

The Influences of Social Media Marketing, E-Wom, and Information Quality on Purchasing Decisions through Trust as The Mediation



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ABSTRACT: Purchasing decision is a selection of behavioural alternatives from two or more alternatives. Companies need to know and understand what factors can influence purchasing decisions. This research was conducted in the city of Yogyakarta, involving 140 respondents as samples who were selected using purposive sampling. The data were collected using an instrument in the form of a questionnaire and analysed using the path analysis and Sobel test. Based on the analysis results, it was found that social media marketing, E-WOM, information quality, and trust provide a positive and significant impact on purchasing decisions. In detail, social media marketing indirectly affects purchasing decisions through trust, E-WOM has a positive and significant effect on purchasing decisions if mediated by brand trust, and the quality of information indirectly affects purchasing decisions through consumer trust in Happy Bee Restaurant.

KEYWORDS: purchasing decisions, social media marketing, e-wom, information quality, trust

INTRODUCTION

The increasing number of Indonesian citizens is also followed by the increasing consumption level of goods and services, especially in the food sector. This high demand from the public has encouraged companies to compete to meet this demand and eventually led to the rapid development of the food industry. This intense competition in the food industry encourages business owners to survive and innovate. However, apart from this competition among local food industry owners, many multinational food industry companies are also participating. Various marketing strategies are carried out through social media, word-of-mouth, or printed media. Furthermore, the most important thing is how these entrepreneurs can attract readers' interest and seize the target market. Companies that can survive in the food industry competition are able to develop their creativity to create various types of food creations, create competitive advantages for their products, and carry out appropriate marketing strategies. In addition, good marketing can encourage consumers to decide to purchase the offered business. Social media marketing for several industries, such as culinary and fashion, can facilitate interaction with consumers because industry owners get suggestions and input directly from consumers regarding the products being marketed (Utama, 2019). Social media marketing aims to grow brand awareness through marketing efforts and is carried out by using online social media and communities to reach a broader target. Therefore, it can foster intentions for people, mainly social media users, to buy the products (Rochmatin Lailatis Sholawati & Tiarawati, 2022).

Business competition from various sectors requires all managers to be involved in the digital era. Traditional methods such as mouth-to-mouth or word-of-mouth (WOM) marketing are suitable for marketing the products offered. Still, the presence of digital media, such as social media, is the best tool to convey the advantages of the products. Another challenge business people face is that their products must have benefits that can attract the attention of social media users, considering the competitiveness of business people in social media is very competitive. One of the advantages of a business that can be offered is a varied product. Monotonous products will make consumers feel bored. Therefore, companies must innovate creatively to create new products to prevent consumer boredom (Nofiani & Mursid, 2021). This opinion is one of the theories that support the statement that in the business world, repeated monotonous products will cause consumer boredom. The culinary or food and beverage (F&B) business currently indirectly uses digital media to reach target consumers. By utilizing digital media, business people can promote their products through various platforms to develop the business they started (Hidayah et al., 2021). The reach of F&B business consumers is one of the keys to whether the business or businesses get optimal profits. This is because a wide range of consumers

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will increase the value of consumer knowledge of the products offered so that, in the end, each consumer decides to buy the product, or is called a purchasing decision.

Purchasing decision is the final stage desired by all company managers. Marketing efforts in various ways to win business competition carried out by companies can be seen in consumer purchasing decisions for the products being marketed. If marketing uses digital media, WOM techniques can be included in digital marketing media called E-WOM. Instagram and Google Maps are digital media that can apply E-WOM as a marketing medium. Google maps provides a review column that consumers can use to provide testimonials related to products and other supporting factors such as business location, availability of parking space, and services provided. Almost the same as Google maps, Instagram provides a place for consumers to do E-WOM in the comments column, where all consumers are free to write about their experiences after buying or using the products offered. A group sees that the development of digital marketing, primarily through Instagram, provides business opportunities for Macro, Small, and Medium Enterprises (B. S et al., 2021). Instagram is a social media platform that has supporting features for the continuity of business partners that are very effective and efficient.

One restaurant that is trying to survive in this tough competition is Happy Bee Restaurant. Happy Bee Restaurant sells Japanese-inspired fast food. Happy Bee Restaurant was founded in 2003 under the auspices of CV. Adiputra Investama, based on Jl. Kebonagung No. 166 Mlati, Sleman, Yogyakarta. Currently, Happy Bee Restaurant implements a franchise system that most other restaurants have implemented. The convenient location and strategic location of the shop, which is in Galeria Mall Yogyakarta, is one of the attractions of this restaurant. In addition, Happy Bee Restaurant can also meet the needs and demands of consumers by providing fast food that maintains health and hygiene.

Happy Bee Restaurant conducts sales and marketing through Instagram social media. Kertajaya in Iswara (2016) argues that entrepreneurs who do not use the internet to promote their products will lose money and be displaced because marketing via the internet is very effective and cheap. Because internet users in Indonesia are predicted to be 175.4 million in 2020, marketing via the internet can be a practical step for companies to survive. Happy Bee Restaurant uses Instagram as its marketing medium because it eases them to promote their products. Consumers will also get much information about the items promoted. Another reason for using Instagram for marketing media is that Instagram users in Indonesia in May 2020 reached 69 million accounts, with 25 million accounts coming from young people, which is the target age of Happy Bee Restaurant. The appearance of this clear and colorful image is one of the attractive factors for Instagram Happy Bee Restaurant. In addition, many promos and conveniences are offered. Information about products, how to order, and locations can be easily seen through the bio and captions of each uploaded photo. From the description above, the researchers chose "The Influence of Social Media Marketing, E-WOM, and Information Quality on Purchase Decisions through Trust as Mediation at Happy Bee Restaurant".

METHOD

The study utilized quantitative data obtained from survey methods and information from respondents using a closed questionnaire, in which the respondents could only choose answers provided by the researchers. The object of this research was Happy Bee Restaurant, and the subjects who acted as informants or resource persons included consumers of Happy Bee Restaurant. The population in this study were all consumers who had made purchases at Happy Bee Restaurant. Meanwhile, the sample in this study was some consumers who had made purchases at Happy Bee Restaurant and were selected using nonprobability sampling. Through this technique, each member of the population had a different opportunity to be selected than the research sample (Sugiyono, 2019). The sampling technique used was purposive sampling which has advantages in terms of the research sample obtained in line with the research objectives (Lenaini, 2021). The sample selection criteria in this study involved respondents who live in Yogyakarta, are aged 18-35 years, have social media, and have made purchases at Happy Bee Restaurant in the last two years. The independent variables in this study were social media marketing (X1), E-WOM (X2), and quality of information (X3). The dependent variables were purchasing decisions, and the intervening variable was consumer trust in Happy Bee Restaurant. The researchers tested the hypothesis in this study using path analysis.

RESULT AND DISCUSSION

1. Model One Analysis

The path analysis of this one model was used to determine the effect of social media marketing (X1), E-WOM (X2), quality of information (X3), and trust (Z) on purchasing decisions (Y). The test results are as follows:

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Table 1. Results of Path Analysis Model One

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.662	.774		2.147	.034
	Trust	.391	.074	.407	5.259	.000
	Social Media Marketing	.094	.044	.152	2.122	.036
	E-Wom	.069	.032	.135	2.179	.031
	Information Quality	.116	.031	.283	3.798	.000
a. Dependent Variable: Purchasing decision						

Based on the table above, it can be seen that:

a. The regression equation from the calculation above is:

$$Y = 0,094X_1 + 0,069X_2 + 0,116X_3 + 0,391Z + 0,476$$

- b. The coefficient value of social media marketing (X1) on purchasing decisions was positive, and the number was 0.094, indicating that there was a positive influence of social media marketing on purchasing decisions. This means that the better the social media marketing offered by Happy Bee Restaurant, the more consumer purchasing decisions will increase.
- c. The coefficient value of E-WOM (X2) on purchasing decisions was positive and equal to 0.069, indicating that there was a positive influence of E-WOM on purchasing decisions. This result means the better the E-WOM owned by Happy Bee Restaurant, the more purchasing decisions will increase.
- d. The coefficient value of information quality (X3) on purchasing decisions was positive and equal to 0.116, indicating that there was a positive influence of information quality on purchasing decisions, meaning that the better the quality of the information displayed by Happy Bee Restaurant, the more purchasing decisions will increase.
- e. The coefficient of trust (Z) on purchasing decisions was positive and equal to 0.391, indicating that there was a positive influence of trust on purchasing decisions, meaning that the higher the consumer confidence in Happy Bee Restaurant, the purchasing decision will increase.
- f. The significant value of information quality (X3) and trust (Z) on purchasing decisions (Y) was 0.000. The significance values of social media marketing (X1) and E-WOM (X2) on purchasing decisions (Y) were 0.036 and 0.031, which means that the four variables had a significant influence on purchasing decisions. Where $0.000 < 0.05$; $0.036 < 0.05$ and $0.031 < 0.05$, with 0.05 as the significance level.

2. Model 2 Path Analysis

Path analysis of these two models was applied to determine the effect of social media marketing (X1), E-WOM (X2), and quality of information (X3) on trust (Z).

Table 3. Results of Path Analysis Model Two

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.265	.905		2.504	.014
	Trust	.214	.050	.331	4.308	.000
	Social Media Marketing	.180	.038	.212	2.582	.016
	E-Wom	.205	.032	.478	6.428	.000
a. Dependent Variable: Trust						

Based on the table above, it can be seen that:

a. The regression equation from the calculation above is:

$$Y = 0,214X_1 + 0,180X_2 + 0,205X_3 + 0,550$$

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- b. The coefficient of social media marketing (X1) on trust was positive and equal to 0.214, indicating that there was a positive influence of social media marketing on trust. This means that the better the social media marketing offered by Happy Bee Restaurant, the more consumer trust will increase.
- c. The coefficient number of E-WOM (X2) on trust was positive and equal to 0.180, indicating that there was a positive effect of E-WOM on trust. So, the better the E-WOM Happy Bee Restaurant owns, the more trust will increase.
- d. The coefficient number contained in the quality of information (X3) on trust was positive and equal to 0.205, indicating that there was a positive influence of information quality on trust. This means that the better the quality of the information displayed by Happy Bee Restaurant, the more trust will increase.
- e. The significance value of social media marketing (X1) and information quality (X3) on trust (Z) was 0.000, and the significance value of E-WOM (X2) on trust (Z) was 0.016, which means that the three independent variables had a significant influence on trust as the dependent variable. Where $0.000 < 0.05$ and $0.016 < 0.05$, with 0.05 as the significance level.

3. Path Analysis

Table 3. Indirect Effect Test Results

NO	Variabel	Standardized	Unstandardized	Std. eror	Signifikansi
1	X ₁ ke Y	0,152	0,094	0,044	0,000
2	X ₂ ke Y	0,135	0,069	0,032	0,036
3	X ₃ ke Y	0,283	0,116	0,031	0,031
4	X ₁ ke Z	0,331	0,214	0,050	0,000
5	X ₂ ke Z	0,212	0,180	0,038	0,016
6	X ₃ ke Z	0,478	0,205	0,032	0,000
7	Z ke Y	0,407	0,391	0,074	0,000
8	X ₁ ke Z ke Y		0,214 x 0,391 = 0,084		Signifikan (partial mediated)
9	X ₂ ke Z ke Y		0,180 x 0,391 = 0,070		Signifikan (partial mediated)
10	X ₃ ke Z ke Y		0,205 x 0,391 = 0,080		Signifikan (partial mediated)

Based on the path analysis above, it can be seen that all independent variables have a direct and significant influence on purchasing decisions.

Based on the calculation above, therefore:

$$\begin{aligned} \text{Direct effect of X}_1 \text{ to Y} &= 0,094 \\ \text{Indirect effect of X}_1 \text{ to Z to Y} &= 0,084 \\ \text{Total effect} &= 0,178 \end{aligned}$$

Based on the calculation above, it is known that the total effect is 0.178, while the direct effect value is 0.094. Thus, the total effect value > the direct effect value, so it can be concluded that there is a mediating effect.

$$\begin{aligned} \text{Direct effect of X}_2 \text{ to Y} &= 0,069 \\ \text{Indirect effect of X}_2 \text{ to Z to Y} &= 0,070 \\ \text{Total effect} &= 0,139 \end{aligned}$$

Based on the above calculation, it is known that the total effect is 0.139, while the direct influence value is 0.069. Thus the total influence value > the direct influence value, it can be concluded that there is a mediating influence.

$$\begin{aligned} \text{Direct effect of X}_3 \text{ to Y} &= 0,116 \\ \text{Indirect effect of X}_3 \text{ to Z to Y} &= 0,080 \\ \text{Total effect} &= 0,196 \end{aligned}$$

Based on the above calculation, it is known that the total effect is 0.196 while the direct influence value is 0.116. Hence, the total influence value > the direct influence value, it can be concluded that there is a mediating influence.

Based on the path analysis above, it is known that social media marketing has an indirect influence on purchasing decisions through trust as mediation. The influence is equal to 0.084.

Testing the significance of the indirect effect of social media marketing on purchasing decisions through trust as mediation can be tested through the Sobel test with the following formula:

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$$\begin{aligned}
 S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\
 S_{p5p4} &= \sqrt{p4^2 sp5^2 + p5^2 sp4^2 + sp5^2 sp4^2} \\
 S_{p5p4} &= \sqrt{(0,391)^2 (0,050)^2 + (0,214)^2 (0,074)^2 + (0,050)^2 (0,074)^2} \\
 &= \sqrt{0,1529.0,0025 + 0,0458.0,005476 + 0,0025.0,005476} \\
 &= \sqrt{0,0003822025 + 0,000250778896 + 0,00001369} \\
 &= 0,02542973448544 = 0,0254
 \end{aligned}$$

Based on the results of $sp5p4$, the t statistical value of the effect of mediation can be calculated as follows:

$$\begin{aligned}
 t &= \frac{ab}{S_{ab}} \\
 t &= \frac{\rho5p4}{sp5p4} \\
 t &= \frac{0,084}{0,020} \\
 t &= 4,2
 \end{aligned}$$

From the results of the Sobel test above, the t value is 4.2, and the t table is 1.98. Because the t value obtained is $4.2 > 1.98$ and the significance level is 5%, it can be proven that trust mediates the effect of social media marketing on purchasing decisions indirectly.

Based on the path analysis above, it is known that e-WOM has an indirect effect on purchasing decisions through trust as mediation. The magnitude of the influence is 0.070. Testing the significance of the indirect effect of E-WOM on purchasing decisions through trust as mediation can be tested through the Sobel test with the following formula:

$$\begin{aligned}
 S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\
 S_{p6p4} &= \sqrt{p4^2 sp6^2 + p6^2 sp4^2 + sp6^2 sp4^2} \\
 S_{p6p4} &= \sqrt{(0,391)^2 (0,038)^2 + (0,180)^2 (0,074)^2 + (0,038)^2 (0,074)^2} \\
 &= \sqrt{0,152.0,0014 + 0,0324.0,0054 + 0,001444.0,0054} \\
 &= \sqrt{0,000220760164 + 0,0001774224 + 0,000007907344} \\
 &= 0,020151672585669 = 0,020
 \end{aligned}$$

Based on the results of $sp6p4$, the t statistical value of the effect of mediation can be calculated as follows:

$$\begin{aligned}
 t &= \frac{ab}{S_{ab}} \\
 t &= \frac{\rho6p4}{sp6p4} \\
 t &= \frac{0,070}{0,015} \\
 t &= 4,67
 \end{aligned}$$

The results of the Sobel test above determined that the t value was 4.67 and the t table was 1.98. Because the t value obtained is $4.67 > 1.98$ and the significance level is 5%, it can be proven that trust mediates the effect of E-WOM on purchasing decisions indirectly.

Based on the path analysis above, it is known that the quality of information indirectly influences purchasing decisions through trust as mediation. With an effect of 0.195, testing the significance of the indirect effect of information quality on purchasing decisions through trust as mediation can be tested through the Sobel test with the following formula: =

$$\begin{aligned}
 S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\
 S_{p7p4} &= \sqrt{p4^2 sp7^2 + p7^2 sp4^2 + sp7^2 sp4^2} \\
 S_{p7p4} &= \sqrt{(0,391)^2 (0,032)^2 + (0,205)^2 (0,074)^2 + (0,032)^2 (0,074)^2} \\
 &= \sqrt{0,1528.0,0010 + 0,042025.0,0054 + 0,0010.0,0054} \\
 &= \sqrt{0,000156550144 + 0,0002301289 + 0,000005607424} \\
 &= 0,019806222961484 = 0,0198
 \end{aligned}$$

Based on the results of $sp7p4$, the t statistical value of the effect of mediation can be calculated as follows:

$$\begin{aligned}
 t &= \frac{ab}{S_{ab}} \\
 t &= \frac{\rho7p4}{sp7p4} \\
 t &= \frac{0,080}{0,013} \\
 t &= 6,15
 \end{aligned}$$

The results of the Sobel test above determined that the t value was 6.15, and the t table was 1.98. Because the t value obtained is $6.15 > 1.98$ and the significance level is 5%, it can be proven that trust mediates the effect of information quality on purchasing decisions indirectly.

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CONCLUSION

Based on the results of the research above regarding the influence of social media marketing, E-WOM, and the quality of information on purchasing decisions through trust as mediation, it can be concluded that:

1. Social media marketing has a positive and significant influence on purchasing decisions directly on consumers of Happy Bee Restaurant in Yogyakarta.
2. E-WOM has a positive and significant impact on purchasing decisions directly on consumers of Happy Bee Restaurant in Yogyakarta.
3. The quality of information has a positive and significant impact on purchasing decisions directly on consumers of Happy Bee Restaurant in Yogyakarta.
4. Trust has a positive and significant influence on consumer purchasing decisions at Happy Bee Restaurant in Yogyakarta.
5. Social media marketing has a positive and significant influence on consumer trust directly at Happy Bee Restaurant in Yogyakarta.
6. E-WOM has a positive and significant impact on consumer trust directly at Happy Bee Restaurant in Yogyakarta.
7. The quality of information has a positive and significant influence on consumer trust directly at Happy Bee Restaurant in Yogyakarta.
8. Social media marketing has a positive and significant influence on purchasing decisions through trust as mediation for consumers of Happy Bee Restaurant in Yogyakarta.
9. E-WOM has a positive and significant influence on purchasing decisions through trust as mediation for consumers of Happy Bee Restaurant in Yogyakarta.
10. The quality of information has a positive and significant influence on purchasing decisions through trust as mediation for consumers at Happy Bee Restaurant in Yogyakarta.

Based on the conclusions above, the researchers suggest that the quantity test results show that the E-WOM variable has the minor influence on purchasing decisions through trust. The current generation tends to trust product reviews more from other consumers, and one of the things that often gets the attention of other consumers is related to service. Reliable service is one factor that influences a brand's strength (Suripto, 2019). Research by Asti & Ayuningtyas (2020) found that good or bad service quality strongly influences customer satisfaction. Therefore, to be able to maintain consumer confidence, researchers can provide advice to Happy Bee Restaurant to evaluate the service. This is because most of the negative reviews of Happy Bee Restaurant consumers on Google My Business are about the queue length, which takes more than 30 minutes to order. Research by Saputra & Ardani (2020) produces data in the form of a service quality variable with a positive coefficient value of 0.515 so that there is a positive influence between service quality and purchasing decisions. Happy Bee Restaurant can apply for orders via notes or notes made at each table to reduce the length of the queue at the cashier because some people are still not sure what product they want to order.

In addition, researchers provide suggestions based on quantitative testing of the information quality variable on trust with the lowest coefficient value among other variables. Happy Bee Restaurant must routinely update its information with an attractive appearance on its Instagram page. This is in line with Gumilar's (2015) research which shows that 78% of fashion industry managers in Bandung consider updating information via Instagram regarding lists and product quality is essential. The level of accuracy of information must also be considered and maintained so that consumers will more easily trust the company. Information from business owners must contain details about the culinary products offered with the differences between these products and other culinary products (Mulyansyah & Sulistyowati, 2020).

Updating information is one of the most essential things in the world of marketing. Digital marketing technology will benefit consumers, such as they can find the latest information regarding the selected product or service (Yasmin et al., 2015). Based on the opinion above, updating information is the advantage consumers expect when a company uses digital marketing techniques. If the use of digital marketing marketing strategies does not maximize information updates related to the products being marketed, this marketing strategy will not work optimally.

Information updates can be linked to the use of E-WOM. Uploading photos and videos from former consumers can increase other consumer confidence in the future (Sa'ait et al., 2016). Consumer trust in brands plays an essential role in mediating the influence of social media on purchasing decisions. Therefore, it is important to frequently use social media to share interactive and informative posts because the primary goal of advertising and marketing promotion is to build brand trust and stimulate consumer buying behavior (Hanaysha, 2022). Photos and videos, especially from consumers, cannot be used as a definite hope for a manager, considering that all consumers do not necessarily have free time to make reviews accompanied by photos or videos. Another way the company can do this is to constantly update information by taking photos or videos of the company's current

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condition or the new and superior products offered so that purchasing decisions arise from consumers as a result of uploading photos and videos from the company.

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