

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASING DECISIONS OF STUDENTS YOVIE MUSIC SCHOOL ANTAPANI BANDUNG

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Abstract

Social media has been used as a means of marketing products or what is commonly referred to as social media marketing. Yovie Music School is an Industry-based music school and promotes using social media. This study has attempted to explore the multidimensional use of social media marketing. The research area that must be considered is the marketing strategy, one of which is quite important is how the students enrollment decisions against Yovie Music School. The purpose of this study was to determine the effect of social media marketing on purchasing decisions at Yovie Music School Antapani branch, Bandung. The research method used by researchers is quantitative research methods and descriptive methods with the unit of analysis are students at the Yovie Music School Antapani Branch, Bandung. Sources of data analysis were carried out by distributing questionnaires as many as 172 respondents consisting of 76 men and 96 women, and also consists of 60 students aged 5-15 years, 32 students aged 15-20 years, 31 students aged 20-25 years, and 49 students over the age of 25 who met the criteria as respondents in this study. In this study, the independent variable (X) is social media marketing, namely Context (X1), Communication (X2), Collaboration (X3), Connection (X4), and the dependent variable is the Enrollment decision (Variable Y). The analysis technique used by researchers to determine how the influence of social media marketing on purchasing decisions is to use the Structural Equation Model (SEM) with the AMOS (Analysis of Moment Structure) approach. And the results show that the effect of Context on Enrollment decision is positive at 0.401, The influence of Communication on purchasing decisions is positive at 0.294, The effect of Collaboration on Enrollment decision has a positive value of 0.363, The effect of Connection on Enrollment decision is positive at 0.304

Keyword: *Social Media Marketing; Enrollment Decision; Music School; AMOS*

1. Introduction

Music is known as a form of spiritual entertainment that can provide calmness or a sense of enthusiasm to someone who enjoys it. Playing music is even believed could increase intelligence and good behavior for someone. In Indonesia, the development of music has been very rapid yet the influence of foreign music is still high. This also affects the interest of people who prefer foreign music compared to local music itself. In this current era, music has become one of the basic needs for people from various circles, as evidenced by the proliferation of music schools or music course institutions, the number of enthusiasts is no less numerous than those interested in other art courses such as dance courses. Music course institutions in Indonesia are currently experiencing significant progress. Music learning in each course institution has a unique characteristic of each. There are also many kinds of music course materials offered, there are piano, guitar, violin, drum, flute, saxophone and many more. Many advantages are obtained if we study music in music courses including music schools.

Today's business competition is getting heavier, so there needs to be a role for social media marketing to attract consumer attention, therefore Yovie Music School wants to know whether social media marketing has been effective or not in increasing consumer interest. Music schools can help to build a network of relationships that will be very helpful in the near or far future. This is also one of the reasons why Yovie Widiyanto can continue to develop his music school business until now. Yovie Music School currently opens classes in piano, vocal, guitar, drum, violin, and play classes. YMS has now gone with 5 branches; 2 in Jakarta, 1 in Bandung, and 1 Yogyakarta, and 1 branch in Cirebon. YMS Bandung has been operating since 2016, at Terusan Jakarta street no 176, Antapani. The target market of Yovie Music School is children between 5 to 15 years with high-income parents, interested in applying to music schools, currently was not joining other music schools, and willing to pay tuition fees above Rp. 500,000. Yovie Music School students themselves are mostly elementary school and junior high school students. Yovie Music School antapani is a franchise of the Yovie Music School Cibubur branch.

2. Literature review

According to Kotler dan Keller (2017) marketing is the activity, sets of institutions, and processes for creating, communicating, delivering, and exchanging offerings that value for customers, clients, partners, and society at large. The impact of social media is considered the most effective form of marketing in maintaining

relationships with consumers, building good relationships with consumers Samuel and Setiawan (2018). Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social sharing sites to meet communication goals Tuten and Solomon (2014). Social Media Marketing (SMM) is the use of technology, channels, and software from social media that aims to create a communication, delivery, exchange, and offer that is valuable to stakeholders in an organization Tuten and Tracy (2018). Research conducted by Warayanti & Suyanto (2015) aims to analyze the extent to which consumer lifestyles and attitudes towards purchasing decisions through online shopping products in Indonesia.

According to Kemalasari & Suyanto (2013) socially responsible marketing, the marketing effect exceeds the company and customers for society as a whole. Marketers must carefully consider their role in a broader sense, and their environment, ethics, legal context, and social activities. According to Anggriawan & Brahmayanti (2016) states that consumer purchasing decisions are a problem-solving process. Most consumers, both individual consumers and organizational buyers go through a similar mental process in deciding what products and brands to buy. Marketing through social media is one of the advertisements that use social community media where advertisers or brand owners can directly interact and build a dialog with their consumers. There are four indicators of Social Media Marketing according to Syahbani and Widodo (2017):

- 1) Context is how we form a story or message such as the form of a message itself, the use of language, and the contents of the message.
- 2) Communication is how to share stories or messages as well as hear, respond, and grow in various ways that make users feel comfortable and the message is well conveyed.
- 3) Collaboration is how to work together to make things better.
- 4) The connection is how to maintain relationships that have been built.

According to Gryshchenko and Niesheva (2013) there are four elements

2.1 Research Framework

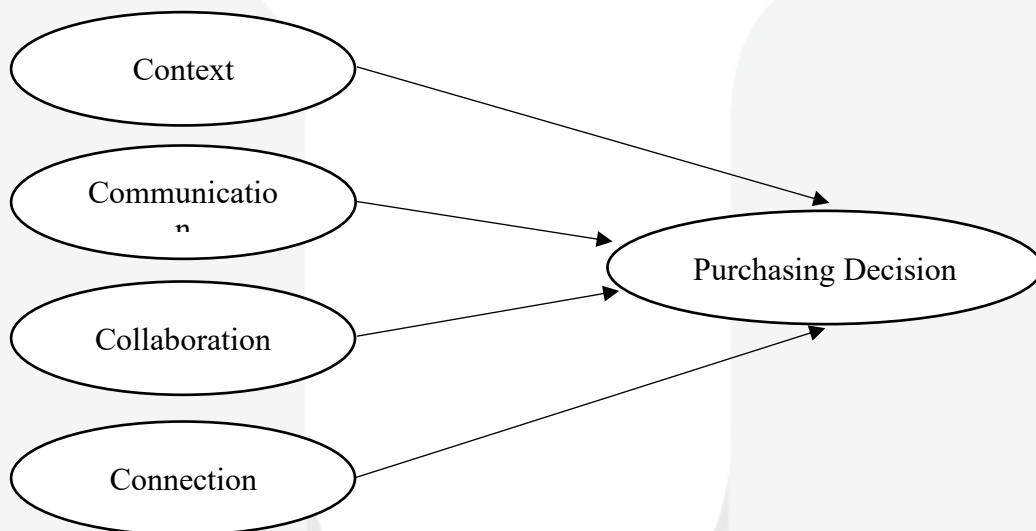


Figure 2.1 Research Framework

Source: (Syahbani & Widodo, 2017), (Kotler & Armstrong, 2018)

Model Specification

This stage relates to the formation of an initial structural equation model, before estimating. This initial model is formulated based on a theory or previous research. The initial model in this study is illustrated as follows:

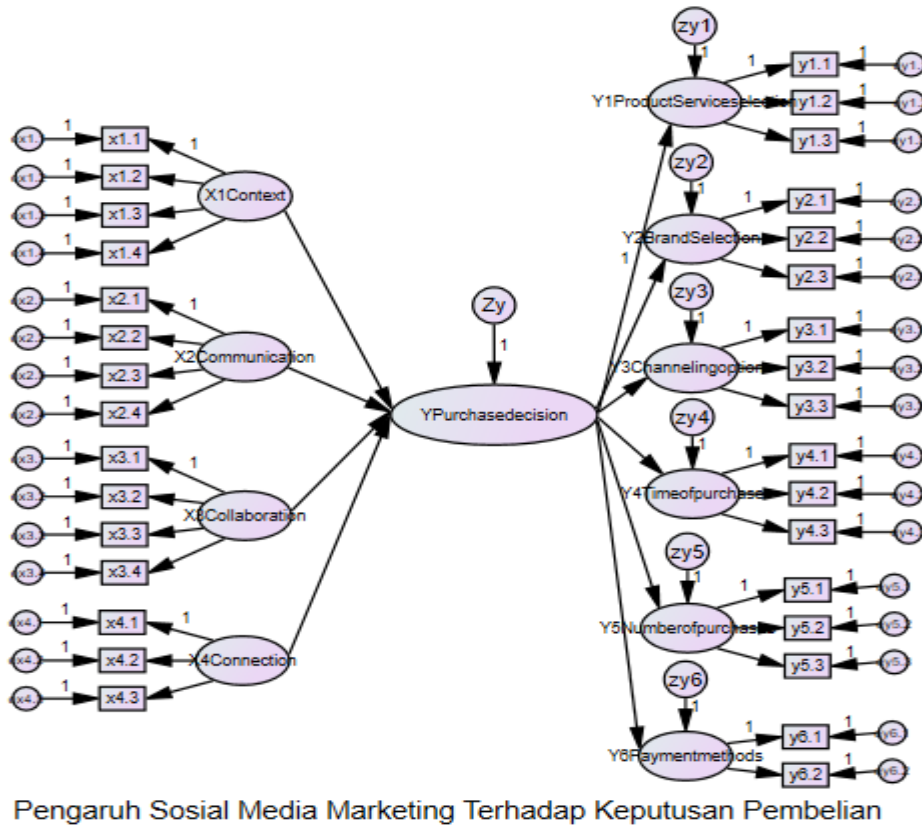


Figure 4.1 Structural Model

Source: Data Processing Results, 2020

After calculating the research model, it is found that the Loading factor (SWR) values of all indicators (manifest variables) of Context (X1), Communication (X2), Collaboration (X3), Connection (X4) and Purchase decision (Y) variables are above average. The cut off (limit) for good factor loading (recommended) is 0.5.

3. Research Method

3.1 Population and Sample

Population

Based on the understanding of the population, then the target population in this study were 310 students from the Yovie Music School, based on calculations using the Slovin formula with an estimated error rate of 5% or 0.05, based on this calculation, the number of elements taken as a sample of respondents is 172 respondents.

3.2 Data Analysis Technique

The analysis technique used by researchers to determine how the influence of social media marketing on purchasing decisions is to use the Structural Equation Model (SEM) with the AMOS (Analysis of Moment Structure) approach.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Descriptive analysis Line of Social Media Marketing Variables

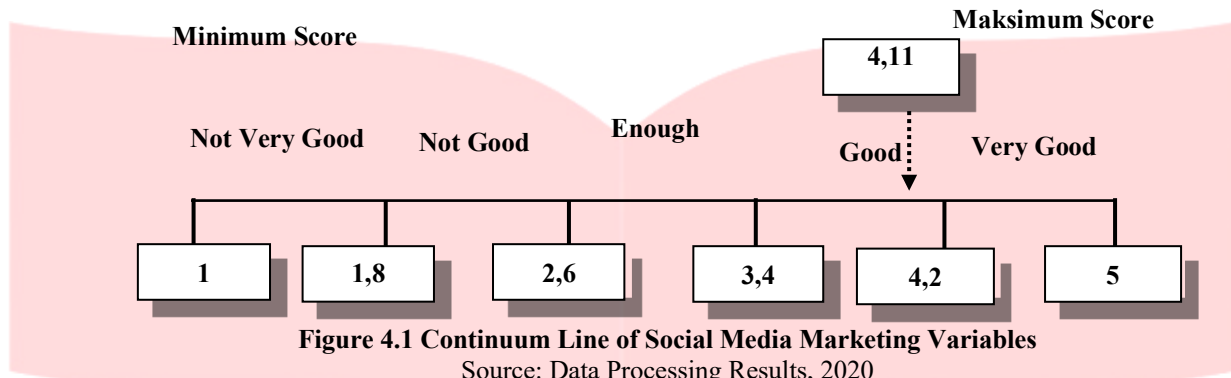


Figure 4.1 Continuum Line of Social Media Marketing Variables shows the value obtained is 4.11 in the good category. These results indicate that the majority of responses from respondents considered that social media marketing carried out by Yovie Music School had been used well. The special thing states that the communication dimension is the thing most felt by respondents with a percentage of 4.20%, but the lowest dimension is Collaboration, which is 3.95%.

4.2 Normality of Data

Table 4.1 Data Normality Test Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
x1.1	3	5	-0.382	-2.043	-0.981	-2.626
x1.2	3	5	-0.449	-2.402	-0.712	-1.905
x1.3	2	5	-0.564	-3.021	-0.268	-0.718
x1.4	3	5	-0.114	-0.609	-0.45	-1.204
x2.1	3	5	-0.586	-3.138	-1.017	-2.722
x2.2	3	5	-0.351	-1.877	-0.999	-2.673
x2.3	3	5	-0.168	-0.897	-0.69	-1.846
x2.4	3	5	-0.054	-0.29	-0.378	-1.013
x3.1	2	5	-0.074	-0.395	-1.255	-3.358
x3.2	3	5	-0.038	-0.205	-1.243	-3.326
x3.3	3	5	-0.076	-0.408	-0.721	-1.93
x3.4	3	5	-0.152	-0.811	-1.001	-2.68
x4.1	3	5	-0.326	-1.743	-0.742	-1.986
x4.2	3	5	-0.102	-0.549	-0.676	-1.811
x4.3	3	5	-0.089	-0.474	-0.715	-1.915
y1.1	3	5	0.013	0.069	-0.736	-1.971
y1.2	3	5	0.087	0.466	-1.251	-3.348
y1.3	3	5	-0.067	-0.356	-0.866	-2.319
y2.1	1	5	-0.563	-3.012	-0.177	-0.473
y2.2	3	5	-0.077	-0.412	-0.808	-2.164
y2.3	3	5	0.035	0.189	-0.82	-2.195
y3.1	2	5	0.104	0.556	-0.627	-1.678
y3.2	2	5	0.056	0.301	-0.926	-2.478
y3.3	2	5	0.159	0.851	-1.093	-2.925
y4.1	2	5	-0.272	-1.456	-0.912	-2.44
y4.2	2	5	-0.285	-1.527	-0.933	-2.497
y4.3	2	5	-0.322	-1.722	-0.753	-2.016
y5.1	2	5	-0.347	-1.858	-0.597	-1.598
y5.2	2	5	-0.312	-1.67	-0.762	-2.04
y5.3	3	5	0.11	0.589	-0.927	-2.481
y6.1	3	5	-0.178	-0.952	-0.679	-1.819
y6.2	3	5	-0.061	-0.324	-0.894	-2.394
Multivariate					16.41	2.307

Source: Data Processing Results, 2020

The calculation results shown from the output of AMOS 24 provide the Critical Ratio (cr) skewness value for most of the indicators between -2.58 to 2.58) but there are still some that are bigger and smaller than ± 2.58. So, there are univariate data indicators that show normal distribution and some are not normally distributed.

But for the multivariate normality test, the value of the Critical Ratio (cr) skewness is below 2.58 (between -2.58 to 2.58) with a value of 2.307. So multivariate research data used fulfills the multivariate normality distribution. Thus the calculation of SEM analysis can be done using the Maximum Likelihood estimation method.

4.3 Data Outliers

Table 4.2 Outliers Results of Indicator Data

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
Zscore(x1.1)	172	-1.73390	1.06639	.0000000	1.0000000
Zscore(x1.2)	172	-2.05025	1.02960	.0000000	1.0000000
Zscore(x1.3)	172	-2.09167	1.31307	.0000000	1.0000000
Zscore(x1.4)	172	-2.00065	1.32410	.0000000	1.0000000
Zscore(x2.1)	172	-1.74417	.91067	.0000000	1.0000000
Zscore(x2.2)	172	-1.70579	1.08846	.0000000	1.0000000
Zscore(x2.3)	172	-1.77366	1.29237	.0000000	1.0000000
Zscore(x2.4)	172	-1.77954	1.47664	.0000000	1.0000000
Zscore(x3.1)	172	-1.49457	1.29963	.0000000	1.0000000
Zscore(x3.2)	172	-1.35231	1.29084	.0000000	1.0000000
Zscore(x3.3)	172	-1.61356	1.40310	.0000000	1.0000000
Zscore(x3.4)	172	-1.55661	1.26168	.0000000	1.0000000
Zscore(x4.1)	172	-1.92794	1.12834	.0000000	1.0000000
Zscore(x4.2)	172	-1.67811	1.37623	.0000000	1.0000000
Zscore(x4.3)	172	-1.63439	1.38835	.0000000	1.0000000
Zscore(y1.1)	172	-1.48279	1.51767	.0000000	1.0000000
Zscore(y1.2)	172	-1.24846	1.38633	.0000000	1.0000000
Zscore(y1.3)	172	-1.53346	1.38096	.0000000	1.0000000
Zscore(y2.1)	172	-2.56592	1.27180	.0000000	1.0000000
Zscore(y2.2)	172	-1.57235	1.38333	.0000000	1.0000000
Zscore(y2.3)	172	-1.42979	1.51541	.0000000	1.0000000
Zscore(y3.1)	172	-1.81872	1.72264	.0000000	1.0000000
Zscore(y3.2)	172	-1.71097	1.49944	.0000000	1.0000000
Zscore(y3.3)	172	-1.42212	1.51313	.0000000	1.0000000
Zscore(y4.1)	172	-1.70327	1.35905	.0000000	1.0000000
Zscore(y4.2)	172	-1.85795	1.24465	.0000000	1.0000000
Zscore(y4.3)	172	-1.90506	1.31793	.0000000	1.0000000
Zscore(y5.1)	172	-1.96650	1.38239	.0000000	1.0000000
Zscore(y5.2)	172	-1.92482	1.31038	.0000000	1.0000000
Zscore(y5.3)	172	-1.31963	1.55349	.0000000	1.0000000
Zscore(y6.1)	172	-1.79956	1.28028	.0000000	1.0000000
Zscore(y6.2)	172	-1.51469	1.38005	.0000000	1.0000000
Valid N (listwise)	172				

Based on the results of data processing carried out, the maximum Z-Score value is 1.72264 and the smallest minimum value is -2.56592. The results obtained show that there are no univariate outliers because the Z-Score value is smaller than ± 4.0 . The calculation results can be seen in the appendix for Univariate Outlier Evaluation.

4.4 Measurement Model Fit

4.4.1 Exogenous Construct Context (X1)

The results of testing the validity and reliability of the Exogenous Context (X1) construct measurement model are presented in the following table:

Table 4.3 Exogenous Context (X1) Construct Measurement Model

			Estimate		S.E.	C.R.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW					
x1.1	<---	X1Context	1.000	0.782					
x1.2	<---	X1Context	0.876	0.753	0.088	9.999	0.000	0,622	0,8673
x1.3	<---	X1Context	1.129	0.716	0.119	9.530	0.000		
x1.4	<---	X1Context	0.963	0.893	0.081	11.865	0.000		

RW = Regression Weights

SRW = Standardized Regression Weights

Source: Data Processing Results, 2020

Measurement of the reliability of the exogenous construct measurement model Context (X1) used two measures, namely Construct Reliability (CR) and Variance Extract (VE). According to Hair et al (2014; 619) a construct has good reliability if its CR value is ≥ 0.70 and its VE value is ≥ 0.50 .

4.4.2 Exogenous Constructions of Communication (X2)

5 Table 4.4 Exogenous Communication Construction Measurement Model (X2)

			Estimate		S.E.	C.R.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW					
x2.1	<---	X2Communication	1.000	0.668					
x2.2	<---	X2Communication	0.991	0.696	0.128	7.764	0.000	0,532	0,8187
x2.3	<---	X2Communication	0.963	0.742	0.130	7.418	0.000		
x2.4	<---	X2Communication	0.980	0.803	0.126	7.797	0.000		

6 RW = Regression Weights

7 SRW = Standardized Regression Weights

8 Source: Data Processing Results, 2020

Two measures used to measure the reliability of the exogenous construct measurement model of Communication (X2), namely Construct Reliability (CR) and Variance Extract (VE). According to Hair et al (2014; 619) a construct has good reliability if its CR value is ≥ 0.70 and its VE value is ≥ 0.50 .

4.4.3 Collaboration Exogenous Constructs (X3)

The results of testing the validity and reliability of the Exogenous Collaboration (X3) construct measurement model are presented in the following table:

Table 4.5 Collaboration Exogenous Construct Measurement Model (X3)

			Estimate		S.E.	C.R.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW					
x3.1	<---	X3Collaboration	1.000	0.818					
x3.2	<---	X3Collaboration	0.683	0.793	0.061	11.210	0.000	0,661	0,8860
x3.3	<---	X3Collaboration	0.664	0.879	0.051	13.126	0.000		
x3.4	<---	X3Collaboration	0.612	0.757	0.057	10.676	0.000		

RW = Regression Weights

SRW = Standardized Regression Weights

Source: Data Processing Results, 2020

Measurement of the reliability of the Exogenous Collaboration (X3) construct measurement model used two measures, namely Construct Reliability (CR) and Variance Extract (VE). According to Hair et al (2014; 619) a construct has good reliability if its CR value is ≥ 0.70 and its VE value is ≥ 0.50

4.4.4 Endogenous Connection (X4)

The results of testing the validity and reliability of the exogenous construct measurement model Connection (X4) are presented in the following table:

Table 4.6 Exogenous Connection Construction Measurement Model (X4)

			Estimate		S.E.	C.R.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW					
x4.1	<---	X4Connection	1.000	0.786					
x4.2	<---	X4Connection	1.136	0.893	0.111	10.218	0.000	0,649	0,8462
x4.3	<---	X4Connection	0.937	0.729	0.098	9.596	0.000		

RW = Regression Weights

SRW = Standardized Regression Weights

Source: Data Processing Results, 2020

Two measures used to measure the reliability of the exogenous construct measurement model Connection (X4), namely Construct Reliability (CR) and Variance Extract (VE). According to Hair et al (2014; 619) a construct has good reliability if its CR value is ≥ 0.70 and its VE value is ≥ 0.50 .

4.4.5 Endogenous Purchase Decision (Y)

The results of testing the validity and reliability of the Purchase decision (Y) endogenous construct measurement model are presented in the following table:

Table 4.1 Endogenous Purchase Decision (Y) Construct Measurement Model

			Estimate		S.E.	C.R.	P	Variance Extract (≥ 0.50)	Construct Reliability (≥ 0.70)
			RW	SRW					
y1.1	<---	Y1ProductServiceselection	1.000	0.754					
y1.2	<---	Y1ProductServiceselection	1.270	0.843	0.121	10.479	0.000	0,664	0,8552
y1.3	<---	Y1ProductServiceselection	1.148	0.844	0.107	10.729	0.000		
y2.1	<---	Y2BrandSelection	1.000	0.723					
y2.2	<---	Y2BrandSelection	0.799	0.891	0.076	10.560	0.000	0,686	0,8665
y2.3	<---	Y2BrandSelection	0.774	0.860	0.074	10.400	0.000		
y3.1	<---	Y3Channelingoptions	1.000	0.771					
y3.2	<---	Y3Channelingoptions	1.260	0.882	0.124	10.164	0.000	0,643	0,8433
y3.3	<---	Y3Channelingoptions	1.170	0.747	0.121	9.640	0.000		
y4.1	<---	Y4Timeofpurchase	1.000	0.707					
y4.2	<---	Y4Timeofpurchase	1.182	0.847	0.153	7.744	0.000	0,566	0,7947
y4.3	<---	Y4Timeofpurchase	0.930	0.692	0.120	7.775	0.000		
y5.1	<---	Y5Numberofpurchases	1.000	0.824					
y5.2	<---	Y5Numberofpurchases	1.112	0.887	0.099	11.260	0.000	0,663	0,8543
y5.3	<---	Y5Numberofpurchases	0.685	0.724	0.067	10.174	0.000		
y6.1	<---	Y6Paymentmethods	1.000	0.598					
y6.2	<---	Y6Paymentmethods	1.664	0.951	0.382	4.362	0.000	0,631	0,7643

RW = Regression Weights

SRW = Standardized Regression Weights

Source: Data Processing Results, 2020

Based on the table above, it is known that the standardized loading factor (SRW) value for each indicator is more than 0.5 so it can be said that the Y1, Y2, Y3, Y4, Y5 and Y6 indicators have good validity in measuring the Purchase decision (Y) variable.

Two measures used to measure the reliability of the endogenous construct measurement (Y) construct, namely Construct Reliability (CR) and Variance Extract (VE). According to Hair et al (2014; 619) a construct has good reliability if its CR value is ≥ 0.70 and its VE value is ≥ 0.50 .

4.5 Structural Model Fit

Table 4.8 Estimation Results Model Model Context, Communication, Collaboration and Connection Against Purchase Decision

Model			Estimate*		SE	CR	P	R ²
			RW	SRW				
YPurchasedecision	<--	X1Context	0.159	0.401	0.053	3.001	0.003	0.1608
YPurchasedecision	<--	X2Communication	0.129	0.294	0.063	2.059	0.039	0.0864
YPurchasedecision	<--	X3Collaboration	0.092	0.363	0.033	2.813	0.005	0.1318
YPurchasedecision	<--	X4Connection	0.131	0.304	0.061	2.161	0.031	0.0924

Source: Data Processing Results, 2020

The results of the significance test for the estimated path coefficient on the model are significant at an error rate of 5% indicated by a CR value > 1.96 or the P-value has a value < 0.05

4.6 Hypothesis Testing

Hypothesis testing is performed using a t-value with a significance level of 0.05 and degrees of freedom of n (sample). The t-value in the IBM SPSS AMOS version 24 program is the Critical Ratio (C.R.) value. In this study, a one-sided test was carried out because the hypothesis being tested was to determine the effect of the variables used. If the value of Critical Ratio (C.R.) ≥ 1.96 or the probability value (P) ≤ 0.05 then H₀ is rejected (the research hypothesis is accepted).

Table 4.9 T Test Results

Model			SRW	C.R.	P
YPurchasedecision	<---	X1Context	0,401	3,001	0,003
YPurchasedecision	<---	X2Communication	0,294	2,059	0,039
YPurchasedecision	<---	X3Collaboration	0,363	2,813	0,005
YPurchasedecision	<---	X4Connection	0,304	2,161	0,031

Source: Data Processing Results, 2020
 SWR = Standardized Regression Weights

4.7 Discussion of Research Results

Based on the results of the SEM model data processing with AMOS 24 software, the C.R value of the Context to Connection variable is 3.001 with a probability of 0.003. CR value ≥ 1.96 so that H0 is rejected and H1 is accepted, meaning that there is a Context influence on Purchase Decisions.

Based on the results of the SEM model data processing with AMOS 24 software, the C.R value of the Communication to Connection variable is 2.059 with a probability of 0.039. CR value ≥ 1.96 so that H0 is rejected and H1 is accepted, meaning that there is an effect of communication on purchasing decisions.

Based on the results of the SEM model data processing with AMOS 24 software, the C.R value of the Collaboration to Connection variable is 2.813 with a probability of 0.005. CR value ≥ 1.96 so that H0 is rejected and H1 is accepted, meaning that there is an effect of Collaboration on Purchase Decisions.

Based on the results of the SEM model data processing with AMOS 24 software, the C.R value of the Connection to Purchase decision variable is 2.161 with a probability of 0.031. CR value ≥ 1.96 so that H0 is rejected and H1 is accepted, meaning that there is an effect of Connection on Purchase Decisions.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

1. The effect of Context on purchasing decisions is positive at 0.401. With this value, it can be said that there is a significant positive effect between Context on Purchase Decisions of 0.401 unit value.
2. The influence of Communication on purchasing decisions is positive at 0.294. With this value, it can be said that there is a significant positive effect between Context on Purchase Decisions of 0.294 units of value.
3. The effect of Collaboration on Purchase Decision has a positive value of 0.363. With this value, it can be said that there is a significant positive effect between Context on Purchase Decisions of 0.363 units of value
4. The effect of Connection on Purchase Decisions is positive at 0.304. With this value, it can be said that there is a significant positive effect between Connection on Purchase Decisions of 0.304 units of value.

5.2 Suggestion

1. Practice
 - a. Companies must maintain consumer confidence in sales made through social media by creating attractive content such as sales promotions which always generate positive perceptions and interest in programs or activities to be sold through social media so that consumers are interested in making purchases.
 - b. Companies are expected to be more creative in creating new promotional strategies through social media so that they can foster buying interest and make consumers make purchase decisions (for example providing discounts and rewards), arrange schedules to provide the latest information about the Yovie Music School program to consumers, be able to maintain and improve customer relations through good service.
2. Theoretical
 - a. For future researchers who want to research or continue this research, it is advisable to continue or develop this research by looking for other factors that can influence purchasing decisions in a marketing context through promotional strategies through social media. In addition to using online media to distribute questionnaires, further research should be accompanied by interviews so that the data obtained is more complete and can reduce subjective data.
 - b. Continuous research is needed to determine the conditions and developments in the use of Yovie Music School social media on consumer satisfaction.

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