaching 204.7 million users as of January 2022. This figure increased by 1.03% compared to the previous year. In the last five years, the number of internet users has continued to increase consistently. This fact shows that most Indonesian people have been integrated with internet-based technology and have become familiar with using various digital platforms, including social media. This situation creates a great opportunity for business actors to utilize online media as a broad and effective marketing tool.

In online shopping activities, consumers are usually charged postage as part of the total transaction. The cost is calculated based on several aspects, such as the number of items purchased, the total weight of the goods, and the delivery distance from the seller to the buyer's address. The heavier the goods sent and the farther away the destination

location, the higher the shipping cost will be. In determining purchasing decisions, consumers also urgently need information to decide about the products they should buy or need in the market. Consumer behavior in a broad sense refers to the sense of what kind of purchase is structured and how the product or service is used or experienced.

Along with the development of technology, most of the Indonesian population, especially residents in East Java City, especially in the Batu Area, sell online on social media using the Tiktok application. Denis Orchid House is a business located in Bulukerto, Batu City District, East Java. this business was established in 2004. Denis' orchid house uses TikTok social media to carry out promotional activities. TikTok Rumah Orchid Denis has 33.9 thousand followers and friends around 727 people. This orchid business has been promoting sales on TikTok every day through live streaming or live broadcasts. Through the live streaming, consumers can choose the type of product that is desired or in demand by every buyer.

One of the drawbacks of digital marketing strategies is the emergence of a burden of shipping costs that must be paid by consumers, which sometimes reduces buying interest. This shipping fee is a sum of money charged by the seller to the customer for the delivery process. In the practice of online buying and selling, consumers not only pay the price of the product, but also have to bear the shipping costs whose amount is determined by various factors. Components such as the weight, dimensions of the goods, and the delivery distance are the main determinants in the calculation of the shipping cost. The logistics or expedition service then calculates the cost, and the responsibility for payment is entirely in the buyer's hands. Denis orchid house sells different types of rare orchids through their online store. By utilizing effective online marketing strategies such as running attractive digital ads and actively interacting on social media with orchid enthusiasts, Denis' orchid house has managed to reach a wider target market and gain a strong branding as a trusted rare orchid center.

However, despite their successful online marketing strategy raising consumer awareness, many customers are still hesitant to buy due to the high shipping costs. Some customers feel that the shipping costs are too expensive and may even look for other sellers who offer more affordable shipping costs. In this case, Denis's orchid house needs to consider strategies to reduce or adjust shipping costs, such as negotiating with delivery service providers, optimizing packaging to reduce shipping costs based on dimensions, or even offering free shipping promotions for purchases above a certain value. By combining strong online marketing with an efficient shipping cost strategy, Denis' orchid house is expected to increase consumer buying interest and strengthen relationships with potential customers.

In general, when someone buys products online, costs such as shipping will usually be charged to the buyer. For Rumah Anggrek Denis' SMEs, the impact that arises is consumer behavior that considers the burden of shipping costs as the main factor in making decisions to buy orchid products. There are pros and cons to shipping costs charged to orchid buyers in promoting their products through online marketing on social media, namely TikTok. Based on the above background, the purpose of this study is to analyze the influence of online marketing and shipping costs on consumer buying interest in Denis Orchid House, both partially and simultaneously.

## **LITERATURE REVIEW**

Online marketing strategy or online marketing strategy is all forms of product or service promotion activities carried out through digital platforms, especially the internet (Setiawati and Widyartati, 2017). One of the important elements of this strategy is marketing through the internet network or commonly called internet marketing. This

concept is part of e-marketing or electronic marketing that utilizes digital technology in sales activities. Internet marketing allows business people to expand market reach and maximize profits through digital media (Saeed et al., 2023).

The rapid development of technology in this modern era has also had a positive impact on the business world, where business actors, both small and large-scale, are starting to take advantage of digital advances to support their strategies. With digital technology, business people have the opportunity to create a more dynamic marketing strategy that is in accordance with market needs. Marketing itself is a series of activities designed by marketers to determine prices, promote, and distribute products to consumers (Silk, 2006). The right marketing strategy will provide strong competitiveness for companies in the midst of increasingly fierce market competition. On the other hand, consumers today are more careful and critical in choosing products available in the market. Therefore, companies must be able to create encouragement or needs for consumers so that they are interested in the products offered. According to Kotler et al (2002), consumer interest in a product will arise when the company can build a desire through the right marketing approach, until finally consumers feel that the product is worth having and needs to be purchased.

## RESEARCH METHOD

This study is a quantitative descriptive research that aims to analyze the influence of online marketing and shipping costs on consumer buying interest in Denis Orchid House, Batu City, East Java. The research was conducted at Denis' Orchid House for six months, from July to December 2024. The population in this study is all consumers of the Denis Orchid House who have bought orchids more than once, and the sample was selected using the purposive sampling technique. Data was collected through questionnaires, observations, interviews, and documentation. The questionnaire is designed to measure the influence of online marketing and shipping costs on consumer buying interest. Data analysis was carried out using multiple linear regression, with the F test to test the simultaneous influence between independent variables on consumer buying interest. Before the regression analysis, prerequisite tests such as normality tests and multicollinearity tests were carried out to ensure the validity of the data. The results of the normality test showed that the data used was distributed normally, so that the assumption of normality was met.

## RESULT AND DISCUSSION

### Research results

#### Descriptive Variables

**Table 1. Descriptive Variables**

Variable	Lowest	Highest	Average
<i>Online marketing</i> (X <sub>1</sub> )	20,00	30,00	27,7500
Freight Cost (X <sub>2</sub> )	14,00	25,00	22,0600
Costumer Buying Interest (Y)	13,00	25,00	21,6800

*Source : Data processed, 2025*

Based on Table 1, it shows that the online marketing variable (X<sub>1</sub>) has the lowest score of 20.0 and the highest score of 30.0 and the average is 27.75. The variable freight cost (X<sub>2</sub>) has the lowest score of 14.0 and the highest score of 25.0 and the average is 22.06. The consumer buying interest variable (Y) has a low score of 13.00 and a high of 25.00 and an average of 21.68.

#### Multiple Linear Regression

**Table 2. Multiple Linear Regression Analysis**

Variable	Unstandardized Coefficients		Standardized Coefficients	Ket.
	B	Std. Error	Beta	
Constant	6,537	3,099		
Online marketing (X <sub>1</sub> )	0,318	0,126	0,240	Positive
Freight Cost (X <sub>2</sub> )	0,287	0,107	0,254	Positive

Based on Table 2, it is obtained that a multiple regression equation model is made as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 6.537a + 0.318X_1 + 0.287X_2$$

Based on the regression equation mentioned above, it can be explained as follows:

- A constant of 6.537 means that if the value of the variable of online marketing (X<sub>1</sub>) and the cost of shipping goods (X<sub>2</sub>) is 0, then the variable of consumer buying interest (Y) is 6.537,
- The regression coefficient of the online marketing variable (X<sub>1</sub>) is 0.318, which means that if the online marketing variable (X<sub>1</sub>) increases by 1, then the consumer buying interest variable (Y) will increase by 0.318. On the other hand, if online marketing (X<sub>1</sub>) decreases by 1, then the consumer buying interest variable (Y) will experience a decrease of 0.318. The results of this regression analysis show that online marketing has a positive effect on consumer buying interest.
- The regression coefficient of the variable of the cost of shipping goods (X<sub>2</sub>) of 0.287 means that if the variable of the cost of shipping goods (X<sub>2</sub>) increases by 1, then the variable of consumer buying interest (Y) will increase by 0.287. On the other hand, if the cost of shipping goods (X<sub>1</sub>) decreases by 1, then the variable of consumer buying interest (Y) will decrease by 0.287. The results of this regression analysis show that the cost of shipping goods has a positive effect on consumer buying interest.

### Coefficient of Determination Test (R<sup>2</sup>)

**Table 3. Coefficient of Determination Test (R<sup>2</sup>)**

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,870a	0,756	0,748	0,25212

Based on Table 3, it shows that the results of a simple regression analysis produced an R Square (R<sup>2</sup>) value of 0.756 which means that the contribution of the influence of online marketing variables and freight costs on consumer buying interest is 75.6% and the remaining 0.244 (24.4%) is influenced by other factors that are not studied.

### T test (Partial)

**Table 4. Results of the t-test (partial)**

Variable	T <sub>value</sub>	t <sub>table</sub>	Sig t
Online marketing (X <sub>1</sub> )	2,528	1,985	0,013
Freight Cost (X <sub>2</sub> )	2,669	1,985	0,009

Based on Table 4, showing the results of hypothesis testing using the t-test are known as follows:

- The variable of Online marketing (X<sub>1</sub>) has a t<sub>table</sub> value of > (2.528 > 1.985) with a significant value of 0.013 (p value < 0.05) so that it can be concluded that the H<sub>1</sub> hypothesis is accepted, meaning that partially online marketing has a

- significant effect on consumer buying interest in Dennis Orchid House.
- The variable of shipping costs ( $X_2$ ) has a ttable value of  $> (2.669 > 1.985)$  with a significant value of 0.009 ( $p \text{ value} < 0.05$ ) so that it can be concluded that the  $H_2$  hypothesis is accepted, This means that partially the cost of shipping goods has a significant effect on consumer buying interest in Dennis Orchid House.

### F Test (Simultaneous)

**Table 5. F Test (Simultaneous)**

Variable	T <sub>value</sub>	t <sub>table</sub>	Sig F
Online marketing ( $X_1$ )	7,655	3,090	0,001
Freight Cost ( $X_2$ )			

Based on table 5, it is known that the variables of Online marketing ( $X_1$ ) and shipping costs ( $X_2$ ) have a Fcal value of  $F_{cal} > F_{table} (7.655 > 3.090)$  with a significant value of 0.001 ( $p \text{ value} < 0.05$ ). So it can be concluded that the  $H_3$  hypothesis is accepted, namely online marketing and the cost of shipping goods simultaneously (together) have a significant effect on consumer buying interest in Dennis Orchid House.

### Discussion

#### The Influence of Online Marketing on Consumer Buying Interest

Based on the results of the first hypothesis test ( $H_1$ ), it proves that partially online marketing has a significant effect on consumer buying interest in Dennis Orchid House. Meanwhile, the results of the multiple regression analysis obtained a positive coefficient value, this shows that there is a positive influence of online marketing variables on consumer buying interest in Dennis Orchid House. The existence of a positive and significant influence between online marketing on consumer buying interest can mean that the online marketing strategy implemented by Rumah Anggrek Dennis is in accordance with consumer needs and preferences. This can mean that consumers find it easier and more convenient to get product information and make transactions through the online platforms provided. Thus, Rumah Anggrek Dennis can continue to optimize their online marketing strategy to increase consumer buying interest and, ultimately, increase sales.

This research is in line with the findings of research conducted by Sholihin and Oktapiani (2021), which stated that digital marketing strategies affect consumer buying interest, especially during the Covid-19 pandemic. In addition, Az-zahra and Sukmalengkawati (2022) also concluded that digital marketing has a positive impact on buying interest. Fikri and Sahdandi (2021) also found that online marketing strategies significantly influence consumer decisions in buying shoe products. Based on the results of the three studies, researchers argue that online marketing, which is part of modern marketing strategies, has a great influence on consumer buying interest.

The results of this study can provide an idea that online marketing, which includes marketing strategies through social media, websites, and other digital platforms, plays an important role in building product awareness and expanding market reach. By using the right digital marketing techniques, Dennis Orchid House can reach a wider range of consumers, even outside the geographical area where this business is located. When consumers see an attractive advertisement or special offer through online marketing, it can increase their curiosity and interest in buying a product. In addition, the constant presence of online marketing can build a strong brand image, increase credibility, and motivate consumers to make purchases.

The results of this study are associated with the current phenomenon that today's

consumer behavior is increasingly dependent on online shopping, so that this makes online marketing more relevant in the purchase decision-making process. Marketing through social media, such as Instagram or Facebook, can have a direct impact on consumers' decision to purchase Dennis Orchid House products, as they can see reviews, testimonials, or product images directly. The existence of intensive online marketing allows Dennis Orchid House to remain in the attention of consumers, thus influencing their purchasing decisions. The quality of the marketing materials delivered is also important; If the ads or content shared are interesting and relevant to consumer needs, then the level of buying interest will be higher. Therefore, it is important for Dennis Orchid House to continue to improve the quality and frequency of online marketing carried out.

Today's consumers are more likely to research products and search for information through the internet before making a purchase decision. In this case, the existence of Dennis Orchid House in cyberspace makes it easier for consumers to find the information they need. The availability of various product information, prices, and online purchasing processes will make it easier for consumers to make the right choice. If online marketing can provide clear and easy-to-understand information, then consumers will be more interested in buying. This shows how important digital marketing strategies are in influencing consumer buying interest in Dennis Orchid House.

Rumah Anggrek Dennis can also evaluate the impact of online marketing applied, with the aim of assessing the extent to which the strategies implemented are effective in influencing consumer buying interest. With periodic evaluations, Dennis Orchid House can improve shortcomings and increase the success of their marketing strategy. In addition, analysis of consumer behavior in the digital world can provide valuable insights for future marketing tactic adjustments. Thus, targeted online marketing will result in higher buying interest.

### **The Effect of Freight Costs on Consumer Buying Interest**

The results of the second hypothesis (H2) test showed that the cost of shipping goods significantly affected consumer buying interest in Denis Orchid House. Based on multiple regression analysis, a positive coefficient value was obtained, which indicates that the cost of shipping goods has a positive influence on consumer purchase decisions. The positive influence of the cost of shipping goods on consumer buying interest can mean that competitive price suitability makes consumers feel satisfied with the services provided. Consumers may see higher shipping costs as reasonable if they get fast, safe, and reliable shipping. With appropriate and competitive prices, consumers are more motivated to make purchases, thereby increasing their buying interest in the products offered by Dennis Orchid House.

This study strengthens the results of a previous study from Yusnita et al (2023), which found that shipping costs significantly affect purchasing decisions in Pisang Pasir Memey MSMEs. Meanwhile, Pratiwi et al (2023) also concluded that free delivery services have a positive and significant influence on consumers' buying interest in fashion products on TikTok Shop. Based on these two findings, it can be concluded that shipping costs, including free shipping facilities, have a crucial role in driving consumer purchasing decisions in various business fields, not limited to one specific type of product or platform.

The influence of shipping costs on consumers' buying interest in Dennis Orchid House can give an idea that consumers often consider the total costs that must be incurred, including shipping costs, when making online purchases. If shipping costs are too high, this can be an obstacle that reduces consumers' desire to make a purchase. Conversely, if

shipping costs are set wisely or even given for free, consumers are likely to feel more valued and motivated to complete transactions. Dennis Orchid House, thus, should pay attention to the shipping cost factor as an important element in their marketing strategy to increase buying interest.

Reasonable shipping costs can improve the consumer experience, which in turn can increase their loyalty and satisfaction. Consumers who feel that they are getting better value from the costs incurred for shipping goods are more likely to buy again in the future. In addition, competitive shipping costs can also set Dennis Orchid House apart from its competitors who may offer higher shipping costs. In other words, affordable shipping costs can be an attractive differentiating factor for consumers who are considering multiple purchase options. Therefore, the shipping costing strategy must be carried out carefully, taking into account operational costs and consumer preferences.

There is also a phenomenon where consumers prefer to buy items that offer free shipping, even though the price of the product is slightly higher. This suggests that high shipping costs can hinder consumers' purchasing decisions. Dennis Orchid House may adopt a free shipping policy on purchases of a certain value to attract more consumers. Free shipping is a pretty powerful incentive that is able to encourage consumers to buy products right away, especially if they feel unburdened with additional costs. Therefore, Dennis Orchid House needs to assess appropriately whether the free shipping policy or discounts on shipping costs can have a positive impact on buying interest.

While offering low or free shipping costs can increase buying interest, Dennis Orchid House should take profit margins into account. If shipping costs are not managed wisely, this can reduce the company's profits in the long run. Therefore, Dennis Orchid House must factor shipping costs into their pricing strategy, in a way that still allows them to still have a healthy profit margin. Understanding the balance between shipping costs and the price of the product offered is critical in determining overall appeal to consumers.

Shipping costs also need to be communicated with consumers, so it can help reduce consumer confusion and dissatisfaction. This is done because consumers tend to prefer transparency in terms of the costs they have to pay, so they can make more informed purchasing decisions. If the shipping costs are clearly listed and there are no surprising hidden fees, consumers will feel more comfortable and confident in the purchase process. Therefore, Dennis Orchid House needs to ensure that their shipping fee policy is easy to understand and accessible to consumers.

### **The Influence of Online Marketing and Shipping Costs on Consumer Buying Interest**

Based on the results of the third hypothesis test (H3), it is proven that online marketing and the cost of shipping goods simultaneously (together) have a significant effect on consumer buying interest in Dennis Orchid House. The results of this study support the previous research conducted by Yusnita et al 2023), which both concluded that online marketing and shipping costs are significant to consumer buying interest. The results of multiple linear regression analysis also produced an R Square (R<sup>2</sup>) value, this can give an idea that the two independent variables studied (online marketing and shipping costs) have a fairly high impact in increasing consumer buying interest in Dennis Orchid House.

The simultaneous influence of online marketing and shipping costs on consumers' buying interest in Dennis Orchid House can give an idea that these two factors work together in influencing consumers' decisions to buy products. While each has a powerful influence, when combined, they can have a greater impact. For example, attractive online marketing can grab consumers' attention, while affordable or free shipping costs can

reinforce their decision to make a purchase. In other words, if these two factors work well, consumer buying interest will increase even more.

The combination of effective marketing and proper shipping costs can create a more enjoyable shopping experience for consumers. When consumers feel well informed through online marketing and feel rewarded with reasonable shipping costs, they will be more likely to complete a purchase transaction. Dennis Orchid House can harness the power of these two elements by designing marketing campaigns that not only attract attention but also offer favorable shipping cost solutions for consumers. This will create a combination that can significantly increase sales conversions.

The results of multiple linear regression analysis showed that the online marketing variable had a regression coefficient (b) which had a more dominant effect on consumer buying interest compared to the variable of shipping costs at Dennis Orchid House. These findings can give an idea that online marketing has a more significant role in influencing consumer purchasing decisions compared to the cost of shipping goods. This shows that the digital marketing strategies implemented by Dennis Orchid House, such as promotion through social media, online advertising, or content-based marketing campaigns, are more effective in attracting consumers' attention and increasing their interest in buying products. Today's consumers tend to search for product information online first, and if they find relevant and engaging information through digital media, they are more likely to make a purchase decision. Therefore, although the cost of shipping goods still plays a role, the online marketing factor is becoming a more crucial element in influencing consumers.

Online marketing is more dominant, which can encourage Dennis Orchid House to consider their resource allocation and budget in strengthening digital marketing strategies. For example, they can improve the quality of the content offered, leverage more social media platforms to reach a wider audience, or work with influencers to introduce their products. Improving the quality of online marketing materials will go a long way in creating a positive impression in the eyes of consumers, as well as increasing their curiosity and desire to make a purchase.

Although online marketing has proven to be more dominant, it does not mean that the cost of shipping goods should be ignored. The cost of shipping goods remains a factor in consumers' purchasing decisions, especially when they are faced with a choice between several products at similar prices. Therefore, Dennis Orchid House needs to consider shipping policies that suit consumer preferences, such as offering free shipping on certain purchases or providing a variety of shipping options at varying prices. Thus, these two factors online marketing and shipping costs must be managed properly to complement each other.

## **CONCLUSION**

Based on the results of the research and discussion in the previous chapter, it can be concluded that online marketing has a positive and significant effect on consumers' buying interest in Dennis Orchid House, which shows that the online marketing strategy implemented is in accordance with consumer needs and preferences, making it easier for them to get product information and make transactions comfortably. In addition, the cost of shipping goods also has a positive and significant effect on consumer buying interest, showing that competitive shipping costs make consumers feel satisfied with the services provided. Simultaneously, online marketing and shipping costs have a significant effect on consumer buying interest, which means these two factors work together to influence consumer purchasing decisions, with a greater impact when combined.

Owners of Rumah Anggrek Dennis are advised to increase the intensity and quality

of their digital marketing strategies, by focusing on the most effective digital platforms, such as social media (join marketplace) and being able to create their SOPs on the marketplace, to make it easier for consumers to find products. With a stronger online marketing strategy, Dennis Orchid House can more effectively attract buying interest and increase sales.

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