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#8762 Summary

SUMMARY | REVIEW | EDITING

Submission

Authors	yanti pujiastuti
Title	DIGITAL MARKETING DAN ENTREPREUNERIAL MARKETING DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK UMKM DI KOTA SEMARANG
Original file	8762-26973-1-SM.DOCX 2023-04-05
Supp. files	None ADD A SUPPLEMENTARY FILE
Submitter	yanti pujiastuti
Date submitted	April 5, 2023 - 12:09 PM
Section	Articles
Editor	None assigned

Status

Status	Awaiting assignment
Initiated	2023-04-05
Last modified	2023-04-05

Submission Metadata

[EDIT METADATA](#)

Authors

Name	yanti pujiastuti
Affiliation	STIE BANK BPD JATENG
Country	Indonesia
Bio Statement	—
Principal contact for editorial correspondence.	

Title and Abstract

Title	DIGITAL MARKETING DAN ENTREPREUNERIAL MARKETING DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK UMKM DI KOTA SEMARANG
Abstract	Digital marketing is an inevitability of the development of devices that help human life. Marketing that is compatible with digitalization makes it easier to communicate products to consumers. This has an impact on purchasing decisions, especially for MSME products that are not widely known. The development of a digital lifestyle should be followed by an entrepreneurial marketing approach. Exploring the role of digital marketing and entrepreneurial marketing on purchasing decisions is the goal of this research. Data analysis so that it becomes a conclusion is carried out using linear regression analysis. Digital marketing, entrepreneurial marketing and buying interest are significantly proven to influence purchasing decisions. The mediating role of

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Section: Articles
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Peer Review

Round 1

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Editor Decision

Decision: —
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
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