

The Effect Of Social Media Use And Peer Influence In The Millennial Generation On Purchase Decision Through E-Wom As Variable Intervening In This Is April

Ayu Nur Abdilla¹, Heppy Millanyani²

¹ International ICT Business, Faculty of Economics and Business, Telkom University, Indonesia, ayudilla@telkomuniversity.ac.id

² International ICT Business, Faculty of Economics and Business, Telkom University, Indonesia, heppymill@telkomuniversity.ac.id

Abstrak

Di era saat ini teknologi berkembang pesat, yang menyebabkan sebagian besar masyarakat menggunakan media sosial untuk melakukan segala aktivitas termasuk pembelian barang dan jasa. Penggunaan media sosial kini didominasi oleh generasi milenial; pengguna generasi milenial mengatakan bahwa mereka lebih cenderung mencari merek di media sosial. Tujuan utama dari penelitian ini adalah untuk menguji pengaruh media sosial dan pengaruh teman sebaya terhadap keputusan pembelian di kalangan generasi milenial dengan E-WoM sebagai variabel intervening dengan menggunakan Non-probability sampling dan purposive sampling. Survei ini melibatkan 275 responden yang merupakan pembeli produk This is April. Dalam penelitian ini, analisis deskriptif dan perangkat lunak SmartPLS 3.0 digunakan untuk analisis SEM. Berdasarkan hasil penelitian, E-WoM dan pengaruh teman sebaya berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan media sosial tidak berpengaruh positif dan signifikan terhadap keputusan pembelian. Peer influence dan media sosial berpengaruh positif dan signifikan terhadap E-WoM. E-WoM juga memediasi hubungan antara media sosial, pengaruh teman sebaya, dan keputusan pembelian.

Kata Kunci : Social Media, Generasi Milenial, Peer Influence, Keputusan Pembelian, This is April.

Abstract

In the current era technology is developing rapidly, which causes most people to use social media to carry out all activities including the purchase of goods and services. The use of social media has now been dominated by the millennial generation; millennial generation users say that they are more likely to search for brands on social media. The main purpose of this research is to examine the effect social media and peer influence have on purchasing decisions among the millennial generation with E-WoM as an intervening variable by using Non-probability sampling and purposive sampling. This survey included 275 respondents which is the buyers of This is April products. In this study, descriptive analysis and SmartPLS 3.0 software was used for SEM analysis. According to the results of this investigation, E-WoM and peer influence have a positive and significant effect on purchase decision, while social media do not positive and significant effect on purchase decision. Peer influence and social media have a positive and significant effect on E-WoM. E-WoM also mediates the relationship between social media, peer influence, and purchase decision.

Keywords: Social Media, Millennial Generation, Peer Influence, E-WoM, Purchase Decision, This is April.

I. INTRODUCTION

According to the Directorate General of Aptika, in 2021 internet use in Indonesia will increase by 11% from the previous year, from 175.4 million to 202.6 million users (Kominfo, 2021). According to Bennet, Maton & Kervin (2008), the age range known as the millennial generation or generation Y is the most dominating internet user, the millennial generation was born between 1980 and 2000, the majority of whom have grown up with technological advances such as computers and the internet. This generation is naturally active users of social media and active mobile devices and applications that keep millennials connected with

friends and family (Lazarevic, 2012). The use of social media is dominated by the millennial generation, this generation says that they are more likely to search for brands on social media than search for them on search engines (wearesocial.com, 2021).

According to Magezy (2021), This is April is on the eight level in the order of top local brand Indonesia 2021. According to Lee (2021) on the Tokopedia website, This is April at this difficult time due to the Covid-19 pandemic, This is April is one of the local fashion brands founded by Maria Anggaraini that can rise from adversity and is currently able to increase online and offline sales significantly up to 400 times the usual production. According to Entrepreneur Website (2021) This is April sells 120,000 pcs per year, while Based on Kontan Website (2021) Erigo is superior because it can sell 500,000 pcs per year. It can be seen that This is April is still under Erigo.

Therefore, this study was used to analyze the influence of social media and peer influence on the millennial generation on purchase decisions through E-WoM as an intervening variable. Several factors must be investigated, such as the influence of social media activities on the purchase decision of This is April. Furthermore, the influence of peer influence on the purchase decision of This is April. Lastly, the effect of E-WoM on the purchase decision of This is April. This research was conducted on the millennial generation, which is based on the target market of This is April, namely the millennial generation.

II. LITERATURE REVIEW

Marketing

According to Kotler (2012) Marketing is a process to identify and fulfill people with their social needs. In short, it is to fulfill needs by making a profit. The definition of marketing by the American Marketing Association (2017) is an activity, set of intuitions, and a process for creating communication, delivery and exchange of offerings that have value for customers, clients, partners, and the wider community. According to David (2011) Marketing can be described as the process of defining, anticipating, creating, and fulfilling the needs and desires of consumers for products and services.

Digital Marketing

According to Chaffey and Chandwick (2016) Digital Marketing is the application of the internet related to digital technology in which it relates to traditional communication to achieve a goal related to marketing. This can be achieved to increase consumers to know a profit, behavior, value, level of loyalty, and communication which are in accordance with the needs of each individual. According to Coviello, Milley & Marcolin (2001), Digital Marketing is the use of internet facilities and interactive technologies that are used to create and connect dialogue between companies and consumers. According to Heidrick and Struggles (2009) The development of digital marketing through a website, mobile phones and gaming devices, offers a very influential advertising access.

Social Media

According to Kaplan and Haenlein (2010), Social Media is a group of internet-based applications built on the ideological foundations of web 2.0 which is the evolutionary platform of social media, which allows the creation and exchange of User Generated Content. Social Media has become one of the most preferred media for conveying information and general knowledge. Social Media also emphasizes the formation of social connections among people with similar interests and activities and who engage in online interactions (Zhang *et al.*, 2017).

Social Media Marketing

Social Media Marketing is a new trend and a growing method to reach targeted consumers easily and efficiently. In addition, Social Media can be simply defined as a social media channel to push a business and its products (Bansel *et al.*, 2014). According to Omar and Atteya (2020) this type of social media marketing is considered part of online marketing activities that complement traditional web-based promotional strategies, such as email newsletters and online advertising campaigns.

E-WoM

According to Kozinets, de Valck, Wojnicki, and Wilner (2010) Word of Mouth has changed over time and changes in communication technology, from a personal relationship model between consumers without any intervention from marketers to a model where word of mouth relationships are directly influenced by marketers through online consumer networks. According to Cheung and Lee (2012) E-WoM is a process that allows consumers to share the views of many people online and directs consumers to support and fight certain products.

Peer Influence

According to Bristol and Mangleburg (2005), peer influence can be defined as the extent to which peers influence an individual's attitudes, thoughts and behavior. According to Yuniawati (2021), Peer groups are friendship groups that have their own values and lifestyle, where friendship in the peer period is important because it is the basis for realizing values in a social contact. Peer Influence influences millennial generations to engage in E-WoM about their experiences and decisions (Zhang et al., 2017).

Purchase Decision

Kotler & Armstrong (2014), states that purchase decisions are the stage in the buyer's decision-making process where consumers actually buy. According to Kotler and Keller (2016), purchase decisions can be interpreted by the evaluation stage of consumers who form a preference between brands and makes in their choices and forms of intention to buy the most preferred brand.

Social media is one of the developments of the internet, with the existence of social media, people can be connected to each other to share information and communication. Several studies have proven that E-WoM in social media. The research of Eun Jo Seo *et al.*, (2020) states that personality and information characteristics of the use of social media have a significant positive effect on W-WoM. In the research of Abubakar *et al.*, (2016) E-WoM can provide messages that help customers in reducing the risks that customers may experience significantly when making purchase decisions, so that the use of social media can affect E-WoM. From the results of these studies, the proposed hypothesis is:

***H₁* : The use of social media has a positive significant effect on E-WoM in This is April.**

Peer influence includes other important components that can influence purchase decisions. Research from Abubakar et al., (2016) states that peer influence can form E-WoM from the relationship of a friendship or group that can share information virtually into large and small network communities. From the results of these studies, the proposed hypothesis is:

***H₂* : Peer Influence has a positive significant effect on E-WoM in This is April.**

Social media has become one of the places to promote a product. Research according to Prasad et al., (2017) purchase decisions on social media based on the existence of a trust process in an information search, online trust can be used as one of the relevant determinants for websites to be truly successful and for sustainable relationships. significant to consumers. According to Putri (2016), social media has a positive significant effect on purchase decisions. From the results of this study, the proposed hypothesis is:

***H₃* : The use of social media has a positive significant effect on purchase decision in This is April.**

Research according to Indah Astika Sari et al., (2019), stating that peer influence has a significant positive effect on purchase decisions. According to Nielsen (2013), consumers are four times more likely to buy a product or service when referred by a peer influence and not through a sales force or advertisement, reviews from a group of peers can provide traction. So that consumers can reduce uncertainty and doubt about future purchase decisions (Zhang et al., 2017). From the results of this study, the proposed hypothesis is:

***H₄* : Peer Influence has a positive significant effect on purchase decision in This is April.**

According to Zhang et al., (2010), currently the internet is very empowered by consumers to share information with each other, and is supported by easy access and most consumers can share their experiences through the internet to influence other consumers through E-WoM. Research from Abubakar et al., (2016) Before consumers make a purchase, of course they will look for information about the product to be purchased, this can mean that E-WoM is the most suitable way to create a purchase decision. However, research from Kangen (2021) states that E-WoM does not have a positive effect on purchase decisions. Meanwhile, research from Topri Dwi Wacono et al., (2021) stated that E-WoM has a significant positive effect on purchase decision. From the results of this study, the proposed hypothesis is:

H₅ : E-WoM has a positive significant effect on purchase decision in This is April.

According to research by Chevalier & Mayzlin (2006), it can be proven that through E-WoM in social media is an important tool used by customers to obtain information that can influence a purchase decision. Research on Arif (2021), states that social media has a significant positive effect on purchase decision through E-Wom. From the results of these studies, the proposed hypotheses is:

H₆ : Social Media has a positive significant effect on purchase decision through E-WoM.

According to Van-den's research (2010), a customer who has received information from peers will be more confident to buy a product or service because it has been recommended by a trusted source. From the results of these studies, the proposed hypotheses is:

H₇ : Peer Influence has a positive significant effect on purchase decision through E-WoM.

III. RESEARCH FRAMEWORK

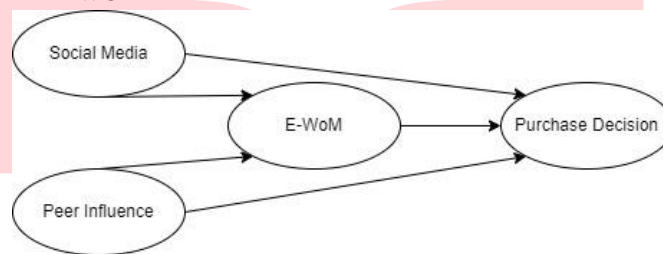


Figure 1 Research Framework

Source : Wiridjati and Roesman (2018)

IV. METHOD

This study uses quantitative techniques and based on the objectives of this research type is descriptive and causal. In this study, the population used is the millennial generation who have purchased products from This is April. However, the population is unknown.

Because the population in this study is unknown, the formula used to find the sample is the Cochran formula. Based on the results of calculations using the Cochran formula, data samples were obtained as many as 275 people.

This study uses non-probability sampling with purposive sampling type. There are two criteria that have been set to become respondents, namely: respondents are Indonesians who have purchased This is April products and millennials who have an age range of 21-42 years.

This study collects data by providing a questionnaire in the form of a Google Form to the participants. The questionnaire items submitted by the authors came from Wiridjati and Roesman (2018) and (Ghanimata and Kamal, 2012). Below is the variables operational that the author uses in this study:

Table 1 Operatinal Variable

Variable	Items on This Research	Item Code
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Social Media (X1)	I have succeeded in increasing my relationship with This is April through social media.	SM1
	I use social media to observe This is April with others competitors.	SM2
	I use social media to monitor sales and promotions of This is April.	SM3
	I use social media to observe various events of This is April.	SM4
	I can be contacted by This is April via social media.	SM5
	I use social media to increase relationship with This is April.	SM6
	I use social media to keep up with trends of This is April.	SM7
	I use social media to communicate about This is April.	SM8
Peer Influence (X2)	I often ask my friends for their opinion to make my shopping decisions in This is April.	PI1
	I greatly appreciated the opinion of my friends or colleagues about This is April.	PI2
	I tend to choose products of This is April that my friends agree.	PI3
Purchase Decision (Y)	I am very selective with This is April product that I will buy.	PD1
	Making the right decisions is very important in choosing a This is April product.	PD2
	I really care about This is April product I choose.	PD3
	I adjust my financial sustainability for choose This is April product.	PD4
	I choose This is April store is easy to find anywhere.	PD5
	Making the right decisions is very important to choose variations models and colors in This is April	PD6
	Making the right decisions is very important to choose comfortable in This is April	PD7
E-WoM (Z)	I talk positive things online about This is April.	EW1
	I recommend to others by online for buy a This is April product.	EW2
	I often read other people's online reviews to find out what This is April product appeal to.	EW3
	become confident in buying a This is April product when I previously read other people's reviews online.	EW4

The data analysis technique used in this research is descriptive and SEM analysis. Descriptive analysis is intended to determine social media, peer influence, purchase decisions, and E-WoM based on the point of view of product buyer respondents in This is April. This study uses a Likert scale interval which analyzes how strongly the respondents strongly agree or disagree with the five scale choices contained in the statement. The criteria for the percentage of assessment in this study are as follows: 20%-36%, 36%-52%, 52%-68%, 68%-84%, and 84%-100% which identifies the category "very low", "low", "neutral", "high", very high". This study uses VB-SEM and statistical software used is Smart PLS 3.0.

V. RESULT

Respondents Characteristics

A total of 325 respondents were successfully collected and there were 275 valid respondents, of which 275 respondents met the criteria and could answer all questions in the questionnaire completely.

Table 2 Respondents Characteristics

Characteristics	Respondents	Percentage (%)
Domicile		
Aceh	1	0.36%
Bandung	30	10.91%
Bali	10	3.64%
Bogor	8	2.91%
Batam	1	0.36%
Batu	3	1.09%
Banjarmasin	2	0.73%
Bengkulu	1	0.36%
Banyuwangi	2	0.73%
Banten	5	1.82%
Bekasi	3	1.09%
Brebes	1	0.36%
Ciamis	2	0.73%
Cianjur	3	1.09%
Cimahi	1	0.36%
Demak	1	0.36%
Depok	8	2.91%
Garut	1	0.36%
Gorontalo	1	0.36%
Jakarta	36	13.09%
Jember	1	0.36%
Kediri	3	1.09%
Lombok	2	0.73%
Lumajang	3	1.09%
Malang	72	26.18%
Manado	1	0.36%
Medan	5	1.82%
Magetan	1	0.36%
Makassar	2	0.73%
Majalengka	1	0.36%
Ngawi	1	0.36%
Nganjuk	1	0.36%
Padang	2	0.73%
Pekanbaru	1	0.36%

Probolinggo	1	0.36%
Pasuruan	1	0.36%
Riau	3	1.09%
Solo	6	2.18%
Sragen	7	2.55%
Semarang	8	2.91%
Surabaya	11	4.00%
Sidoarjo	1	0.36%
Serang	1	0.36%
Sukabumi	1	0.36%
Tasikmalaya	4	1.45%
Tarakan	1	0.36%
Tulungagung	1	0.36%
Tangerang	4	1.45%
Tuban	2	0.73
Yogyakarta	7	2.55%
Gender		
Female	215	78.18%
Male	60	21.82%
Age		
21 – 25 Years Old	183	66.55%
25 – 35 Years Old	67	24.36%
35 – 42 Years Old	25	9.09%
Occupation		
Student	159	57.82%
Employee	48	17.45%
Teacher	6	2.18%
Businessman	38	13.82%
Laborer	1	0.36%
Housewife	1	0.36%
Fresh Graduate	1	0.36%
Others	21	7.64
Income Range		
500,00 – 1,000,000	53	19.27%
1,000,000 – 2,500,000	61	22.18%
2,500,000 – 5,000,000	87	31.64%
>5,000,000	74	26.91%

Source : Author data processing

Analysis Decriptive Results

Social Media

The results of descriptive analysis on social media items are in the high category (75.07%). The social media item with the highest score was 77.75% and the lowest score was 73.96%.

Peer Influence

The results of descriptive analysis on peer influence items are in the high category (78.25%). The social media item with the highest score was 79.42% and the lowest score was 76.00%.

Purchase Decision

The results of descriptive analysis on purchase decision items are in the high category (81.61%). The social media item with the highest score was 82.25%% and the lowest score was 80.22%.

E-WoM

The results of descriptive analysis on E-WoM items are in the high category (80.00%). The social media item with the highest score was 81.82% and the lowest score was 78.40%.

Analysis SEM-PLS Results

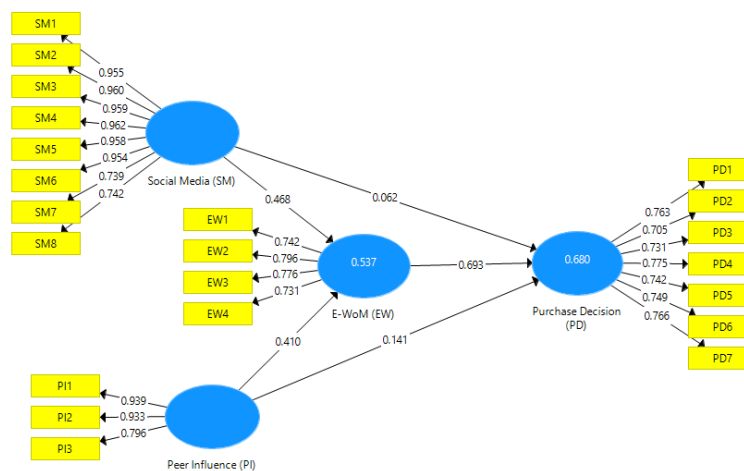


Figure 2 Assessment of the Measurement Model

1. Convergent Validity

The validity indicator is measured by the loading factor value (FL), if the FL value is greater than 0.7 then the measured item is considered valid, but if the research is exploratory a value lower than 0.7 is also allowed in this case 0.5 - 0, 6 (Indrawati, 2017). In this research all of the items are greater than 0.7 so then it can be conclude that all of item in this research are valid.

According to Indrawati (2017) The measure convergent validity by using the AVE value must be above 0.5. In this research all of the items are greater that 0.5 so then it can be conclude that all of item in this research are valid.

Table 3 Convergant Validity by Using Factor Loading and AVE

Variable	Item	Factor Loading	AVE	Result
Social Media	SM1	0,955	0,581	Valid
	SM2	0,960		Valid
	SM3	0,959		Valid
	SM4	0,962		Valid
	SM5	0,958		Valid
	SM6	0,954		Valid
	SM7	0,739		Valid
	SM8	0,742		Valid

Peer In- fluence	PI1	0,939	0,796	Valid
	PI2	0,933		Valid
	PI3	0,796		Valid
Purchase Decision	PD1	0,763	0,559	Valid
	PD2	0,705		Valid
	PD3	0,731		Valid
	PD4	0,775		Valid
	PD5	0,742		Valid
	PD6	0,749		Valid
	PD7	0,766		Valid
E-WoM	EW1	0,742	0,825	Valid
	EW2	0,796		Valid
	EW3	0,776		Valid
	EW4	0,731		Valid

Source : Author data processing

2. Discriminant Validity

According to Indrawati (2017), discriminant validity measures the size of the items used to measure other variables and measures whether the items used to measure a variable accidentally measure other variables that are not intended to be measured.

Table 4 Correlation Value Between Variables

	Social Media (SM)	Peer Influence (PI)	Purchase Decision (PD)	E- WoM (EW)
Social Media (SM)	0,762			
Peer Influence (PI)	0,593	0,892		
Purchase Deci- sion (PD)	0,815	0,576	0,747	
E-WoM (EW)	0,628	0,390	0,552	0,908

Source : Author data processing

According to Indrawati (2017), in discriminant validity criteria, the condition is that the correlation value of cross loading with latent variables is greater than the correlation of other latent variables.

3. Reliability Test

According to Indrawati (2017), reliability in this case is internal consistency reliability, which is measuring how much the indicator variable increases when the latent variable increases. The criteria used to measure internal consistency are Cronbach's Alpha (CA) and Composite Reliability (CR) where the value is ≥ 0.70 (Indrawati, 2017). In table 4.13, in this study all variables have value of Cronbach Alpha (CA) and Composite Reliability (CR) values greater that 0.07 so then it can be conclude that all of item in this research are reliable.

Table 5 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Conclusion
Social Media (SM)	0,760	0,847	Reliable

Peer Influence (PI)	0,869	0,921	Reliable
Purchase Decision (PD)	0,869	0,899	Reliable
E-WoM (EW)	0,968	0,974	Reliable

Source : Author data processing

Assessment of the Structural Model

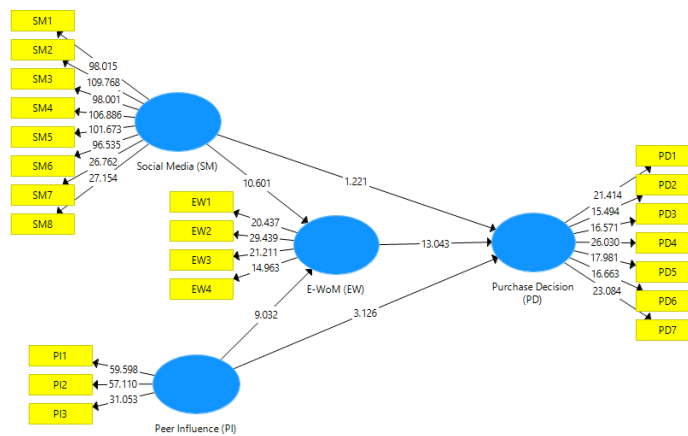


Figure 3 Assessment of The Structural Model

According to Indrawati (2017), The t-value test is used to determine whether the independent variable has a significant effect on the dependent variable. Table 4.14 shows the results of the t-value in this study.

Table 6 Path Coefficient and t-value

Path Diagram	Path Coefficient	t-value	p-value	Conclusion
EW -> PD	0,693	13,043	0,000	H_1 accepted
PI -> EW	0,410	9,032	0,000	H_1 accepted
PI -> PD	0,141	3,126	0,001	H_1 accepted
SM -> EW	0,468	10,601	0,000	H_1 accepted
SM -> PD	0,062	1,221	0,111	H_1 rejected
PI -> EW -> PD	0,284	8,272	0,000	H_1 accepted
SM -> EW -> PD	0,324	7,910	0,000	H_1 accepted

Source : Author data processing

This study uses a significance level of 5%, with a t-value greater than 1.65 and a p-value less than 0.05, which means that there is a significant influence between the independent variable and the dependent variable. To determine the effect between the independent variable and the dependent variable, the hypothesis test of the intervening variable is also shown in Table 6.

According to Indrawati (2017), the R^2 test used to measure the level of variation of changes in the dependent variable to the independent variable. The result criteria on R^2 is 0.67 ; 0.33 ; and 0.19 indicates that the model is "good", "moderate", and "weak", while the criteria for parameter coefficients and t-statistics value estimates for path relationships in the structural model must be significant, obtained by bootstrapping procedures (Indrawati, 2017) .

Table 7 R Square Result

Variable	R Square	Conclusion
E-WoM	0,537	Moderate
Purchase Decision	0,680	Good

Source : Author data processing

Based on table 7, the R^2 value for E-WoM is 0.537, where the percentage of E-WoM can be explained by variable social media and peer influence of 53.7%. The R^2 value for purchase decision is 0.680, where the percentage of purchase decision can be explained by social media, peer influence and E-WoM of 68%.

VI. Conclusion

Based on the result of research and discussions that have been carried out previously regarding the effect of the use of social media and peer influence on the millennial generation in purchase decision through E-WoM as an intervening variable in This is April. It can be concluded that several answers to the problems formulated in this study are as follows :

1. Social Media on This is April

Based on the results of the study, it can be concluded that social media on the official This is April account is quite active and informative.

2. Peer Influence on This is April

Based on the results of the study, it can be concluded that peer influence on This is April that it can give influence from a group of peers especially consumers of This is April.

3. Purchase Decision on This is April

Based on the results of the study, it can be concluded a purchase decision on This is April is high, it means the customer already knows the decision in choosing the product in the store .

4. E-WoM on This is April

Based on the results of the study, it can be concluded This is April has a reputation for good service and quality so that buyers are satisfied and can share their experiences.

5. The effect of Social Media and Peer Influence on E-WoM of This is April

Based on the results of hypothesis testing through t-value and p-value, the results show that social media and peer influence have a positive and significant effect on E-WoM.

6. The effect of Social Media and Peer Influence on Purchase Decision of This is April

Based on the results of hypothesis testing through t-value and p-value, the results show that peer influence have a positive and significant effect on Purchase Decision. However, the social media did not show a positive effect on purchase decision.

7. The effect of Social Media, Peer Influence, and E-WoM on Purchase Decision of This is April

Based on the results the results R^2 state that the purchase decision variable has an R^2 value of 0.680, this indicates that purchase decision can be influenced by the variables social media, peer influence, and E-WoM by 68%.

8. The effect of Social Media and Peer Influence on Purchase Decision through E-WoM as Intervening Variable

Based on the indirect effect calculations that have been carried out, the results show that E-WoM mediates the relationship between peer influence and purchase decision. Then E-WoM mediates the relationship between social media and purchase decision.



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