

Study of the Role of Social-Media on Consumer Desire to Shop in E-Commerce

Rudy Irwansyah¹, Supiah Ningsih²

^{1, 2} STIE Muhammadiyah Asahan, Indonesia
Correspondence Authors: rudy.irwansyah@gmail.com

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ABSTRACT

Social media now has a very important role in people's lives. Social media has a function as a tool for interacting and socializing between one individual and another. And this can be done online, which gives humans the possibility to interact without space and time limitations. Social media has a very important role in the economic industry. Especially in shopping in e-commerce. This research was conducted to find out how much influence social media has on consumers' decisions to buy the goods they want. This research method by analyzing data from methods such as questionnaires, observation and also literature study. Besides that, the quantitative method is the method used in this research. Testing the validity, reliability and also the coefficients is one way of analyzing the data obtained to see the influence of social media on consumer decisions. There is a significant influence exerted by social media on consumers' desire to shop at E-Commerce.

Keywords: E-Commerce, Social-Media, Consumers

INTRODUCTION

Today's modern world makes it very easy for humans in any way including business. And now this business is no longer a stranger to the general public. In Indonesia, business is very developed and also provides convenience on the economic side in various fields. Every year business in Indonesia has increased and also very tight competition. Especially with the easier ways to promote and sell, which makes business competition quite tight. This makes business people try to increase the number of consumers in order to survive in their business. Competition in the business world certainly makes entrepreneurs or business people do how to promote products using social media. For example, Instagram, Facebook to TikTok. And this social media can be directly connected to accounts from e-commerce to make transactions easier.

Information technology such as the internet does provide a considerable influence in the world of marketing. The use of the internet provides convenience to the world of marketing which can become one of the new trends in business. Of course, with the support of the use of smart phones and the use of social networks or social media is one of the aspects that support this. Business people are facilitated by the existence of social media networks that are increasingly mushrooming and easy to access. This certainly can make it easier for consumers to make buying and selling transactions by maximizing the world of internet information. E-marketing itself is one of the sciences in the world of marketing from e-commerce. This marketing will make a company or business person communicate about the goods or services they sell in order to bring consumers to buy these goods.

E-commerce is one of the sales that is currently very developed with the advent of the internet. And every individual can make purchases with the e-commerce. This marketing system can reach every region and also every aspect without having to bother setting up a shop or office. Meanwhile, consumers no longer need to bother coming to the store. This e-commerce can be done 24 hours non-stop with only a smartphone or computer that has an internet connection as a way to market the products they sell. Moreover, the development of information technology also has a very big impact on human life. And the impact is the change in the world of marketing in dealing with consumer behavior which is currently quite dynamic. These changes are marked by *mobile technology* which clearly makes human life easier.

The development of the internet world certainly makes innovations continue to be made. And this innovation will bring up many new media that can advance the creative industry and make it easy for business people to market their products through the world of social media. Social media itself is now a medium that is used to interact and socialize among humans with an online system. So that those who are far away can be reached easily without any limitations of space and time.

Social media allows humans to carry out social interactions and can take advantage of this media as a way in the world of business, industry and also education to social interaction. Access to social media can be one of the primary needs for every human being. The need for information, entertainment as well as education as well as access to business makes people really need social media. Online business systems that utilize social media are now familiar. There have been many online businesses that have mushroomed on social media such as Instagram, Twitter to TikTok which is a social media that has just emerged but has a lot of fans. The use of advertising on social media is one aspect that can develop in the world of marketing in the current social media era. Advertising production and its utilization on social media has the advantage of being low cost.

Social media can help to determine the target of potential customers who can be determined by the existing device procedures on social media. Marketing communications also have an important role in the business world. This concept is often carried out as delivery in the marketing mix process related to advertising. Advertising on social media is a form of digital marketing that can help business people market the goods or products to be sold.

Then what is digital marketing? Digital marketing is a marketing activity that uses digital media such as the internet or social media to market the products or services being sold. In Indonesia, digital marketing is already very developed. And business people are already doing digital marketing as a substitute for traditional or conventional marketing systems. Business people must know about a very effective way to attract consumers through marketing on social media.

Therefore, social media has become a means of promotion that can be carried out massively so that consumers can have an interest in buying the product or service. This is of course a huge opportunity for sellers to offer products on social media by taking advantage of technological developments. Practically it will make it easier for consumers to buy these products through social media. Purchasing decisions from consumers are of course through various considerations. One of them is by going through the information search process, comparing products with various brands on the market to looking for reviews from other consumers who have used the product. Consumers will seek information from the product to be purchased. After that an advertisement will appear from the product information. And this can have an influence on the decision of the prospective consumer. And business people who want to attract the interest of consumers, of course, must pay close attention to the media they choose to market their products. Consumers are usually faced with choices such as considering or delaying the decision to buy. And this can be anticipated by doing digital marketing so that consumers can be influenced and also make them buy immediately without further consideration.

Literature Review

Social media based on the narrative of Thoyibie (2010) is content in which there are various kinds of information that are used by individuals as a way to do marketing. The use of this technology, of course, must be easy to access and also be able to provide communication facilities in it. In addition, the influence of interaction with fellow individuals and also the general public can be done through social media.

Marketing using social media is currently quite developed. And used as a way of marketing products by promoting the brand and brand of a company. From a business standpoint, social media is a tool that can provide the possibility to do marketing by talking about the products they sell. According to Safko (2009) that social media is one of the media for discussing and promoting goods to be sold.

From various kinds of opinions and also opinions that social media is a gathering place for individuals who share information or make new friends that are no longer limited by space and time. In addition, social media is a place for social interactions that can be obtained online. With these functions and roles, social media can help people do marketing that executives and professionals can promote their products.

Social media itself has various kinds of benefits to society. There are several factors and indicators regarding social media which consist of:

1. The convenience factor related to the operational side of the transaction when talking about the business world. Ease that can be utilized by individuals in business processes that use technology easily. In addition, the information needed by the community will be presented in full and also easy to obtain. Information about products and services sold through social media
2. The trust factor from buyers to sellers of products or services is also very important. Therefore, reviews from online stores are one of the most important aspects. The greater the value of the review, the higher the consumer's trust in the online store. Trust from consumers is a mainstay in guaranteeing the security side of transactions and also providing confidence that these transactions can be processed after making payments. This is also one way to minimize fraud.

Based on the narrative from Purnama (2011) that social media has several special characteristics which are divided into;

1. The reach of social media is enormous. Starting from a small scale to a global audience.
2. The accessibility of social media is very easy for the public to reach. Coupled with costs that are easier and more affordable, making social media popular with the public
3. The use of social media is also very easy and does not require special skills. So that all people can use social media without the hassle
4. The actuality of social media can provoke responses from netizens as well as consumers who want to buy products or services. And this can attract the interest of consumers more quickly and optimally
5. Social media has fixed or permanent characteristics as a substitute for comments that can be edited.

Meanwhile, based on the narrative from Puntoadi (2011) that social media has functions and benefits which consist of;

1. Social media has benefits and also advantages in building a brand or personal branding of the company or business being carried out. Building a brand with social media does not recognize pseudo-popularity. This is because consumers or netizens will determine what brands are on social media. The media used to interact and communicate to carry out discussions has an important influence in supporting popularity on social media.
2. Social media can provide functional opportunities to interact more closely with consumers. Social media offers a communication content that is far more individual. Social media can have a function as a marketing tool that can attract the interest of consumers and detect the habits of consumers so that they can attract their interest in more depth and detail.

There are various types of social media according to research from Karjaluoto (2008), which consist of:

1. Blogs
Blog is one of the social media which is a website in which there are posts from the blog owner to a group of people who get access to write on the blog. There is a comment column for readers to share their reviews of the posts from the blog.
2. Forum
The forum is one of the social media where users can arrange topics and also provide feedback on these topics. And users can visit forums and respond to current topics. Forums can be a reference for those who are interested in topics that are considered interesting.
3. Content community

This forum makes it easy for users to post and share content. Usually this content is in the form of photos and videos that are distributed via social media. And there are also several sites that provide voting services for the photos and videos that we post. This can make netizens involved in the relevance of content uploaded or distributed via social media.

4. Virtual Worlds

This type of social media presents a world that seems real through internet media. Netizens can interact socially with other users or visitors in the virtual world.

5. Wikis

Wikipedia and similar sites are data-producing sites that make visitors to these sites accepted as official users who can add content by presenting much better sources.

6. Social networking

One type of social media is a virtual community where users will connect and interact with other users. This social networking site was built as a way to expand connections in the business world or the world of friendship.

Social media that are often used as promotional media today are Facebook, Instagram, TikTok to Youtube. These social media are often used as a platform to promote products and also present reviews from customers as a form of how consumers evaluate the goods being sold. Promos via WhatsApp are also now often used.

Social media has a very important role in determining the purchase decision of a product. And of course it has a close relationship with the behavior of consumers. This purchase decision is a decision-making process regarding purchases that includes determining what to buy or decisions to do other aspects. The purchase decision itself is a process of analyzing the needs and desires of consumers. Then information search to review or assessment from selection sources to purchase alternatives, is one aspect of the purchasing decision.

There are several factors that can influence the purchase decision which consists of:

1. A strategic location is one of the factors for consumers choosing to shop at that place
2. Service is one of the aspects and factors that can influence purchasing decisions. With good service, of course, can make consumers feel satisfied. And of course it can increase sales. Meanwhile, service that is lacking and tends to be bad can have an impact on these sales.

3. The ability of the salesperson

Labor is one very important factor in the process of buying and selling products. A workforce that has the ability and skills to sell goods or products can certainly increase sales and influence purchasing decisions

4. Promotion

Promotion and advertising are also quite important aspects in determining product success. With increasingly massive advertising and promotions, it can certainly have an influence on purchasing decisions

5. Classification of goods

Classification of goods can make it easy for consumers to buy the desired goods.

The hypothesis in this study is the answer to the formulation of the problem regarding the role of social media as an intermediary in carrying out promotions and advertisements to influence purchasing decisions. And this can help in the transaction process. According to research from Citra (2016) that the role of social media is able to have a significant influence on the interest of consumers to buy.

RESEARCH METHODS

This study uses a sample population that will be analyzed using quantitative methods in the form of numbers which come from data sources obtained from questionnaires distributed to respondents. The data used in this study consists of primary data where the data will be obtained directly as the first source. Meanwhile, secondary data itself is data that is published and also used by organizations or institutions. The data in this study were taken from journals, books to bibliography.

The data collection technique used in this study has several ways, such as observations made by looking at how the behavior of humans and the process of purchasing are obtained, so that later data that is related and has a correlation with this research is obtained.

While another technique is a questionnaire which is one of the techniques of data collection by giving several questions to the informants or respondents to be answered immediately. Of course this questionnaire can be a source of data from research conducted by researchers. While literature study is one of the theoretical studies and references that has a close relationship with culture, values and norms that are experiencing developments on the social side.

In this research, based on the narrative of Sugiyono (2017), there are 2 variables used in this research. The independent or independent variable is one of the variables that influences changes in the dependent variable. And this variable, namely social media, is the main variable on the independent variable side. This variable is (X). While the dependent variable is a variable that has an influence on the occurrence of a result of the independent or independent variable. This variable is a purchase decision which will be marked (Y). In this study, several methods of data analysis were carried out, such as validity, reliability and hypothesis testing to normality tests.

RESEARCH RESULTS AND DISCUSSION

In this study, there are several identities of respondents who are divided into several age categories who use social media in the decision to buy the product or service used.

Table 1. Research Respondents

Age	Respondents	Percentage
21–30	22	73.4%
31–40	7	23.3%
41–50	1	3.3%
TOTAL	30	100%

From the data above, it can be seen that there are around 22 respondents out of a total of 30 respondents aged under 30 years and over 20 years. It was recorded that 73.4% of respondents were at that age. Meanwhile, for those under 40 years of age, there were around 7 respondents with a percentage of 23.3%. Then there were about 1 respondent over 40 years with a percentage rate of only 3.3%. While the job classification consists of the following

Table 2. Respondents Occupation

Work	Respondents	Percentage
Student	16	53.8%
civil servant	5	16.7%
Private sector employee	4	13.2%
Trader	3	9.9%
Sales	2	6.6%
TOTAL	30	100%

From the table above it is found that 16 respondents are students. Then Civil Servants there are around 5 respondents or 16.7%. For private employees there are 4 respondents. While Traders and Sales there are around 3 and 2 respondents. A total of 30 respondents were sampled to determine the influence of social media on the purchase decision.

Table 3. Questions Regarding Social-Media

Question	Strongly Disagree	Don't agree	Agree	Strongly agree
Social Media provides convenience in transactions	1	-	11	18
Social Media provides complete information	-	1	11	18
Social media presents an easy-to-understand display	-	2	11	17
Products on social media are presented as expected	-	3	10	17
Security in transactions on social media	-	2	8	20

From the table of questions above regarding social media, then on the question that social media provides convenience in transactions, there is only 1 respondent who strongly disagrees. While 11 respondents stated that they agreed and 18 respondents stated that they strongly agreed. While on the second question, namely social media is able to provide complete information, there were about 18 respondents who strongly agreed and 11 respondents stated that they agreed and the rest stated that they did not agree.

Social media presents a display that is easy to understand and gets a response of 17 people who strongly agree and 11 people agree. While the rest said they did not agree. Then on the 4th question that the products sold on social media meet expectations, there are around 17 people who strongly agree with 10 people who agree. While the rest said they did not agree.

Likewise with the last or fifth question where social media provides security guarantees when making transactions. There were 20 people who strongly agreed with the question and 8 people quite agreed. While 2 people said they did not agree.

Table 4. Questions Regarding Purchasing Decisions

Question	Strongly Disagree	Don't agree	Agree	Strongly agree
Purchase products on social media to use	-	1	10	19
Bought because it's a trend	1	2	9	18
Quality has an influence on purchasing decisions	-	1	9	20
Products that are sold are quite easy to find	-	-	8	22
Satisfaction in service is decisive	-	1	10	19

In table 4, the data obtained from several respondents to questions regarding purchasing decisions. Regarding the question of buying a product to use, there were around 19 people who strongly agreed and 10 people agreed. While the rest disagree. Then buy by following the trend there are about 18 people who strongly agree. While 9 people agreed. There were about 2 people who disagreed and 1 person who strongly disagreed.

The third question regarding quality has an influence on purchasing decisions, there are around 20 people who strongly agree and 8 people agree. While the rest said they did not agree. On the 4th question regarding products that are sold that are easy to find, there were around 22 people who strongly agreed and 8 people agreed. And the last question regarding satisfaction with the service, there were around 19 people who strongly agreed and 10 people agreed. Meanwhile, 1 person stated that they did not agree.

This study used a quantitative method with analysis of incoming data obtained from questionnaires and observations of respondents. And these data will be analyzed by carrying out calculations to answer the formulation of the problem which will be tested for validity and reliability. This test will be carried out precisely and carefully as a form of the validity of the instrument used and the quality of the questionnaire. If the measured questionnaire has a correlation with a sig value <0.05 , then the variable is very valid.

Table 5. Validity Test Results from Variable X

Variable	Question	Person Correlation	Sig (2-Tailed)	Notes
Social Media (X)	Social Media provides convenience in transactions	0.755	0.000	Valid
	Social Media provides complete information	0.837	0.000	Valid
	Social media presents an easy-to-understand display	0.786	0.000	Valid
	Products on social media are presented as expected	0.677	0.000	Valid
	Security in transactions on social media	0.679	0.000	Valid

From the table above, the results of the validity test of the X variable are obtained where Social Media is the independent and independent variable which is carried out by the test results. In this test it was found that the question items submitted to the respondent as an observation received a sig. < 0.05 which makes the question items have their own validity.

Table 6. Validity Test Results from Variable Y

Variable	Question	Person Correlation	Sig (2-Tailed)	Notes
Purchase Decision (Y)	Purchase products on social media to use	0.832	0.000	Valid
	Bought because it's a trend	0.736	0.000	Valid
	Quality has an influence on purchasing decisions	0.894	0.000	Valid
	Products that are sold are quite easy to find	0.780	0.000	Valid
	Satisfaction in service is decisive	0.883	0.000	Valid

Likewise with the test results of variable Y regarding purchasing decisions. Of the 5 questions asked to these respondents it has a sig. <0.05 . Therefore the questions used as observations in this study are very valid and can be used as material in the data analysis process.

In this study a reliability test was also carried out which was used as a measuring tool in assessing the consistency of the answers from the respondents. This test uses the Crobach Alpha method which must have a value > 0.06 . And these results can be obtained with the results of the table

Table 7. Reliability Test Results of 2 Variables

Variable	Reliability Coef	Alpha	Notes
X	X Variable Question	0.797	Reliable
Y	Variable Y Question	0.866	Reliable

From the data above, it can be seen that this reliability test yielded identification results that all research variables using a value from Crobach Alpha > 0.06 concluded that the X variable, namely the independent variable and also the Y variable or fixed variable, is reliable. So that the questions asked are still reliable and have a correlation with the research material.

In addition to these several tests, research was also carried out using simple regression analysis which obtained only 1 variable effect. This analysis can be used as correlation knowledge between variable X which has a free and independent nature, namely social media and variable Y which has a fixed nature, namely purchasing decisions.

Table 8. Simple Regression Test Results on Variables

Model	Unstandard Coef		Coef Standard	Q	Sig.
	B	std. Error	Betas		
Constant	5,616	2,429		2,312	0.028
Social media	.703	.136	.698	5.157	.000

From the data and analysis of the regression equation it is obtained that if this regression equation is entered into the formula, it will be obtained:

$$Y : 5.616 + 0.703$$

This X value will show Y, namely social media has a very positive correlation with the variable Y or the fixed variable, namely the purchase decision by consumers.

And besides simple regression analysis, the coefficient of determination can be a way to analyze the data obtained by researchers during the research process as answers to the relationship between variables X and Y.

Table 9. Results of the Coefficient of Determination

Model	R	R Square	Adj R Square	St. Error of Estimates
1	0.698 ^a	0.487	0.469	1,738

a: Social Media Predictors (Constant), Purchase Decision

The value of the analysis of the coefficient of determination has been corrected for the number of variables and also the adj R Square which is the sample size of the respondents whose data is included in the study. It is found that this Adj R Square has a value of 0.469. This shows that social media can provide an explanation of purchasing decisions with a value of 46.9%. And the rest is explained by other variables such as lifestyle, trends to the tastes of consumers who can play an important role in this research.

While the normality test is used as a way of testing the data used in the research and analysis whether it can be normally distributed or not. This normality test determines the data being tested by presenting its significance value. If the value is greater than 0.05 with symbols > 0.05, then the data can be normally distributed. However, if it is below 0.05 or <0.05, then the variable cannot be normally distributed.

Table 10. Normality Test Results

		Residual Standards
N		15
Normal Parameters ^{ab}	Means	.000000
	St. Deviation	.96362411
Most Extreme Differences	absolute	.256
	Positive	.145
	Negative	-.256
Test Stats		.256
Asym. Sig. (2- tailed)		.009 ^c
a: Test Distribution Normal		
b: Calculated Data		
C: Lilliefors Significance Correction		

From the results of the normality test above, it can be found that the significant value is 0.09 which is greater than 0.05. Therefore the data tested in this study has a normal distribution.

This research was conducted with the aim of looking at the correlation between social media and purchasing decisions on the digital marketing side. From this research, it was found that social media has a significant influence on purchasing decisions. And it can be seen that the value of the regression coefficient has a significant value below 0.05. Social media has a very positive and significant influence on purchasing decisions.

This shows that the operation of social media can give consumers a fairly high purchase decision. Social media provides far more reach to buyers who can make transactions through social media without any limitations in both space and time.

Ability in managing social media in today's modern era is one of the skills or skills that are mandatory. Because social media can play a very important role in increasing buyers. Social media that is managed in an interesting way can certainly have an influence on buyer interest in online stores. Therefore, a store with an attractive social media display can attract consumers to buy.

In addition to appearance, promotional media is one of the added values that can encourage consumers to turn their attention to the buyer's social media. Promotions that are carried out can be managed properly, such as compiling product photos and also layouts to themes and concepts from good and attractive promotions, can support purchasing decisions from consumers. Practically good enough social media management can give a positive impression and support the products being sold so that consumers are interested in buying.

CONCLUSION

From the research that has been done with some of the data obtained, the influence of social media on the sale of goods and or services is very large. Social media provides a significant and positive role on the purchase decision. This can be explained by the fact that the higher the promotion carried out through social media, the more opportunities for purchasing decisions from consumers will be obtained. Testing the validity, reliability and also the coefficients is one way of analyzing the data obtained to see the influence of social media on consumer decisions. There is a significant influence exerted by social media on consumers' desire to shop at E-Commerce.

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