

Feature Influence and *Brand Image* on The Selection of *Google Ads* as a Moderation Variable in *Digital Marketing*

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ABSTRACT

The aim of this study For know influence features and *Brand Image* of *Google Ads* as a moderating variable in *digital marketing* (on User *Google Ads* on the Garudadigital.id Website in Semarang City) In This research used 230 samples with technique *purposive sampling* with *random sampling* where each sample or respondents own possibility selected . data used namely primary and secondary data where interviews will be conducted to *owner* of Garudadigital.id as well user *google ads* in the city semarang and use analysis correlation as well as linear regression with using SPSS. The research results obtained is (1) feature influential positive and significant to *digital marketing* with mark significance $0.000 < 0.05$. (2) *brand image* influential positive and significant to decision purchase with mark significance $0.000 < 0.05$. (3) *Google Ads* doesn't capable moderate feature to *digital marketing* with result $0.681 > 0.05$. (4) *Google Ads* does not moderate *brand image* towards *digital marketing* with result $0.349 > 0.05$. Coefficient results determination obtained mark of 0.294, that is that features and *brand image* as well *Google Ads* as a moderating variable affects the dependent variable , namely *digital marketing* by 29.4%.

Keywords: features, *brand image*, *Google Ads*, and *digital marketing*

INTRODUCTION

Technology information applied by the majority population of Indonesia and the rest of the world all over aspect life because technology information proven makes it easier public in displays information in a way fast (Nutriana , et al. 2020). Marketing process aim For give benefit to customer . Marketing through the *digital* market has been develop fast Because more reach all circles consumer with use technology capable *digital* build interest buy customer , introduce *brand* , maintain consumer as well as add amount sales (Wiwit , et al. 2021).

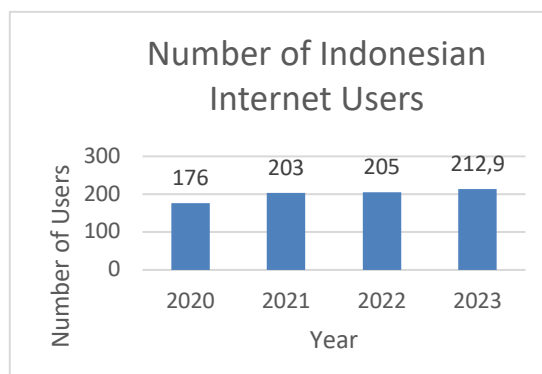


Figure 1.1 Indonesian Internet Usage Data

Source : We Are Social (<https://dataindonesia.id/internet/detail/user-internet-di-indonesia-sentuh-212-juta-pada-2023>)

According to data results from *We Are Social*, total Indonesian internet users in the month January 2023 has been touch figure 212,900,000 and experienced increase compared to January 2022. Here signifies opportunity For businessman in groping in the world of *digital marketing* the more big . Most Indonesian people use the internet more from 7 hours per day (Ayu, Monavia. 2023).

Table 1.1
Frequent Website Data Visited Internet Users 2023

Website	Total Visits	Time per Visit
Google.com	2.02 Billion	9m 42s
Youtube.com	833 Million	21m 30s
Facebook.com	487 Million	8m 24s
Instagram.com	215 Million	7m 45s

Source : Andi. Link

Data from Hootsuite (*We are Social*) google own ranking First in frequent *websites* visited that is as much as 2.02 billion , this signifies that most advertising *platforms* searching for It is Google that makes the perpetrators business *owner* more choose *google ads* as easy *digital marketing* to be accessed (Dwi, Andi. 2023).

According to CNBC Indonesia editorial in September 2023 in 5 years Lastly, *Google* and *Meta* dominate the *digital advertising* market. However, changes landscape industry with widespread player new and policy privacy *Apple* makes it effectiveness ads on *iphone* declining, *Google* admits his business was affected will matter This. As many as 35% of

advertisers retail will planned move *budget* advertisement from *google* to *amazon* p This due to advertising tools inside it more relevant For business retail. (CNBC Indonesia).

Reported from *midtrans digital marketing* Moment advertise will found Lots fraud like competitors who want to use up cost perclick advertiser this is what is called *invalid clicks* where share clicks made by *advertiser* with clicking the ad Alone repeatedly by one or more user . Which should click on *google ads* must originate from interest users, *Google* has a system for detect *click* No *valid* and valid automatic filter before reach account advertiser. This system help *advertisers* don't need pay exists activity fraud (*Digital Marketing* . Midtrans).

Advertise on *Google Adwords* use keyword method, meaning various keywords that have linkages with goods nor services required by consumers through search engine search. *Google Ads* provides various ad formats including text , images , videos and shopping. Besides the, option detailed targeting based on demographics , interests , location and device This can increase visibility and more Lots interesting Lots customer potential (Trenaldy , et al . 2022).

Not only That feature advertising provided by *Google Ads* such as advertisement text , advertisement display (*discovery campaign*), video advertising (display *campaign*), and advertising shopping , as well provide option targeting detailed For reach consumer certain based on demographics , interests , location and device . With utilise features This will increase visibility and attractiveness more Lots customer potential and attainment target sales (Abstractmg Source : <https://www.abstractmg.com/google-ads/>).

Based on explanation above , raises problem about various there is a lot of digital marketing in Indonesia. However , there are also various marketing media that use features still not enough so that writer mean analyze *Digital Marketing* in review research *Google Ads* as a marketing medium *digital* for add outlook knowledge , author take title " **The Influence of Features and Brand Image on Selection of Google Ads as a moderating variable in Digital Marketing** ”

LITERATURE REVIEW

Understanding marketing

Definition marketing based on quote in the book Kotler and Keller (2009) presented *The American Marketing Association* (AMA) stated If marketing is one of role organization as well as Suite procedure in create, communicate, and deliver impact positive Morning organization nor holder interest

Feature

Another definition from (Chandra, 2019a; Melatnebar, 2019; Wi & Anggraeni , 2020) says that Features constitute device To use differentiate product company with its competitors . Based on (Nurmuchtar , 2019) features covers system *internet banking* makes it easy access information products , transactions , transfers and services product (Digital Marketing. 2023)

Brand Image

Kotler & Keller (2018) said that *brand image* reflect characteristics foreign something services , as well as steps taken in fulfil need social customer. Wardhana et al (2022) also explain perception consumer Good in a way postive or negative to something brand after do forming purchases confidence consumer to A brand .

Digital Marketing

Dave Chaffey and PR Smith (2017) define *digital marketing* as application technology *digital* and internal *digital* media create, market, and do distribution products and services that provide addition mar.

RESEARCH METHOD

Researcher use technique *Purposive sampling* with *Random Sampling* as Steps take sample. Every the population has the same opportunities as sample. Researcher use technique *Cluster sampling* is used in a sample unit within something group Where user old *google ads* or user new

Lots of it members of a sample study based on level accuracy or error (*sampling error*). The more High error rate then the sample is required the more tall . Following formula slovin used in determine Friday sample study :

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{538}{1 + 538(0,05)^2} = 229,914 \rightarrow 230$$

That means, amount until the research set to 230 expected study This more representative. Researcher This using a Likert Scale as method the measurement. understanding Likert scale based Sugiyono (2018) is scale used in do measurement related opinions , attitudes , and corner look individual or group of related people something phenomenon social .

Table 3.2

Likert Scale

Criteria answer		Score
Very not Agree	STS	1
No Agree	T.S	2
Neutral	N	3
Agree	S	4
Strongly agree	SS	5

Source : Sugiyono , (2018)

Type of data used in study This is quantitative data . Primary data in study This done through questionnaires and interviews towards advertisers and owners of Garuda Media Digital in the city of Semarang.

RESULTS AND DISCUSSION
Analysis Results Descriptive

Table 4.3
Response Respondent Feature Variable (X1)

Indikator	Skor					Jumlah	Indeks**	Kategori
	1	2	3	4	5			
X1.1	0	12	138	80	0	230	3,295	Sedang
	0	24	414	320	0	758		
X1.2	0	2	101	127	0	230	3,523	Tinggi
	0	4	303	508	0	815		
X1.3	0	3	106	121	0	230	3,513	Tinggi
	0	6	318	484	0	808		
X1.4	0	14	133	83	0	230	3,300	Sedang
	0	28	399	332	0	759		
X1.5	3	32	135	60	0	230	3,096	Sedang
	3	64	405	240	0	712		
X1.6	2	6	132	90	0	230	3,348	Sedang
	2	12	396	360	0	770		
X1.7	1	4	132	93	0	230	3,378	Sedang
	1	8	396	372	0	777		
X1.8	7	16	129	78	0	230	3,209	Sedang
	7	32	387	312	0	738		
Jumlah							26,661	
Rata-rata***							3,333	

Source :

Data processed by SPSS 25, 2024

Based on table on strengthening the indicator average of 3,333 with Medium category . Meaning , almost all respondents evaluate Feature variables in *Google Ads* as moderation in *Digital Marketing* can interpreted respondents like a number of features provided *google ads* .

Table 4.4
Response Respondent Variable *Brand Image*

Indikator	Skor					Jumlah	Indeks**	Kategori
	1	2	3	4	5			
X2.1	2	48	117	61	2	230	3,057	Sedang
	2	96	351	244	10	703		
X2.2	1	6	130	93	0	230	3,370	Sedang
	1	12	390	372	0	775		
X2.3	2	4	122	102	0	230	3,409	Tinggi
	2	8	366	408	0	784		
X2.4	0	97	133	0	0	230	2,578	Rendah
	0	194	399	0	0	593		
X2.5	2	1	98	129	0	230	3,539	Tinggi
	2	2	294	516	0	814		
X2.6	5	10	128	87	0	230	3,291	Sedang
	5	20	384	348	0	757		
Jumlah							19,243	
Rata-rata***							3,207	

Source : Data processed by SPSS 25, 2024

Based on table on strengthening the indicator average of 3,207 with Medium category . Meaning , almost all respondents evaluate variable *Brand Image* on *Google Ads* as moderation in *Digital Marketing* can interpreted respondents like a number of *brand image google ads* .

Table 4.5
Response Respondent Variable *Digital Marketing*

Indikator	Skor					Jumlah	Indeks**	Kategori
	1	2	3	4	5			
Y.1	1	5	135	89	0	230	3,357	Sedang
	1	10	405	356	0	772		
Y.2	1	8	139	82	0	230	3,313	Sedang
	1	16	417	328	0	762		
Y.3	0	0	98	132	0	230	3,574	Tinggi
	0	0	294	528	0	822		
Y.4	0	2	88	140	0	230	3,600	Tinggi
	0	4	264	560	0	828		
Y.5	1	51	131	47	0	230	2,974	Sedang
	1	102	393	188	0	684		
Jumlah							16,817	
Rata-rata***							3,363	

Source : Data processed by SPSS 25, 2024

Table on strengthening the indicator average of 3,363 with Medium category . Meaning , almost all respondents evaluate variable *Digital Marketing* capable become choice marketing in a way *digital* .

Table 4.6
Response Respondent Variable *Google Ads*

Indikator	Skor					Jumlah	Indeks**	Kategori
	1	2	3	4	5			
Z.1	0	13	128	89	0	230	3,330	Sedang
	0	26	384	356	0	766		
Z.2	0	6	76	148	0	230	3,617	Tinggi
	0	12	228	592	0	832		
Z.3	0	0	100	130	0	230	3,565	Tinggi
	0	0	300	520	0	820		
Z.4	8	112	88	22	0	230	2,539	Sedang
	8	224	264	88	0	584		
Z.5	6	47	125	52	0	230	2,970	Sedang
	6	94	375	208	0	683		
Jumlah							16,022	
Rata-rata***							3,204	

Source : Data processed by SPSS 25, 2024

Feasibility test Instrument

Validity Test Results

In measure A tool valid test or no , a validity test is needed . A test of validity considered valid if p- value < 0.05. Attached validity test results study This :

Table 4.7

Validity Test Results

Variabel/item	r hitung	r tabel	Valid/tidak
Fitur (X1)			
X1.1	0,762	0,138	Valid
X1.2	0,721	0,138	Valid
X1.3	0,634	0,138	Valid
X1.4	0,688	0,138	Valid
X1.5	0,688	0,138	Valid
X1.6	0,693	0,138	Valid
X1.7	0,638	0,138	Valid
X1.8	0,657	0,138	Valid
Brand Image (X2)			
X2.1	0,623	0,138	Valid
X2.2	0,604	0,138	Valid
X2.3	0,669	0,138	Valid
X2.4	0,771	0,138	Valid
X2.5	0,769	0,138	Valid
X2.6	0,678	0,138	Valid
Digital Marketing (Y)			
Y.1	0,801	0,138	Valid
Y.2	0,756	0,138	Valid
Y.3	0,77	0,138	Valid
Y.4	0,763	0,138	Valid
Y.5	0,629	0,138	Valid
Google Ads (Z)			
Z.1	0,823	0,138	Valid
Z.2	0,705	0,138	Valid
Z.3	0,688	0,138	Valid
Z.4	0,331	0,138	Valid
Z.5	0,694	0,138	Valid

Source : Data processed by SPSS 25, 2024

Table on explains the validity tests carried out to question regarding Features, *Brand image*, *Google Ads* and *Digital Marketing* declared valid, p This influenced calculated r value > r table .

Reliability Test Results

Table 4.8

Reliability Test Results

No	Variabel	Cronbach's Alpha	Angka Standar Reliabilitas	Keterangan
1	Fitur	0,835	>0,60	Reliabel
2	<i>Brand Image</i>	0,761	>0,60	Reliabel
3	<i>Digital Marketing</i>	0,786	>0,60	Reliabel
4	<i>Google Ads</i>	0,615	>0,60	Reliabel

Source : Data processed by SPSS 25, 2024

The reliability test are presented in the table above get results that Features, *Brand image*, *Google Ads* as well *Digital Marketing* mark *Cronbach's alpha* > 0.60. Based on results that , then can stated that fourth variable worthy For tested .

Test Assumptions Classic
 Normality Test Results

Table 4 .9

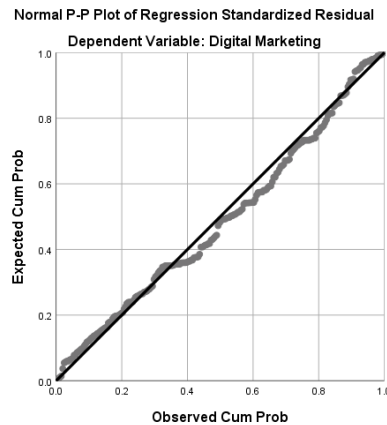
Normality Test Results (Kolmogorov-Smirnov) One- Sample Kolmogorov -
 Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		230 ^c
Exponential parameter. ^{a,b}	Mean	1.4113704
Most Extreme Differences	Absolute	.076
	Positive	.036
	Negative	-.076
Kolmogorov-Smirnov Z		.791
Asymp. Sig. (2-tailed)		.560
a. Test Distribution is Exponential.		
b. Calculated from data.		
c. There are 122 values outside the specified distribution range. These values are skipped.		

Source : Data processed by SPSS 25, 2024

One-sample Kolmogorov-Smirnov Z values in the table above value $0.791 > 0.05$ with significance 0.05, meaning derived data distributed normally and properly For used .

Figure 4 . 1
 Test Results (Probability Plot)



Source : Data processed by SPSS 25, 2024

Based on Figure 4.1 shows the P-Plot graph that the data spreads around the diagonal line. Apart from that, the data also follows histogram line direction going to pattern normal distribution . This can concluded variable Y bound i.e decision purchase fulfil assumption normality .

Multicollinearity Test

**Table 4.10
 Multicollinearity Test Results**

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	5.881	1.503		3.912	.000		
	Fitur	.179	.039	.280	4.640	.000	.847	1.181
	Brand Image	.319	.051	.379	6.295	.000	.847	1.180
	Google Ads	-.019	.059	-.018	-.331	.741	.998	1.002

a. Dependent Variable: Digital Marketing

Source : Data processed by SPSS 25, 2024

From the results of the multicollinearity test carried out, it is known that the tolerance value is greater than 0.1 and the variance inflation factor (VIF) is smaller than 10, so it can be assumed that there are no symptoms of multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

**Table 2.11
 Heteroscedasticity Test Results**

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.783	.934		1.910	.057
	Fitur	.007	.024	.021	.296	.767
	Brand Image	-.064	.031	-.144	-2.023	.044
	Google Ads	.040	.036	.073	1.104	.271

a. Dependent Variable: Abs RES

Source : Data processed by SPSS 25, 2024

Feature Variables (X1) with sig. 0.767 > 0.05, *Brand Image* (X2) with sig. 0.044 < 0.05 and *Google Ads* (Z) with sig. 0.271 > 0.05. Based on results above , then can withdrawn conclusion that symptom heteroscedasticity happen . Due to heteroscedasticity, other tests are carried out to detect whether there are symptoms of heteroscedasticity. This test was carried out by testing the scatter plot graph which is shown in the following image:

**Figure 4 . 2
 Heteroscedasticity Test Results**



Source : Data processed by SPSS 25, 2024

From the results Figure 4.2 scatter plot above seen scattered dots in a way random as well as spread Good on nor under number zero and the Y axis , so can

concluded that No happen heteroscedasticity in the regression model , so the regression model worthy For used in do testing .

Analysis Multiple Linear Regression

Table 4.12
Equality Test Results Regression 1

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.557	1.139		4.879	.000
	Fitur	.180	.039	.280	4.663	.000
	Brand Image	.319	.051	.379	6.310	.000

a. Dependent Variable: Digital Marketing

Source : Data processed by SPSS 25, 2024

Following equality linear regression 1 obtained in the table above

$$Y = 5.557 + 0.180 X_1 + 0.319 X_2 + e$$

1. Is known mark The significance of the Feature variable is $0.000 < 0.05$ so withdrawn conclusion if the Feature variable has influence significant to *Digital Marketing*.
2. Is known mark significance of *the Brand Image* variable worth $0.000 < 0.05$ so can concluded that *the Brand Image* variable significant influence to *Digital Marketing*.

Table 4.13
Equality Test Results Regression Moderation
Moderated Regression Analysis (MRA)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	17.022	9.909		1.718	.087
	Fitur	.057	.299	.089	.192	.848
	Brand Image	-.064	.412	-.076	-.155	.877
	Google Ads	-.722	.620	-.684	-1.164	.246
	Fitur dengan Google Ads	.008	.019	.271	.411	.681
	Brand Image dengan Google ads	.024	.026	.647	.938	.349

a. Dependent Variable: Digital Marketing

Source : Data processed by SPSS 25, 2024

Following equality *Moderated Regression Analysis (MRA)* obtained in the table above

$$Y = 17.022 + 0.057 X_1 - 0.064 X_2 - 0.722 Z + 0.008$$

Constant value worth 17,022 means if all over the independent variable is constant , meaning variable *Digital marketing* rose by 17,022.

Testing Hypothesis

Simultaneous Test (F Test)

Table 4.14
F Test Results of Regression Model I

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.771	2	146.886	49.873	.000 ^b
	Residual	668.559	227	2.945		
	Total	962.330	229			

a. Dependent Variable: Digital Marketing

b. Predictors: (Constant), Brand Image, Fitur

Source : Data processed by SPSS 25, 2024

According to description of table 4.15 is obtained results F_{count} worth 49,873 with significance is 0.000 which is less from 0.05. The meaning is found influence of Features and *Brand Image* to *Digital marketing* in a way simultaneously .

Table 4.15
Regression Model II F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.197	4	73.549	24.768	.000 ^b
	Residual	668.134	225	2.969		
	Total	962.330	229			

a. Dependent Variable: Digital Marketing

b. Predictors: (Constant), Brand Image dengan Goole ads, Fitur, Brand Image, Fitur dengan Google Ads

Source : Data processed by SPSS 25, 2024

Based on table description 4.16 F test in research This get results F_{count} worth 24,768 with significant 0.000 less from 0.05. Meaning , it happened decline mark F_{count} from 49,873 to 24,768 in total simultaneously No There is influence of Features and *Brand Image* to *Digital marketing* with *Google ads* As variable moderation .

T Test (Partial)

Table 4.16
T test

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	17.022	9.909	.089	1.718	.087
	Fitur	.057	.299	.089	.192	.848
	Brand Image	-.064	.412	-.076	-.155	.877
	Google Ads	-.722	.630	-.684	-1.164	.246
	Fitur dengan Google Ads	.008	.019	.271	.411	.681
	Brand Image dengan Goole ads	.024	.026	.647	.938	.349

a. Dependent Variable: Dixital Marketing

Source : Data processed by SPSS 25, 2024

Coedicient Test Determination (R²)

Table 4.17
Coefficient Test Results Determination (Adjusted R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557 ^a	.310	.294	1.72186

a. Predictors: (Constant), Brand Image dengan Goole ads, Fitur, Brand Image, Google Ads, Fitur dengan Google Ads

Source : Data processed by SPSS 25, 2024

According to table 4.17, it is obtained *adjusted R²* of 0.294. That is , variable independent namely Features, *Brand Image* as well *Google Ads* is variable moderation can effect on variables dependent ie *Digital marketing* as much as 29.4% as well the rest can caused other factors outside the model so No capable detected by research This .

CONCLUSION

Under This is conclusion results based research results data analysis as well discussion that has been displayed :

- Under This is research t test results This :
 - Calculated t value > t_{table} Feature (X1) is 4,663 > 1,652 with significance 0.000 < 0.05, meaning Ha is accepted but Ho is rejected , so Feature has an effect in a way positive significant to *Digital marketing* .
 - Calculated t value > t_{table} *Brand Image* (X2) namely 6,310 > 1,652 with significance 0.000 < 0.05, meaning Ha is accepted but Ho is rejected , so *Brand Image* influential positive significant to *Digital marketing* .
- Following F test results in research This :

$F_{count} > F_{table}$ 49.873 > 1.9 with mark probability < sig value . 0.000 ≤ 0.05. It means variable free in a way whole own influence positive as well as significant to *Digital marketing*.

3. Following results analysis multiple linear regression :
 - a. Constant value *Digital Marketing*, its meaning if the influence of features and *brand image* is zero so mark *Digital marketing* worth 5,557
 - b. Coefficient Feature regression is 0.180 which means that every feature in *Digital marketing* is becoming choice main user for marketing media *Digital*.
 - c. Coefficient regression *Brand image* is worth 0.319 , meaning image brand will influence on selection marketing *digital*.
4. Coefficient Results Determination (R^2)

The R square value is 0.310 , which means variable independent namely Features and *Brand Image* as well *Google Ads* as variable moderation own influence to variable dependent ie *Digital marketing* as much as 31.1% however the rest influenced other factors do not capable detected in research This .

SUGGESTION

Various suggestions based on the results study This is :

1. For user *Google Ads*

For user *google ads* Can know about based services *Ads* to make it easier sale in a way effective and maximal expected can promote product offline or online . At a time Can design a website as you like be careful so you can pampering and satisfying consumer
2. For study furthermore
 - a. For researcher next it is recommended that you can do study with object nor different subjects related with *Google ads* or *Digital marketing*
 - b. And to study next Can expand sample so that can generated more testing reliable.

LIMITATIONS (OPTIONAL)

Internal limitations study This is on the respondent yeah consists from advertiser new *google ads* or *newbie* and also user *Google ads* are old, so results study Still There is inequality of data, time implementation study Still in prone to One the year that caused it results study not enough relevant , user *google ads* in the city Semarang only those recorded little This cause exists limitation spread questionnaire For study .

ACKNOWLEDGMENT

Study This done in prone to in 2024 and research This truly done and completely become not quite enough answer as writer

DECLARATION OF CONFLICTING INTERESTS

In study This hypothesis research between feature to election *google ads* as moderation in *digital marketing* is rejected and also a hypothesis *brand image* towards election *google ads* as moderation in *digital marketing* is rejected , which means There is variables that don't influential to other variables Can because results statement in research this time.

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