

THE INFLUENCE OF SOCIAL MEDIA MARKETING INSTAGRAM AND WORD OF MOUTH ON D3.KITCH CONSUMER PURCHASING DECISIONS IN MAKASSAR CITY

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Abstract

This research aims: (i) to determine the influence of social media marketing Instagram decisions on purchasing (ii) to determine the influence of words of mouth on purchasing decisions (iii) to determine the influence of social media Instagram marketing and word of mouth simultaneously influence decisions D3.Kitch consumer purchases in Makassar city. This type of research is quantitative associative. The population in this study were followers of Instagram accounts @d3.kitch totaling 804 accounts and using sampling techniques deliberate sampling. With the sampling method contained, the sample size was 90 respondents. The data collection technique used is observation, online questionnaires and documentation. Then the analysis techniques used are research instrument tests (validity and reliability), multiple linear regression analysis, hypothesis testing (partial and simultaneous). The results obtained in this research are (i) Instagram social media marketing has a significance level of 0.001 i.e. smaller than 0.05. The coefficient value of 0.313 shows the influence given is positive for the dependent variable. This means that H1 is accepted and Ho is rejected so it can be said that social media marketing is Instagram positive and significant effect on purchasing decisions (ii) word of mouth has a significance level of 0.000, which is smaller than 0.05. The coefficient value a value of 0.716 indicates that the influence given is positive on the variable depending. This means that H2 is accepted and Ho is rejected so it can be said that Word of mouth has a positive and significant effect on purchasing decisions (iii) Instagram social media marketing and word of mouth variables have levels of significance is smaller than 0.05. This means that H3 is accepted so it can be said that social media marketing Instagram and word of mouth simultaneously (together) have an influence on purchasing decisions, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can be used to predict purchasing decisions.

Keywords: Social media marketing Instagram, Word of Mouth and Purchase Decisions.

INTRODUCTION

Currently, technology is becoming more sophisticated, as is business development which is increasingly advancing rapidly. The use of promotional media will influence consumer interest and interest in the company's products. From various types of internet that exist today, social media marketing has its own advantages in practice (Nuraini and Hadi Mustofa, 2019). With the existence of social media, business people make use of it in the business world in marketing activities by carrying out social media marketing to introduce products or services (Felix in Fariz, 2017). Marketing that carries out promotional strategies via the internet, especially social media marketing (Social Media), can increase sales massively without having to spend quite a lot of money. The influence of Instagram social media marketing on purchasing decisions can be seen from the increasing use of Instagram as a medium for promoting products and services.

The D3.Kitch business is a culinary business that focuses on selling various food products, such as fried chicken, fire chicken, mayo risoles, chocolate risoles, ragout risoles, klapertart, pretty sweet cakes and pastries with various flavors and variations. This business has an offline and online based business model through food ordering platforms such as GrabFood and ShopeeFood. By promoting via Instagram, D3.Kitch can reach a wider range of potential consumers, generate interaction and increase brand awareness. Through D3.Kitch's Instagram social media, consumers can easily find out the latest information regarding promotional activities carried out by D3.Kitch such as the latest menu, interesting promos and so on.

WOM (Word of mouth) is a marketing activity that triggers consumers to talk about, promote, recommend and sell a product brand to other potential consumers (Sumardy, 2011). The influence of word of mouth on purchasing decisions can be seen from recommendations from other people who have tried D3.Kitch products. These recommendations will help D3.Kitch to increase consumer trust and loyalty, so that consumers will be more inclined to choose D3.Kitch products over other competitors. By combining marketing strategies through social media Instagram and word of mouth, D3.Kitch can expand marketing reach, increase brand awareness and build strong relationships with consumers. This will help D3.

Based on the results of the research survey, it was found that there was a decrease in turnover from May 2022 to January 2023. This is thought to be due to a lack of variety of content on D3.Kitch social media or D3.Kitch customers being bored with D3.Kitch Instagram content which seems monotonous or less interesting over time, customers can get bored and lose interest in purchasing the products or services offered. Apart from that, the indirect cause of the decline in turnover is also thought to be caused by a decrease in marketing through word of mouth or a lack of recommendations from buyers to attract other buyers.

RESEARCH METHODS

This research uses associative quantitative research, namely research to determine the relationship between two or more variables (Sugiyono, 2017). The location of this research was carried out in Makassar City. The population in this study is There are 804 followers of the Instagram account @d3.kitch. The sampling technique in this research used purposive sampling with the total Slovin formula 90 samples with several criteria. The variables in this research are the independent variables (*Instagram social media marketing*(X1) and Word of mouth (X2) and the dependent variable (purchase decision (Y)). The scale in this study uses a Likert scale type. With this Likert scale, respondents are asked to fill out a questionnaire that requires them to indicate their level of agreement with a series of questions or statements. The data collection techniques used were observation, questionnaires and documentation. After the data is obtained, it will then be analyzed using research instrument tests (validity test and reliability test), multiple linear regression analysis, and hypothesis testing (F test, t test, and coefficient of determination (R²)).

RESULTS AND DISCUSSION

Validity test

Table 1. Validity Test Results

Question Items	R Count	R Table	Information	
X1	X1.1	0.799	0.2072	VALID
	X1.2	0.853	0.2072	VALID
	X1.3	0.817	0.2072	VALID
	X1.4	0.844	0.2072	VALID
	X1.5	0.811	0.2072	VALID
	X1.6	0.869	0.2072	VALID
	X1.7	0.914	0.2072	VALID
	X1.8	0.884	0.2072	VALID
X2	X2.1	0.738	0.2072	VALID
	X2.2	0.879	0.2072	VALID
	X2.3	0.863	0.2072	VALID
	X2.4	0.881	0.2072	VALID
	X2.5	0.863	0.2072	VALID
	X2.6	0.887	0.2072	VALID
Y	Y.1	0.796	0.2072	VALID
	Y.2	0.829	0.2072	VALID
	Y.3	0.856	0.2072	VALID

	Y.4	0.872	0.2072	VALID
	Y.5	0.710	0.2072	VALID
	Y.6	0.790	0.2072	VALID
	Y.7	0.867	0.2072	VALID
	Y.8	0.868	0.2072	VALID

Source: Processed primary data, 2023

Based on table 1, it is known that the social media marketing variables Instagram, word of mouth and purchasing decisions have a calculated r value greater than the r table ($r_{\text{calculated}} > 0.2072$) so it can be concluded that all question items in this research are valid.

Reliability Test

Table 2. Variable Reliability Test Results

Variable	Cronbach's Alpha	Information
Instagram social media marketing(X1)	0.944	Reliable
Word of mouth(X2)	0.924	Reliable
Purchase Decision (Y)	0.929	Reliable

Source: Processed primary data, 2023

Table 2 shows that the variables from social media marketing Instagram, word of mouth and purchasing decisions have Cronbach's alpha values greater than 0.6. This shows that the question items in this research are reliable. So that each question item used will be able to obtain consistent data and if the question is asked again, an answer will be obtained that is relatively the same as the previous answer.

Normality Test Results

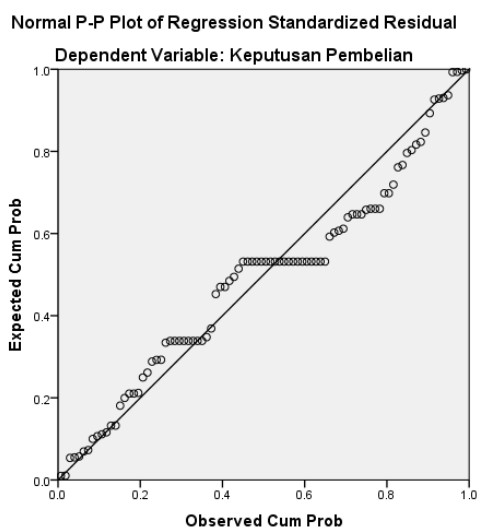


Figure 1. Normality Test Results
Source: Processed primary data, 2023

Based on figure 1 You can see the dots spreading around the diagonal line, and the direction of the distribution follows the direction of the diagonal line. This shows that the regression model is suitable for use because it meets the normality assumption.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
<i>Instagram social media marketing</i>	,433	2,307
<i>Word of mouth</i>	,433	2,307

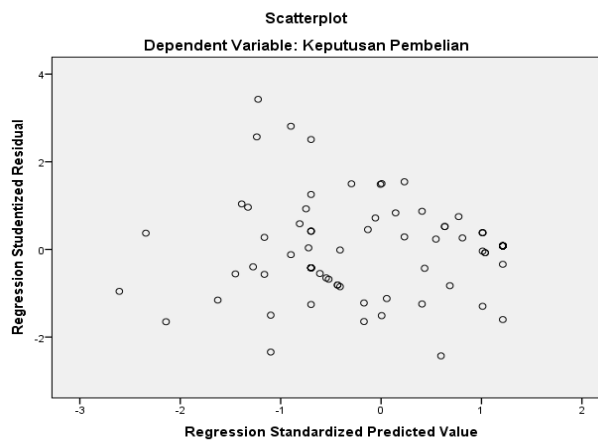
a. Dependent Variable: Purchase Decision

Source: Processed data, 2023

Based on table 4, it can be seen that the social media marketing variables Instagram and word of mouth have a tolerance value above 0.1 and a VIF smaller than 10. This means that in the regression equation model there are no symptoms of multicollinearity so the data can be used in this research.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results



Source: Processed data, 2023

Based on Figure 2, the scatterplot graph shows that the data is spread out on the Y axis and does not form a clear pattern in the distribution of the data. This shows that there is no heteroscedasticity in the regression model, so the regression model is suitable to be used to predict purchasing decisions with influencing variables, namely *social media marketing Instagram* and *word of mouth*.

Multiple Linear Regression Analysis

Table 5. Regression Equation Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,786	2,180		2,654	,009
	<i>Instagram social media marketing</i>	,313	,089	,318	3,516	,001
	<i>Word of mouth</i>	,716	,115	,565	6,233	,000

a. Dependent Variable: Purchase Decision

Source: Processed data, 2023

Based on the table above, the regression equation formed in this regression test is:

$$Y = 5.786 + 0.313 X1 + 0.716X2 + e$$

The model can be interpreted as follows:

- a) The constant value is 5.786, this shows that, if the independent variable (*social media marketing Instagram* and word of mouth) is zero (0), then the value of the dependent variable (purchasing decision) is 5,786 units.
- b) Regression coefficients *social media marketing Instagram* (b1) is 0.313 and has a positive sign. This means that the value of variable Y will increase by 0.313 if the value of variable X1 increases by one unit and the other independent variables have a fixed value. A coefficient with a positive sign indicates that there is a unidirectional relationship between the variable *social media marketing Instagram* (X1) with the purchasing decision variable (Y). Better *social media marketing Instagram* then purchasing decisions increase.
- c) The word of mouth regression coefficient (b2) is 0.716 and has a positive sign. This means that the value of variable Y will increase by 0.716 if the value of the variable X2 increases by one unit and the other independent variables have a fixed value. The coefficient with a positive sign indicates that there is a unidirectional relationship between the word of mouth variable (X2) and the purchasing decision variable (Y). The better the word of mouth, the more purchasing decisions will increase.

Simultaneous Test (F Test)

Table 6. Simultaneous Test Results (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130.371	2	565,185	97.154	,000b
	Residual	506.118	87	5,817		
	Total	1636,489	89			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word of mouth, Social media marketing Instagram

Source: Processed data, 2023

Table 6 shows that the significance level is smaller than 0.05. This means that H3 is accepted so it can be said that social media marketing Instagram and word of mouth simultaneously (together) have an influence on purchasing decisions, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can be used to predict purchasing decisions.

Partial Test (t Test)

Table 7. Partial Test Results (t Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,786	2,180		2,654	,009
	<i>Instagram social media marketing</i>	,313	,089	,318	3,516	,001
	<i>Word of mouth</i>	,716	,115	,565	6,233	,000

a. Dependent Variable: Purchase Decision

Source: processed data, 2023

Table 7 shows that the Instagram social media marketing variable has a significance level of 0.001, which is smaller than 0.05. The coefficient value of 0.313 shows that the influence given is positive on the dependent variable. This means that H1 is accepted and Ho is rejected, so it can be said that Instagram social media marketing has a positive and significant effect on purchasing decisions.

Table 7 shows that the word of mouth variable has a significance level of 0.000, which is smaller than 0.05. The coefficient value of 0.716 shows that the influence given is positive on the dependent variable. This means that H2 is accepted and Ho is rejected, so it can be said that word of mouth has a positive and significant effect on purchasing decisions.

R2 Test (Coefficient of Determination)

Table 8. R2 Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831a	.691	.684	2.41194

a. Predictors: (Constant), Word of mouth, Social media marketing Instagram

b. Dependent Variable: Purchase Decision

Source: Processed primary data, 2023

From table 8 above, there is an R number of 0.831 which shows that the relationship between purchasing decisions and the two independent variables is strong, because it is in the very strong definition, the number is between 0.8 – 1. Meanwhile, the R square value is 0.691 or 69.1%. shows that the purchasing decision variable can be explained by the social media marketing variables Instagram and word of mouth at 69.1% while the remaining 30.9% can be explained by other variables not included in this research.

DISCUSSION

Influence of Instagram social media marketing (X1) on purchasing decisions (Y)

The research results show that the Instagram social media marketing variable has a positive and significant effect on purchasing decisions. The better Instagram social media marketing is, the more purchasing decisions will increase. Not just a photo and information sharing platform, the growth of social media users has also had a positive impact on many aspects, including business. Proper use of social media can bring great exposure to a company.

According to Gunelius (2011) *social media marketing* is a form of marketing media carried out directly or indirectly to create awareness and memory of a brand, business, product, person or other by using social websites such as blogging, microblogging, social networking, social bookmarking and content sharing.

Based on statements from respondents' answers in the Instagram social media marketing variable, the highest score is statement 3, namely "D3.Kitch provides accurate information regarding its products" with a total score of 413. This shows that all D3.Kitch consumers agree with this statement. A satisfactory experience in the purchasing process, including delivery or good customer service, can strengthen consumers' confidence that the product information provided by D3.Kitch is accurate. This can increase consumer confidence, reduce product returns, and create a positive relationship between D3.Kitch and its customers.

Meanwhile, the statement that has the lowest score is statement 6, namely "I am happy with D3.Kitch Instagram content which requires my participation as an audience" with a total score of 391, however there is 1 respondent who disagrees with this statement. This shows that almost all D3.Kitch consumers are happy with D3.Kitch Instagram content which requires participation as an audience, however there is 1 respondent who disagrees with this statement because of dissatisfaction with the content. It is possible that these respondents do not find content that requires their participation as an audience interesting or relevant. Individual tastes and preferences in terms of content may vary. Therefore, D3. Kitch must continually evaluate the quality and impact of content that requires consumer participation. They must be ready to change or improve content according to changes in consumer preferences or feedback.

This research is in line with research conducted by Jodi Satrio Annisa Rinda Rahmawati (2021) which states that social media marketing partially has a significant influence on consumer purchasing decisions for J.CO Donuts and Coffee in Samarinda. This research is supported by research conducted by Resy Perwithasari and Muhamad Kurniawan (2022) which states that Social Media Instagram has a positive and significant effect on purchasing decisions at Bilik Tropical Sepatan Coffee Shop.

This research is in line with research by Citra Sugianto Putri (2016) which states that social media has a significant direct influence on Cherie consumer purchasing decisions. This research is supported by research conducted by Fitri Dwi Wulandari and Ita Rifiani Permatasari (2022) which states that social media marketing partially or individually has a positive and significant influence on purchasing decisions for consumers who buy skincare products from Novatic Skin Clinic Tulungagung.

The Influence of Word of Mouth (X2) on Purchasing Decisions (Y)

The research results show that the word of mouth variable has a positive and significant effect on purchasing decisions. The better the word of mouth, the more purchasing decisions will increase. One of the effective inbound marketing techniques to attract consumer attention.

According to Lovelock (2007) word of mouth is the opinions and recommendations made by consumers about experiences, which have a strong influence on consumer decisions or purchasing behavior.

Based on statements from respondents' answers in the word of mouth variable The highest score is statement 5, namely "I trust the recommendations given by people I know about D3.Kitch" with a total score of 399. This shows that all D3.Kitch consumers agree with this statement. Many people tend to trust recommendations from friends, family, or acquaintances because they have strong social connections. Recommendations from people they know can be considered more convincing than advertisements or online reviews.

Meanwhile, the statement that has the lowest score is statement 2, namely "I feel interested in finding more information about D3.Kitch after hearing other people talk about it" with a total score of 376. This shows that almost all D3.Kitch consumers agree with this statement, However, there was 1 respondent who disagreed with this statement because the source of the information was unknown. The person talking about D3.Kitch may not be known or trusted by the respondent. In this case, respondents may feel less trust in the information they hear from unknown sources. Therefore, D3.Kitch may collect reviews and testimonials from customers who have previously used their products or services.

1 respondent disagreed with the statement of receiving positive recommendations about D3.Kitch from other people because of different personal experiences. These respondents have different personal experiences with D3.Kitch which causes them to have different views. Previous negative experiences with D3.Kitch products or services could be the reason. Therefore, D3.Kitch can take these negative experiences of respondents seriously by improving products or services and providing solutions to respondents who are dissatisfied.

1 respondent disagreed with the statement of trusting other people's opinions about D3.Kitch because they preferred to make their own decisions. There are individuals who prefer to make their own decisions rather than relying on other people's opinions. These respondents wanted to do their own research or test D3.Kitch products or services in person before making a decision. Therefore, D3.Kitch can provide enough information about a product or service so that consumers have all the information they need to make an intelligent decision. And also D3.Kitch can provide the option to try a product or service before deciding.

And there was 1 respondent who disagreed with the statement of following advice and recommendations from other people to visit or buy at D3.Kitch because they did not trust other people's suggestions and recommendations. These respondents do not trust the advice or recommendations given by other people. Feeling that the suggestion could be influenced by certain motives, such as personal relationships or rewards.

This research is in line with research conducted by Jodi Satrio Annisa Rinda Rahmawati (2021) which states that word of mouth partially has a significant influence on consumer purchasing decisions for J.CO Donuts and Coffee in Samarinda. This research is supported by research conducted by Resy Perwithasari and Muhamad Kurniawan (2022) which states that word of mouth has a positive and significant effect on purchasing decisions at Bilik Tropical Sepatan Coffee Shop.

This research is in line with research by Wiwik Putri Wahyu Ningsi & Sri Ekowati (2021) which states that word of mouth has a positive and significant influence on the decision to purchase Ms Glow Skincare for female UM students. Bengkulu. This research is supported by research conducted by Fitri Dwi Wulandari and Ita Rifiani Permatasari (2022) which states that word of mouth partially or individually has a positive and significant influence on purchasing decisions for consumers who buy skincare products from Novatic Skin Clinic Tulungagung.

The Influence of Instagram Social Media Marketing (X1) and Word of Mouth (X2) on Purchasing Decisions (Y)

The results of the research show that the social media marketing and word of mouth variables together (simultaneously) have a positive and significant effect on purchasing decisions. *Better social media marketing* and word of mouth, purchasing decisions will increase. Social media is a cost-effective digital marketing method that can be used to increase the popularity of a business brand. With the right strategy, brands can have the opportunity to gain high awareness.

According to Alma (2016:96) defines as follows "a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. "So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that arise and what products to buy."

Based on statements from respondents' answers in the purchasing decision variable The highest score is statement 2, namely "The products offered by D3.Kitch are of good quality" with a total score of 412. D3.Kitch has built a good reputation in terms of product quality, consumers are more likely to believe that D3.Kitch products have good quality Good. This trust can be built through previous consumer experience or strong branding.

Meanwhile, the statement that has the lowest score is statement 6, namely "I often choose D3.Kitch as my main choice when buying products" with a total score of 379. This shows that almost all D3.Kitch consumers agree with this statement, but there is 1 respondent who disagree regarding the statement because of different levels of satisfaction. These respondents have different preferences or experiences with other brands or products which make them feel more satisfied and tend to choose other brands or products over D3.Kitch.

1 respondent disagreed with the statement that the product purchased from D3.Kitch would provide satisfactory results due to a lack of information about the product. Respondents may feel that they do not have enough information about the products they will purchase from D3.Kitch, so they feel doubtful about their quality. Therefore, D3.Kitch can provide more detailed information about their products. This may include product specifications, ingredients used, usage guides, and other customer reviews. Over time, with improved product and service quality and better communication with consumers, D3.Kitch can build a stronger reputation for delivering satisfying results to customers.

And there was 1 respondent who disagreed with the statement of having a tendency to buy D3.Kitch products repeatedly due to changing consumer attitudes. Some consumers have changing attitudes towards certain brands or products, depending on trends or their changing needs. Therefore, D3.Kitch can hold more active and innovative marketing campaigns to continue to maintain customer interest and loyalty. They may also offer new products or features periodically to attract existing customers. It is important to listen and respond to respondents who do not want to buy products repeatedly. By understanding and taking these issues seriously, D3.Kitch can work to win back respondents' trust and interest in purchasing their products on a repeat basis.

This research is in line with research conducted by Jodi Satrio Annisa Rinda Rahmawati (2021) which stated that social media marketing and word of mouth were stated to simultaneously have a significant influence on purchasing decisions for J.CO Donuts and Coffee in Samarinda. This research is supported by research conducted by Resy Perwithasari and Muhamad Kurniawan (2022) which states that simultaneously Instagram social media and word of mouth have a significant effect on purchasing decisions.

This research is in line with research by Wiwik Putri Wahyu Ningsi & Sri Ekowati (2021) which states that promotions on social media and word of mouth have a positive and significant effect on purchasing decisions for Ms Glow skincare among female UM students. Bengkulu. This research is supported by research

conducted by Fitri Dwi Wulandari and Ita Rifiani Permatasari (2022) which states that social media marketing and word of mouth simultaneously (together) have a positive and significant influence on purchasing decisions for consumers who buy skincare products from Novatic Skin Clinic Tulungagung.

CONCLUSION

Based on the data that has been collected and hypothesis testing using multiple linear regression analysis has been carried out, the conclusions of this research are as follows:

1. *Instagram social media marketing* positive and significant effect on purchasing decisions. Better *social media marketing* then purchasing decisions increase. The better Instagram social media marketing is, the more purchasing decisions will increase. Not just a photo and information sharing platform, the growth of social media users has also had a positive impact on many aspects, including business. Proper use of social media can bring great exposure to a company.
2. *Word of mouth* positive and significant effect on purchasing decisions. The better the word of mouth, the more purchasing decisions will increase. One of the effective inbound marketing techniques to attract consumer attention. This word of mouth marketing strategy has actually been around since ancient times. When a customer likes a certain product, he does not hesitate to tell about the product to his friends and family.
3. *Social media marketing* and word of mouth together (simultaneously) have a positive and significant effect on purchasing decisions. The better social media marketing and word of mouth, the more purchasing decisions will increase

SUGGESTION

Suggestions that can be given for further research are as follows:

1. Social media has become a very important tool for the success of a digital marketing strategy. So building a social media marketing strategy also has to really be done
2. Word of mouth marketing is effective because people have a tendency to trust information from people they know. In other words, the information someone gives about a product to others is as or more effective as advertising. With word of mouth, at least the public or potential customers will know more about the product or brand based on recommendations from other people they trust, even though the results cannot be seen in a short time.
3. Future research should add a number of new variables other than those in this research to better understand what factors can influence purchasing decisions. Because there are other variables that influence purchasing decisions besides this research variable, such as product quality.
4. Apart from using questionnaires, further research can also use direct interview methods with respondents.

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