

THE IMPACT OF ONLINE ADVERTISING THROUGH INSTAGRAM SOCIAL MEDIA ON PRODUCT PURCHASE DECISIONS IN YOGYAKARTA

Tomo Saro Telaumbanua¹, *Hadi Purnomo², Ade Kristianus Kaloeti³

¹²³ Faculty of Economics & Business, Universitas Kristen Immanuel

*Corresponding Email: hadipurnomo@ukrimuniversity.ac.id

Abstract

This study aims to determine the profile of respondents on the influence of online advertising through social media Instagram on product purchasing decisions in Yogyakarta. The next objective is to determine the profile of respondents and the effect of online advertising partially and simultaneously on product purchasing decisions in Yogyakarta by using variables attention, interest, desire. This study uses a quantitative approach, namely research conducted to determine the value of a variable. The population in this study is the number of all users who use social media Instagram in Yogyakarta. In this study, the authors used primary data through respondents. This research was conducted by taking primary data from respondents who had filled out distributed questionnaires. In this study, the authors collected data through a questionnaire, the data collected were 100 questionnaires filled out by respondents who used social media Instagram to shop online. The analytical tool used is percentage analysis, simple linear analysis which is supported by t test and multiple linear supported by the F test. The results of the percentage analysis show that the highest percentage of Instagram social media users are mostly women, aged 18-25 years. , tertiary education (S1), Student / Student work, income \leq Rp. 2.500.000.00. Based on the influence of the variable attention, interest, desire partially using simple linear regression analysis and t test, it shows the effect of online advertising advertising with the variable attention, interest, desire on purchasing decisions. Based on the influence of attention, interest, desire variables simultaneously using multiple linear regression analysis and the F test, it shows that $F_{count} 21.287 > F_{table} 2.70$, meaning that simultaneously has a significant effect on product purchasing decisions in Yogyakarta.

Keywords: Online advertising, Purchase Decision, Attention, Interest, Desire.

INTRODUCTION

The realm of information media is experiencing rapid growth, accompanied by an increasing prevalence of the internet and social media. This evolution necessitates a comprehensive understanding and effective strategies for marketers. Marketers must also excel in communication, acting as both communicators and promoters to ensure that their messages are truly effective, allowing consumers to provide positive feedback. According to Morris (2007), it is essential to plan and select media that can convey marketing messages in an effective and efficient manner. The responsibilities of marketers extend beyond designing advertising programs and fostering community relationships; they also include building the company's image. The swift advancement of technology has led to significant changes in various aspects of life, particularly in the way individuals consume information, shifting from traditional methods to digital formats.

The advancement of technology is evident in the growth of the internet, which serves as a tool for facilitating information retrieval as well as for business and marketing purposes. The evolution of the internet has led to a significant number of users utilizing it as a means to seek information, engage in business activities, and conduct marketing efforts, commonly referred to as e-commerce and e-business. This development is perceived to offer benefits to both consumers and companies. From a utility perspective, the internet is primarily employed as a key resource for information retrieval and as a medium for marketing and communication activities. Currently, the internet is accessible from virtually any location and at any time, owing to various means that support the existence of internet connectivity. The number of internet users has been recorded to increase rapidly each year, with statistics up to 2020 indicating a continuous upward

trend (www.internetworldstats.com).

The increasing number of internet users has led marketers to engage in online advertising, particularly through social media platforms. Siswanto (2013) notes that social media has emerged as a powerful communication medium, serving as an interactive marketing tool. It is widely utilized for promotion and communication due to its significant impact on business development, attributed to its vast user base and the absence of costs associated with creating an account on platforms like Instagram. Neti (2011) states that social media marketing aims to persuade consumers towards a particular company, product, or valuable service.

Instagram is a prominent application on smartphones that facilitates photo sharing among its users. The social system within Instagram allows users to follow other accounts and gain followers themselves, fostering communication through likes and comments on shared photos. Online shopping has become increasingly popular among the public, as this modern approach eliminates the difficulties of selecting desired items. Users can simply choose images from an online shop's Instagram account and place orders directly, making payments through bank transfers, which is a straightforward process. This convenience adds to Instagram's appeal beyond just photo sharing. As of November 2019, the number of active monthly Instagram users in Indonesia was reported to have reached 61,610,000, according to the latest report from NapoleonCat, a social media marketing analytics company based in Warsaw, Poland. This indicates that 22.6 percent, or nearly a quarter of Indonesia's total population, are Instagram users, with this figure showing a notable increase.

Based on the background presented, several aspects can be identified as follows:

1. What is the profile of Instagram social media users in Yogyakarta?

2. Does the attention variable in online advertising influence the purchasing decision variable in Yogyakarta?
3. Does the interest variable in online advertising affect the purchasing decision variable in Yogyakarta?
4. Does the desire variable in online advertising impact the purchasing decision variable in Yogyakarta?
5. Do the attention, interest, and desire variables collectively influence purchasing decisions in Yogyakarta?

RESEARCH HYPOTHESIS.

In accordance with the issues outlined in the problem formulation above, the following alternatives serve as preliminary answers to the proposed solutions:

1. There is an influence of the attention variable on the purchasing decisions of products in Yogyakarta.
2. There is an influence of the interest variable on the purchasing decisions of products in Yogyakarta.
3. There is an influence of the desire variable on the purchasing decisions of products in Yogyakarta.
4. There is a simultaneous influence of the attention, interest, and desire variables on purchasing decisions in Yogyakarta.

THEORETICAL FRAMEWORK

Online Commerce

E-Marketing, as defined by Armstrong and Kotler (2004), refers to a new marketplace through the internet that serves as a means for companies to communicate, promote, and sell products and services online. Additionally, marketers utilize social media as a significant component of their marketing strategies. According to Kaplan and Haenlein (2010), social media is defined as a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0. Web 2.0 serves as the underlying framework for social media platforms. Social media encompasses a

wide variety of forms, including social networks, Facebook, internet forums, Kaskus, weblogs, social blogs, WhatsApp, microblogging, wikis, BBM, podcasts, images, videos, ratings, and social bookmarking.

Purchase Decision

The purchase decision is a critical stage in the buying process that precedes post-purchase behavior. Prior to reaching this stage, consumers are presented with several alternative options, leading them to take action to decide on the purchase of a product based on their selected choice. Below are various definitions of purchase decision as articulated by experts. According to Buchari Alma (2013:96), a purchase decision is a consumer's choice influenced by factors such as financial economics, technology, politics, culture, product attributes, pricing, location, promotion, physical evidence, personnel, and processes. This interplay of factors shapes the consumer's attitude, enabling them to process information and draw conclusions regarding which product to purchase.

RESEARCH METHOD

The type of research conducted in this study is explanatory descriptive research utilizing a quantitative approach. Singarimbun and Effendi (2006:4) define explanatory research as a method employed to elucidate causal relationships between variables through hypothesis testing, often referred to as explanatory research.

In this study, the researcher employed purposive sampling as the method for data collection. The population consists of all users of Instagram social media in Yogyakarta. The sample for this research comprises a subset of the population, specifically 100 respondents who are Instagram users in Yogyakarta and have engaged in online purchasing. This

sample is intended to represent the entire population.

Percentage analysis is utilized to ascertain the consumer profile, which includes various characteristics such as gender, marital status, age, highest level of education, occupation, income level, and

duration of product usage. Regression analysis is employed to examine the relationship between independent variables using a linear equation. The prerequisite tests for regression are commonly referred to as classical assumption tests.

RESULT AND DISCUSSION

Result of Validity Test

Variable	Sub Variable	r count	r table	Description
Attention (X1)	X1.1	0,681	0,361	Valid
	X1.2	0,793	0,361	Valid
	X1.3	0,792	0,361	Valid
	X1.4	0,782	0,361	Valid
	X1.5	0,853	0,361	Valid
Interest (X2)	X2.1	0,441	0,361	Valid
	X2.2	0,663	0,361	Valid
	X2.3	0,767	0,361	Valid
	X2.4	0,673	0,361	Valid
	X2.5	0,759	0,361	Valid
Desire (X3)	X3.1	0,701	0,361	Valid
	X3.2	0,821	0,361	Valid
	X3.3	0,846	0,361	Valid
Purchase Decision (Y)	Y1	0,592	0,361	Valid
	Y2	0,634	0,361	Valid
	Y3	0,618	0,361	Valid

Based on the table above, the results of the validity test conducted at a significance level (α) of 0.05 indicate that all items in the variables of attention, interest,

desire, and purchase decision are valid, as the calculated correlation coefficient ($r_{\text{(hitung)}}$) exceeds the table value of 0.361.

Result of Reliability Test

Variable	r count	r table	Description
Attention	0,836	0,361	Reliable
Interest	0,664	0,361	Reliable
Desire	0,681	0,361	Reliable
Purchase Decision	0,663	0,361	Reliable

Based on the table above, the results of the reliability test conducted at a significance level of ($\alpha = 0.05$) indicate that all variables are reliable, as the calculated reliability coefficient ($r_{\text{(hitung)}}$) exceeds

the critical value (r_{tabel}). The reliability results for the variables are as follows: the attention variable has a reliability of 0.788, the interest variable has a reliability of 0.753, the desire variable has a reliability of

0.818, and the purchase decision variable has a reliability of 0.698. Therefore, based on the results of the validity and reliability tests, it can be concluded that the

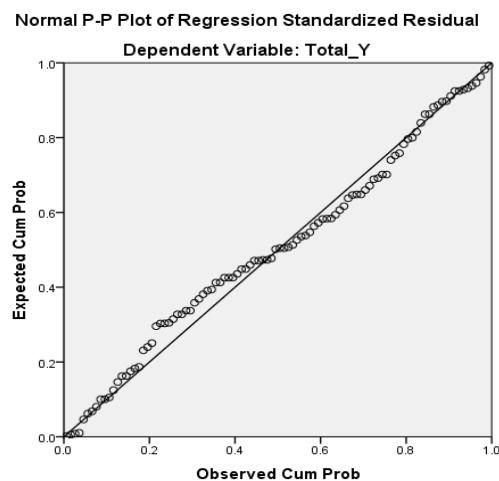
questionnaire is both valid and reliable, as it meets the criteria for consistency and stability effectively.

Analysis of Percentage Results.

The overall results of the percentage analysis from 100 respondents utilizing the social media platform Instagram in Yogyakarta indicate that the majority of respondents, specifically 53 individuals, are classified as female. In terms of age classification, respondents aged 18 to 25 years dominate the sample, comprising 86 individuals. Furthermore, the classification

based on the highest level of education reveals that 70 respondents hold a bachelor's degree (S1). Additionally, the classification of respondents by occupation shows that students and university students are the most represented group, totaling 54 respondents. Lastly, regarding income classification, 68 respondents fall within the income bracket of \leq Rp. 2,500,000.

Results of Classical Assumption Testing. Normality Test



The normality test is employed to determine whether the data is normally distributed. Data is considered to be normally distributed if the data points are dispersed around the diagonal line and align

with its direction. As illustrated in Figure 4.1, the data points conform to the diagonal line, indicating that the data is normally distributed.

Test of Multicollinearity.

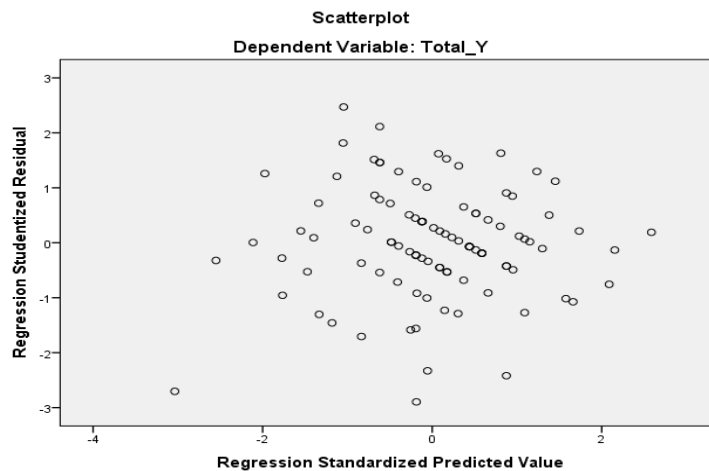
Variable	Collinearity Statistic		Description
	Toerance	VIF	
Attention	0,454	2,204	Elimination of Multicollinearity.
Interest	0,433	2,308	Elimination of Multicollinearity.
De	0,518	1,931	1. Elimination of

sire			Multicollinearity.
------	--	--	--------------------

From Table 4.8, it can be concluded that the independent variables exhibit a tolerance value exceeding 0.1 and a VIF value less than 10, indicating the absence

of multicollinearity. In other words, the independent variables are free from collinearity issues

Results of Heteroskedasticity Testing.



The illustration in Figure 4.2 demonstrates that the data points are randomly dispersed, both above and below the zero mark on the Y-axis. Therefore, it

can be concluded that there is no issue of heteroskedasticity present in the regression model.

Results of Simple Regression Testing Attention.

Coefficients ^a								
Model	Unstandar dized Coefficients		Standardi zed Coefficients		t	Sig.	Collinearity Statistics	
	B	St d. Error	Beta				Toler ance	VIF
1 (Con stant)	5.859	.838			6.996	.000		
Total	.327	.047	.574		6.944	.000	1.000	1.000
X1								

a. Dependent Variable: Total_Y

The constant value of 5.859 indicates that when the independent variable (attention) is equal to 0, the consumer satisfaction (Y) is 5.859. The regression coefficient (b) for the attention variable

(X₁) is 0.327, which signifies the increase in Y for each unit increase in X. In other words, an average increase of one unit in the attention variable is associated with an increase in Purchase Decision (Y) of 0.327.

Results of Simple Regression Testing Interest

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.394	1.017		5.302	.000		
Total_X2	.354	.058	.528	.615	.000	1.000	1.000

a. Dependent Variable: Total_Y

The constant value of 5.394 indicates that when the independent variable (interest) is equal to 0, the Purchase Decision (Y) is 5.394. The regression coefficient (b) for the product quality variable (X₂) is 0.354, which signifies that an increase of one unit in X will result in an increase in Y. In other words, on average, a one-unit increase in the interest variable is associated with an increase in the Purchase Decision (Y) of 0.354.

Results of Simple Regression Testing Desire

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.185	.830		7.449	.000		
Total_X3	.515	.078	.555	.661	.000	1.000	1.000

a. Dependent Variable: Total_Y

The constant value of 6.185 indicates that when the independent variable (desire) is equal to 0, the Purchase Decision (Y) is 6.185. The regression coefficient (b) for the

desire variable (X₃) is 0.515, which signifies that for each unit increase in X, Y will increase by 0.515. In other words, an average increase of one unit in the desire

variable is associated with an increase in the Purchase Decision (Y) of 0.515. The positive regression coefficients for each independent variable result in an increase in

the dependent variable. This implies that the variables of attention, interest, and desire have a partial influence on the Purchase Decision.

Results of Multiple Linear Regression Testing

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
1 (Constant)	4.294	.971		4.422	.000			
Total_X1	.176	.067	.308	2.610	.014	.45	.204	
Total_X2	.088	.081	.132	1.095	.276	.43	.308	
Total_X3	.256	.102	.276	2.509	.014	.51	.931	

a. Dependent Variable: Total_Y

The table provides a multiple linear regression equation relating the variables of attention, interest, and desire to the Purchase Decision, expressed as follows:

$$Y = 4.294 + 0.176X_1 + 0.088X_2 + 0.256X_3.$$

From the regression equation, the coefficients can be interpreted as follows:

- The constant value of 4.294 indicates that if all independent variables, namely attention, interest, and desire, are held constant or unchanged, the Purchase Decision would be 4.294.
- The regression coefficient (b₁) for the variable attention (X₁) is 0.176, which signifies the increase in Y when X₁

risks by one unit while other variables remain constant. In other words, if the other variables are held constant, an average increase of one unit in the variable attention (X₁) is associated with an increase in the Purchase Decision of 0.176. Therefore, as the coefficient for the variable attention increases and the value of attention rises by one unit, the Purchase Decision will also increase.

- The regression coefficient (b₂) for the variable interest (X₂) is 0.088, indicating the increase in Y when X₂ increases by one unit while other variables are constant. Thus, if the other variables are constant, an average increase of one unit in the variable interest (X₂) corresponds

- to an increase in the Purchase Decision of 0.088. Consequently, as the coefficient for the variable interest increases and the value of interest rises by one unit, the Purchase Decision will also increase.
- The regression coefficient (b_3) for the variable desire (X_3) is 0.256, which reflects the increase in Y when X_3 increases by one unit while other

variables remain unchanged. This means that if the other variables are constant, an average increase of one unit in the variable desire (X_3) is associated with an increase in the Purchase Decision of 0.256. Therefore, as the coefficient for the variable desire increases and the value of desire rises by one unit, the Purchase Decision will also increase.

Result of t-Test

o	Hypothesis	Value	Description
	Variable attention significantly influences the purchase decision.	$t_{vount} = 6,996$ Sig t = 0,000 $t_{tabel} = 1,660$	H_{o1} rejected / Accepted
	Variable interest significantly influences the purchase decision.	$t_{count} = 5,302$ Sig t = 0,000 $t_{tabel} = 1,660$	H_{o2} rejected / Accepted
	Variable desire significantly influences the purchase decision.	$t_{count} = 7,449$ Sig t = 0,000 $t_{tabel} = 1,660$	H_{o3} rejected / accepted

source : processed data (2020)

The following presents the analysis results based on each variable:

The influence of attention (X_1) on Purchase Decision (Y)

Hypothesis:

H_{o1} : $b = 0$: The regression coefficient is not significant

H_{a1} : $b \neq 0$: The regression coefficient is significant

At a significance level of 5%, the critical value of t (t_{table}) is 1.660, and the calculated t value (t_{hitung}) is 6.996. Since $t_{hitung} > t_{table}$, it can be concluded that H_{o1} is rejected and H_{a1} is accepted. This indicates that the variable attention has a significant effect on Purchase Decision. According to SPSS 22, the value of 0.000

indicates that the significance level is less than 0.05, which means both H_0 and H_a are accepted. This result demonstrates that the variable attention significantly influences Purchase Decision. Therefore, the first hypothesis, which posits that the variable attention affects the variable Purchase Decision, is accepted and can be concluded as proven.

The influence of the variable interest (H_2) on Purchase Decision (Y)

Hypothesis:

H_{o2} : $b = 0$: The regression coefficient is not significant

H_{a2} : $b \neq 0$: The regression coefficient is significant

At a significance level of 5%, the

critical value of t (t_{table}) is 1.660, and the calculated t value (t_{hitung}) is 5.302. Since $t_{hitung} > t_{table}$, it can be concluded that H_{o2} is rejected and H_{a2} is accepted. This indicates that the variable interest has a significant effect on Purchase Decision. According to SPSS 22, the value of 0.000 indicates that the significance level is less than 0.05, which means both H_o and H_a are accepted. This result demonstrates that the variable interest significantly influences Purchase Decision. Therefore, the second hypothesis, which posits that the variable interest affects Purchase Decision, is accepted and can be concluded as proven.

The influence of the variable desire (H_3) on Purchase Decision (Y)

Hypothesis:

H_{o3} : $b = 0$: The regression coefficient is not significant

H_{a3} : $b \neq 0$: The regression coefficient is significant

At a significance level of 5%, the critical value of t (t_{table}) is 1.661, and the calculated t value (t_{hitung}) is 7.449. Since $t_{hitung} > t_{table}$, it can

Result of F-test

Hypothesis	Value	Description
Variable attention X_1 , interest X_2 , and desire X_3 simultaneously influence the Purchase Decision (Y).	$F_{count} = 21,287$ $Sig = 0,000$ $F_{tabel} = 2,70$	H_o rejected / H_a accepted

source : processed data (2020)

Table 4.14 indicates that the calculated F value of 21.287 exceeds the critical F value of 2.70 at a significance level of 0.05, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). This test demonstrates that the variables attention (X_1), interest (X_2), and desire (X_3) collectively have a significant impact on the variable Purchase Decision (Y) in Yogyakarta. Consequently, the fifth hypothesis, which posits that the variables attention (X_1), interest (X_2), and desire (X_3) simultaneously influence the Purchase Decision of products in Yogyakarta, is supported by the findings (H_0 is rejected and H_a is accepted). Thus, this hypothesis is validated.

Discussion

Based on the analysis of the percentage derived from 100 respondents who have made purchases through Instagram in Yogyakarta, it is evident that female respondents dominate this demographic. This trend can be attributed to women's preference for simple, comprehensive shopping experiences, along with the availability of discounts. The age classification of consumers who have shopped via Instagram predominantly falls within the younger demographic, characterized by a high level of curiosity and a strong desire to shop.

When examining the educational background of respondents, those with a college education (Bachelor's degree) are most represented, as many of these consumers are students who favor convenient shopping methods. In terms of

occupation, the majority of consumers who have shopped through Instagram are students, reflecting their adaptability to the evolving shopping landscape and their ease of access to online purchasing. Furthermore, regarding income levels, the dominant consumers are those with a high level of curiosity but limited financial resources.

The results of the simple regression analysis conducted in this study, supported by the statistical t-test results, indicate that respondents have a positive and high evaluation of Purchase Decision. The variable attention (X₁) has a significant impact on the Purchase Decision variable (Y), which should be considered by companies to enhance their product advertising and provide better service to consumers. Additionally, the interest variable (X₂) significantly influences the Purchase Decision variable (Y), suggesting that the advertisements created by the company effectively capture consumer interest, as evidenced by the research data on the desire variable (X₃).

CONCLUSION

Based on the analysis of data and the discussion of the research findings regarding the impact of online advertising through Instagram on product purchase decisions in Yogyakarta, the following conclusions can be drawn: The profile of respondents who utilize Instagram for shopping in Yogyakarta, as indicated by the percentage analysis, reveals that the majority of consumers are female, aged between 18 and 25 years, with the highest level of education being a bachelor's degree (S1), primarily students, and earning a monthly income of ≤ Rp. 2,500,000.00. The results of the simple linear regression analysis indicate that the variable of attention has a positive effect on the variable of purchase decision for products in Yogyakarta. This is evidenced by a t-value

of 6.996 with a probability of 0.000, which is significant ($p < 0.05$). Similarly, the analysis shows that the variable of interest positively influences the variable of purchase decision for products in Yogyakarta, as demonstrated by a t-value of 5.302 with a probability of 0.000, also significant ($p < 0.05$). Furthermore, the variable of desire is found to have a positive impact on the variable of purchase decision for products in Yogyakarta, supported by a t-value of 7.449 and a probability of 0.000, which is significant ($p < 0.05$). Lastly, the research indicates that the variables of attention, interest, and desire collectively influence the variable of purchase decision for products in Yogyakarta, as evidenced by an F-value of 21.287 with a probability of 0.000, which is significant ($p < 0.05$).

REFERENCES

- Algifari, 2000, Analisis Regresi (teori,kasus,dan solusi),Yogyakarta : BPFE
- Arikunto, Suharsimi. 1998. Prosedur Penelitian Suatu pendekatan Praktek. Jakarta: Rineka Cipta
- Azwar, Saifuddin (2014). Metode Penelitian. Yogyakarta: Pustaka Pelajar.
- Arry Widodo, (2018), "*Pengaruh periklanan sosial media terhadap Purchase Decision konsumen*", Universitas Telkom, Bandung.
- Anita B. Wandayana, (2012), *Pengaruh Pemasaran Online Terhadap Purchase Decision Proudck*, STMIK Raharja, Tangerang.
- Betania Agustina Samosir,Sri Wartini, (2017), *pengaruh iklan pada Purchase Decision melalui sikap konsumen*, Universitas Negeri Semarang, Semarang.
- Deni Dwi Prasetyo, Edy Yulianto, Sunarti,

- (2016), *pengaruh iklan secara online terhadap Purchase Decision (survey pada mahasiswa pengguna produk telkomsel internet 4glt)*, Universitas Brawijaya, Malang.
- Dian Nurdiana, (2019), *"Pengaruh iklan Media sosial terhadap keputusan pembelian produk ban accelera pada PT. Elang Perdana Tyre Insudtri Citereup Bogor"*, STIE Dewantara, Bogor, Jawa Barat.
- Djarwanto PS dan Subagyo Pangestu. 2000. *Statistik Induktif*, Edisi 4 : BPFE – UGM Yogyakarta.
- Duwi Priyatno, 2010. *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS dan Tanya Jawab Ujian Pendadaran*. Gaya Media, Yogyakarta.
- Elisa, Yusnizal Firdaus, (2016) *pengaruh iklan terhadap keputusan pembelian sabun lifebuoy (Studi kasus warga RT. 48/10 8 Ilir Ilir Timur II, Palembang)*.
- Failatul, N.Rachma, M. Hufron, (2018), *pengaruh promosi media sosial terhadap Purchase Decision dengan viral marketing sebagai Variable intervening (studi pada konsumen warung siji house and resto malang)*. Universitas Islam, Malang.
- Fikhi, Ma'mun Sarma, (2017), *Pengaruh Iklan Televisi terhadap Pengambilan Purchase Decision Konsumen Es Krim Magnum*, Institut Pertanian Bogor, Bogor.
- Hartono, Jogiyanto, (2004). *Metodelogi Penelitian Bisnis*, Edisi 2004/2005, BPFE: Yogyakarta.
- Hutomo, dahmiri, (2017), *pengaruh iklan dan promosi penjualan terhadap Purchase Decision konsumen pada produk smartphone xiaomi (Studi Kasus Pada masyarakat Kota Jambi terhadap produk smartphone Xiaomi)*, Universitas Jambi, Jambi.
- Istijanto, 2005. *Aplikasi Praktis Riset Pemasaran*. Jakarta : PT Gramedia Pustaka Utama
- Jatmika Diyatma, (2017), *"Pengaruh promosi melalui media sosial Instagram terhadap Purchase Decision produk saka Bistro dan Bar"*, Universitas Telkom, Bandung.
- Kotler, Philip, 1993. *Manajemen Pemasaran (Analisis, Perencanaan, Implementasi dan Pengendalian)* Volume satu, Edisi ketujuh, Terj. Adi Zakaria Afiff, FE UI, Jakarta.
- Maharani, Dewi, (2018), *"Pengaruh Iklan Online melalui Instagram Terhadap Purchase Decision bagi peningkatan penjualan produk kuliner lokal"* Universitas Kristen Surakarta, Surakarta.
- Mujiayana, Sularto, Abdul Mukhyi, (2017), *"Pengaruh penerapan di internet dan pemasaran melalui E-mail produk UMKM di wilayah Depok"*, Universitas Gunadharma, Depok.
- Morrison, 2007. *Periklanan komunikasi pemasaran terpadu*. Jakarta: Ramdina prakarsa
- Nawawi, Hadari (1985). *"Metode penelitian bidang sosial"*. Yogyakarta: Universitas Gajah Mada.
- Neti, Sisira, 2011. *Social Media and its role in marketing*, India.
- Nurmin, (2019) *"Pengaruh iklan berdasarkan konsep aida terhadap Purchase Decision sabun mandi lifebuoy" (studi kasus pada warga depok - jawa barat)*, Fakultas Ekonomi Univeritas, Pamulang

- Nurhadian, Ade Yudi, H, (2017) *pengaruh citra merek dan media sosial terhadap keputusan pembelian konsumen distro iwearzule* (Studi Pada PT. IWZULE Indonesia Utama Vission (Iwearzule)), Jakarta.
- Nurdiana, Adyas. (2018) *"pengaruh iklan media sosial terhadap Purchase Decision produk ban accelera pada pt. elang perdana tyre industry citeureup bogor."* *jurismatA*, Bogor.
- Poluan, Lumntang, Victoria N. Untu, (2018) *"Pengaruh periklanan terhadap Purchase Decision minuman coca cola"*. Universitas Sam Ratulangi, Manado.
- Sekaran, Uma, (2011). *Research Methods For Business (Metode Penelitian Untuk Bisnis)*. Jakarta: Salemba Empat.
- Siregar, A. G. S, (2018). *Pengaruh Periklanan Sosial Media Terhadap Purchase Decision Konsumen* Bandung.
- Siswanto, Tito, 2013. Optimalisasi sosial media sebagai media pemasaran usaha kecil menengah. *Jurnal Liquidity*, Vol. 2, No. 1, Hal : 80-86.
- Sugianto, (2016), *pengaruh media sosial terhadap Purchase Decision konsumen cherie melalui minat beli*, Universitas Ciputra, Surabaya
- Sugiyono, 2009, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta.

