



## The Influence of Lazada Social Media Promotion Strategy on Purchase Decisions: A Case Study at the Allesya Collection Store

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### ABSTRACT

*This research is motivated by the rapid development of technology, so it is one of the efforts used to market products and services through social media. Social media is a promotional method that is often used, namely by selling or placing an advertisement through social media such as Lazada as a means of increasing sales. Promotion in the form of activities from sales to be able to inform and can encourage consumer demand for goods by influencing consumers to buy products sold by the store. In this study using a quantitative approach by using primary data types as a source of data obtained from the results of the questionnaire. The data analysis method used in this study is an instrument test consisting of validity and reliability test, classical assumption test consisting of normality test, heteroscedasticity test, and linearity test, as well as a hypothesis test consisting of T test, correlation coefficient test, coefficient test determination, and simple regression equation test. The results of this study indicate that (1) the promotion variable through social media has a positive and significant effect on purchasing decisions, (2) the promotion variable through the media has a strong influence and relationship with purchasing decisions.*

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## INTRODUCTION

With the development of technology, the use of the internet is no stranger to sellers and small and medium businesses (Syah, et.al 2016). One of the efforts that can be done in marketing a product or service is to use internet-based social media or also known as electronic marketing. Electronic marketing is a company's strategy for communicating, promoting, and selling goods and services over the internet.

*E-commerce* is one of the distribution, sale, purchase, and marketing of goods or services that can rely on electronic systems such as the internet, TV, and other computer networks. By using this marketing or sales system, the seller can easily reach all over the world at the same time without having to open a branch, not only that, the seller can try it within 24 hours without having to stop the time and to operate it only with a computer or mobile phone connected to it. internet, a shop can easily sell its products.

The advantage of the e-commerce system is that it makes it easier for consumers to find data related to the product they want to buy by using the gadgets they have without having to meet face-to-face. In Indonesia, many market-place platforms have emerged. One of them is Lazada.

With many access to social media in Indonesia through smartphones, it opens up good business opportunities in various fields, one of which is in the digital printing industry. One of the digital printing

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products is clothing. Clothing is one of the products that are in great demand by the public because it is included in the basic needs. One of the stores that market clothing products on social media is the Allesya Collection store, which sells its products without opening an offline store or kiosk. The Allesya Collection store chooses to sell its products through the Lazada marketplace. Buyers usually find out about clothing products through the Lazada application by looking at pictures, descriptions, prices, and product reviews. Although the products are only marketed through social media, their consumers have spread, not only the Jakarta local zone,

In attracting the interest of consumers, the Allesya Collection store carries out promotions in the form of giving discounts and shopping coupons. This promotion is important to do in order to attract buying interest or consumer purchasing decisions. Promotion using social media must be done creatively and innovatively in order to be able to attract consumers, given the large amount of competition in the world of digital promotion.

With many access to social media in Indonesia through smartphones, it opens up good business opportunities in various fields, one of which is in the digital printing industry. One of the digital printing products is clothing. Clothing is one of the products that are in great demand by the public because it is included in the basic needs.

The factors that influence purchasing decisions according to Assauri (2015: 139): purchasing decisions made by consumers or buyers are also influenced by habits. Purchase habits include the time the purchase was made, the number of purchases made and the place where the purchase was made. According to Mangkunegara (2015:43): purchasing decisions are one of the processes of consumer behavior. Consumer behavior is a performance framework or something that represents consumer beliefs in making purchasing decisions. In purchasing decisions, consumers buy the preferred product or brand. There are 2 factors in making a purchase decision, namely the emergence of intention in making a decision to buy. The first factor is the attitude of other people and the second factor is unexpected circumstances after buying the purchase, namely comparing a person's performance or impression of the results and feeling happy or disappointed with the product and its expectations. If the performance is lower than expected, the consumer will be dissatisfied. If its performance meets consumer expectations, it will lead to satisfaction and pleasure.

According to Setiadi (2014: 17) a decision taken by a person can be called a problem solving. In decision making, consumers have goals or behaviors to be achieved or satisfied. Consumers can determine behavior to solve problems. Furthermore, it is explained that problem solving is a continuous reciprocal flow between environmental factors, cognitive processes, and behavioral actions. Purchasing is an activity carried out by individuals or organizations to obtain goods or services. Positive feedback, negative feedback, rating stars given by consumers on Allesya Collection products greatly affect purchasing decisions at Allesya Collection stores. Because consumers usually before buying a product first read the feedback on the product.

## METHOD

According to Tjiptono (2019: 53), the purchasing decision process can be broadly categorized into three main stages: pre-purchase, consumption, and post-purchase evaluation. Operational Definition as follows:

**Table 1. Operational Definition of purchasing decisions**

| No. | Dimension                | Number of Items | Item Number |
|-----|--------------------------|-----------------|-------------|
| 1.  | Pre-purchase             | 6               | 1-6         |
| 2.  | Consumption              | 5               | 7-11        |
| 3.  | Post-purchase evaluation | 5               | 12-16       |

Meanwhile, the conceptual and operational promotions (X) are as follows:

According to Adila and Aziz (2019:3) "Promotion is essentially marketing communication, which means marketing activities that disseminate information, influence, persuade and increase the target

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market of the company and its products to accept, buy, and be loyal to the products provided by the company". Operational Definition as follows:

**Table 2. Definition of Promotion Operations**

| No. | Definition           | Number of Items | Item Number |
|-----|----------------------|-----------------|-------------|
| 1.  | Information          | 5               | 17-21       |
| 2.  | Influence            | 4               | 22-25       |
| 3.  | Persuade and Improve | 4               | 26-29       |
| 4.  | Accept               | 3               | 30-32       |
| 5.  | Buy                  | 3               | 33-35       |

The population that is the object of this research is the number of customers at the Allesya Collection Tanah Abang store, totaling 200 customers. Data collection can be done in various settings, various sources, and in various ways. Data collection techniques can be done by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three (Sugiyono 2019:194). online shop shop.

**Table 3. Likert Table and Answer Score**

| Choice            | Score                  |                          |
|-------------------|------------------------|--------------------------|
|                   | Promotion Rating Scale | Sales Level Rating Scale |
| Strongly agree    | 5                      | 5                        |
| Agree             | 4                      | 4                        |
| Neutral           | 3                      | 3                        |
| Do not agree      | 2                      | 2                        |
| Strongly Disagree | 1                      | 1                        |

This study uses a research instrument test with the method of testing the validity and reliability using SPSS.

## RESULTS AND DISCUSSION

Based on the results of data collection obtained through the distribution of questionnaires given to consumers of the Allesya Collection store in Tanah Abang as respondents, the researchers took 50 respondents from the consumers of the Allesya Collection store in Tanah Abang. Below will be described the characteristics of the respondents involved in the research that the author conducted based on gender and age range.

The distribution of the questionnaire was carried out by spreading it through soft copies of the questionnaire in online media via Whatsapp. The questionnaire was given to the respondent and here the researcher really hopes that the respondent fills in according to the honesty of each respondent without any coercion and influence from others. So from all the questionnaire data distributed by researchers via online will be processed into important data for the continuation of the research. The following is the data from the questionnaire that the researchers collected.

**Table 4. Research Results**

| No. | Code Respondent | Age         | Type Sex | Total Promotion Score (X) | Total Purchase Decision Score (Y) |
|-----|-----------------|-------------|----------|---------------------------|-----------------------------------|
| 1.  | N               | 20-24 Years | Man      | 71                        | 56                                |
| 2.  | S               | 20-24 Years | Woman    | 64                        | 71                                |
| 3.  | E               | 24-35 Years | Man      | 53                        | 64                                |
| 4.  | P               | >35 Years   | Woman    | 67                        | 67                                |
| 5.  | Y               | 24-35 Years | Man      | 64                        | 50                                |
| 6.  | A-1             | 20-24 Years | Woman    | 62                        | 62                                |
| 7.  | L               | >35 Years   | Woman    | 66                        | 64                                |
| 8.  | T               | 20-24 Years | Man      | 50                        | 64                                |
| 9.  | W               | 20-24 Years | Woman    | 53                        | 53                                |
| 10. | A-2             | 20-24 Years | Man      | 81                        | 71                                |
| 11. | A-3             | 24-35 Years | Man      | 67                        | 75                                |

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|     |     |             |       |    |    |
|-----|-----|-------------|-------|----|----|
| 12. | M   | 24-35 Years | Woman | 85 | 63 |
| 13. | J   | 24-35 Years | Woman | 64 | 64 |
| 14. | E-2 | 24-35 Years | Man   | 83 | 69 |
| 15. | A-4 | 20-24 Years | Man   | 63 | 70 |
| 16. | C   | 20-24 Years | Woman | 50 | 50 |
| 17. | L-2 | 24-35 Years | Woman | 62 | 72 |
| 18. | R-1 | 20-24 Years | Woman | 71 | 55 |
| 19. | R-2 | 24-35 Years | Woman | 62 | 66 |
| 20. | S   | 24-35 Years | Woman | 85 | 70 |
| 21. | H   | >35 Years   | Man   | 82 | 60 |
| 22. | W   | 20-24 Years | Man   | 50 | 65 |
| 23. | M   | 20-24 Years | Woman | 59 | 54 |
| 24. | W   | 20-24 Years | Woman | 65 | 66 |
| 25. | I   | 24-35 Years | Woman | 81 | 68 |
| 26. | E   | 24-35 Years | Woman | 48 | 48 |
| 27. | A-5 | 20-24 Years | Man   | 65 | 55 |
| 28. | S   | 24-35 Years | Woman | 60 | 65 |
| 28. | R   | 24-35 Years | Man   | 64 | 64 |
| 30. | G   | 20-24 Years | Woman | 47 | 47 |
| 31. | D-2 | 20-24 Years | Woman | 55 | 74 |
| 32. | M   | 24-35 Years | Man   | 82 | 65 |
| 33. | A-6 | 24-35 Years | Woman | 53 | 60 |
| 34. | A-7 | 20-24 Years | Woman | 48 | 48 |
| 35. | R   | 20-24 Years | Man   | 74 | 76 |
| 36. | R-2 | 20-24 Years | Woman | 66 | 74 |
| 37. | F   | 20-24 Years | Woman | 71 | 71 |
| 38. | S   | 20-24 Years | Woman | 69 | 56 |
| 39. | A-8 | 20-24 Years | Woman | 67 | 71 |
| 40. | N   | 24-35 Years | Man   | 80 | 80 |
| 41. | D-3 | 20-24 Years | Woman | 84 | 53 |
| 42. | F   | 20-24 Years | Man   | 75 | 55 |
| 43. | M   | 24-35 Years | Man   | 80 | 60 |
| 44. | N   | 20-24 Years | Woman | 60 | 53 |
| 45. | R   | 24-35 Years | Man   | 53 | 70 |
| 46. | D-4 | 24-35 Years | Woman | 64 | 70 |
| 47. | C   | 24-35 Years | Woman | 62 | 75 |
| 48. | R   | 24-35 Years | Man   | 64 | 64 |
| 49. | A-9 | 24-35 Years | Man   | 66 | 53 |
| 50. | D-5 | 20-24 Years | Woman | 75 | 80 |

Source: Primary Data Processed

Based on the table above, there are 20 men while 30 women are. And the total is 50 people, while the age range is in the range of 20-35 as shown in the table below:

**Table 5. Age**

| No | Age Vulnerable | Amount    |
|----|----------------|-----------|
| 1. | 20-24 Years    | 24 people |
| 2. | 24-35 Years    | 23 people |
| 3. | >35            | 1 Person  |

Source: Primary Data Processed

Based on the table above, it shows that there are 24 people aged 20-24 years, 23 people aged 24-35 years, and there are 3 people aged > 35 years.

**Purchasing Decision Validity Test (Y)**

Based on the calculations performed using SPSS 26, the results of the validity test on the purchasing decision variable (y) on the 16 question items are as follows:

**Table 6. Results of Testing the Validity of Purchasing Decisions (Y)**

| Definition                | Item | Rcount | Rtable | description |
|---------------------------|------|--------|--------|-------------|
| Pre Purchase              | 1    | 0.702  | 0.3    | Valid       |
|                           | 2    | 0.754  | 0.3    | Valid       |
|                           | 3    | 0.807  | 0.3    | Valid       |
|                           | 4    | 0.742  | 0.3    | Valid       |
|                           | 5    | 0.413  | 0.3    | Valid       |
| Consumption               | 6    | 0.730  | 0.3    | Valid       |
|                           | 7    | 0.841  | 0.3    | Valid       |
|                           | 8    | 0.733  | 0.3    | Valid       |
|                           | 9    | 0.874  | 0.3    | Valid       |
|                           | 10   | 0.879  | 0.30,  | Valid       |
| After Purchase Evaluation | 11   | 0.797  | 0.3    | Valid       |
|                           | 12   | 0.859  | 0.3    | Valid       |
|                           | 13   | 0.846  | 0.3    | Valid       |
|                           | 14   | 0.885  | 0.3    | Valid       |
|                           | 15   | 0.834  | 0.3    | Valid       |
|                           | 16   | 0.875  | 0.3    | Valid       |

Source: Primary Data Processed

So based on the table above, the purchasing decision variable (y) is declared valid for all questions because the number of rcount > rtable.

**Promotional Variable Validity Test (X)**

Based on the calculation of the results of the validity test of the promotion variable (x) on the 19 question items as follows:

**Table 7. Promotion Validity Test Results (X)**

| Definition           | Item | Rcount | Rtable | description |
|----------------------|------|--------|--------|-------------|
| Information          | 17   | 0.615  | 0.3    | Valid       |
|                      | 18   | 0.559  | 0.3    | Valid       |
|                      | 19   | 0.636  | 0.3    | Valid       |
|                      | 20   | 0.691  | 0.3    | Valid       |
|                      | 21   | 0.633  | 0.3    | Valid       |
| Influence            | 22   | 0.638  | 0.3    | Valid       |
|                      | 23   | 0.681  | 0.3    | Valid       |
|                      | 24   | 0.668  | 0.3    | Valid       |
|                      | 25   | 0.685  | 0.3    | Valid       |
| Persuade and Improve | 26   | 0.545  | 0.3    | Valid       |
|                      | 27   | 0.445  | 0.3    | Valid       |
|                      | 28   | 0.550  | 0.3    | Valid       |
| Accept               | 29   | 0.505  | 0.3    | Valid       |
|                      | 30   | 0.531  | 0.3    | Valid       |
|                      | 31   | 0.443  | 0.3    | Valid       |
|                      | 32   | 0.528  | 0.3    | Valid       |
| Buy                  | 33   | 0.609  | 0.3    | Valid       |
|                      | 34   | 0.511  | 0.3    | Valid       |
|                      | 35   | 0.590  | 0.3    | Valid       |

Source: Primary Data Processed

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Based on the table above, the promotion variable states that all of the question items are valid because the value of  $r_{count} > r_{table}$  (0.3).

### Promotional Variable Reliability Test and Purchase Decision

To perform a reliability test must be in accordance with valid questions. The variable is said to be reliable if the statement from the respondent is stable and consistent. A variable can be declared reliable if Cronbah's alpha correlation is 0.70 then the level of reliability is said to be sufficient, if Cronbah's alpha is less than 0.70 then it is declared unreliable.

**Table 8. Promotional Reliability Testing Results (X) and Purchase Decisions (Y)**

| Variable        | <i>cronbah's alpha</i> | <i>Role Of Thumb</i> | Information |
|-----------------|------------------------|----------------------|-------------|
| Promotion       | 0.892                  | 0.70                 | Reliable    |
| Buying decision | 0.956                  | 0.70                 | Reliable    |

Source: Primary Data Processed

Based on the table above, reliability testing is carried out in a non-item variable, different from the validity test using items. It can be seen from the results of the value of the promotion variable (x) and purchase decision (y) in the table above that cronbah's alpha shows a value above the Role Of Thumb which is a significant value, so the conclusion is that both variables are reliable.

### Classic Assumption

After testing the instrument, the next step is to test the classical assumptions. The purpose of conducting this test is to test the quality of the data so that researchers can avoid bias estimation and to find out the truth of the data. There are three tests in the classical assumption test that the researcher will use, namely normality test, heteroscedasticity test, and linearity test.

#### Normality test

The normality test aims to determine whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed. The normality test method used is Kolmogorov-Smirnov with the following test criteria:

1. If the significance value is  $> 0.05$ , then the data is normally distributed.
2. If the significance value is  $< 0.05$ , then the data is not normally distributed.

**Table 9. Normality Test Results**

| Variable              | Significant | Criteria | Information         |
|-----------------------|-------------|----------|---------------------|
| Promotion (X)         | 0.082       | 0.05     | Normal Distribution |
| Purchase Decision (Y) | 0.061       | 0.05     | Normal Distribution |

Source: Primary Data Processed

Based on the normality test table above, it is known that the value of the significant promotion variable (x) is  $0.082 > 0.05$  (criteria value), therefore it can be concluded that the promotion variable (x) is normally distributed, and the purchasing decision variable (y) shows the value  $0.061 > 0.05$  (criteria value), so it can be concluded that the purchasing decision variable (y) is normally distributed.

#### Heteroscedasticity Test

The purpose of the heteroscedasticity test is to test whether in the regression model there is an inequality of variance from one residual with other observations. Researchers used the glejser test with the following criteria:

- 1) If the value of sig  $> 0.05$  then there is no heteroscedasticity.
- 2) If the value of sig  $< 0.05$  then there is heteroscedasticity.

**Table 10. TestHeteroscedasticity**

| Variable  | Tcount | Sig   | Criteria | Information                       |
|-----------|--------|-------|----------|-----------------------------------|
| Promotion | 0.614  | 0.542 | 0.05     | Heteroscedasticity does not occur |

Source: Primary Data Processed

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Based on the table above, it can be stated that the significant promotion variable has a value of  $0.542 > 0.05$ , so it can be concluded that there is no heteroscedasticity.

### Linearity Test

The linearity test aims to determine the form of the relationship between the promotion variable (x) and the purchasing decision variable (y) with the following criteria:

- 1) If the value of sig. deviation form linearity  $> 0.05$  then there is a linear relationship between promotions and purchasing decisions.
- 2) If the value of sig. deviation form linearity  $< 0.05$  then there is no linear relationship between promotion and purchase decisions.

**Table 11. Linearity Test**

| Variable                     | Sig   | Criteria | Information                    |
|------------------------------|-------|----------|--------------------------------|
| Promotion<br>Buying decision | 0.675 | 0.05     | There is a Linear Relationship |

Source: Primary Data Processed

Based on the table above shows that the value of sig. deviation form linearity  $0.675 > 0.05$ , it can be concluded that there is a linear relationship between promotions and purchasing decisions.

### Hypothesis testing

The purpose of conducting hypothesis testing is to prove the existing hypotheses in the study are in accordance with the results that have been tested. This test also includes T test, correlation coefficient test, coefficient of determination, and linear regression equation test.

### T Uji test

The t-test aims to determine whether there is an influence between the promotion variable (x) and the purchasing decision variable (y). Below is an explanation of the basic decision making.

- 1) If the significance is  $< 0.05$  /  $T_{count} > T_{table}$ , then there is an effect.
- 2) If the significance  $> 0.05$  /  $T_{count} < T_{table}$  then there is no effect

**Table 12. T . test**

| Variable  | Tcount | ttable | Sig   | Criteria | Information        |
|-----------|--------|--------|-------|----------|--------------------|
| Promotion | 6,853  | 1,676  | 0.000 | 0.05     | There is Influence |

Source: Primary Data Processed

So based on the table above, the test results from the t test show that sig  $0.000 < 0.05$  /  $T_{count} 6.853 > 1.676$  then there is a significant influence between promotion and purchasing decisions.

### Correlation Coefficient Test

The purpose of the correlation coefficient test is to explain the relationship between the promotion variable and the purchasing decision variable whether the interpretation is very low, low medium, strong and very strong. Below are guidelines for the interpretation of correlation coefficients.

**Table 13. Interpretation of Correlation Coefficient**

| Coefficient Interval | Interpretation |
|----------------------|----------------|
| 0.00-0.199           | Very low       |
| 0.20-0.399           | Low            |
| 0.40-0.599           | Currently      |
| 0.60-0.799           | Strong         |
| 0.80-1.00            | Very strong    |

Source: Kuncoro (2013:240)

Below is a table of results from the correlation coefficient test

**Table 14. Correlation Coefficient Test**

| Variable  | Pearson correlation | Information            |
|-----------|---------------------|------------------------|
| Promotion | 0.702               | There is a correlation |

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|                 |       |                        |
|-----------------|-------|------------------------|
| Buying decision | 0.702 | There is a correlation |
|-----------------|-------|------------------------|

Source: Primary Data Processed

Based on the table above, the correlation coefficient shows that there is a correlation in Pearson correlation of 0.702 between promotion variables and purchasing decision variables and shows a strong correlation coefficient interpretation.

### Coefficient of Determination Test

The purpose of testing the coefficient of determination is to measure how much the model's ability to explain variations in the dependent variable is.

**Table 15. Coefficient of Determination Test**

| Model | Adjusted R Square | Information |
|-------|-------------------|-------------|
| 1     | 0.718             | Take effect |

Source: Primary Data Processed

Based on the table above, the results of the determination coefficient test show that the influence of the promotion variable on the purchasing decision variable is quite high with an adjusted r square value of 0.718, which means that the promotion variable has an influence of 71.8% on purchasing decisions and the remaining 28.2% is influenced by the independent variable. another.

### Simple Linear Regression Equation Test

The purpose of the simple linear regression equation test is to test the effect of and relate one variable to another variable. Below is a table of results from the simple linear regression equation test as follows:

**Table 16. Test of Simple Linear Regression Equations**

| Model | constant | X     |
|-------|----------|-------|
| 1     | 46,157   | 0.875 |

Source: Primary Data Processed

Based on the table above, the regression equation can be found using the formula  $Y = a + bX$ . So the regression equation can be written:

$$Y = a + bX$$

$$Y = 46,157 + 0.875X$$

The meaning of the above equation is that the constant value of the purchasing decision variable is 46,157, the X regression coefficient is 0,875 which states that for every 1% change in the promotion value, the purchase decision value increases by 0,875. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive (unidirectional).

## CONCLUSIONS

This study was conducted to determine the effect of promotion through social media on purchasing decisions at the Allesya Collection store. From the results of data analysis and discussions that have been carried out by researchers, it can be concluded as follows:

1. There is a significant influence between promotion through social media on purchasing decisions as evidenced by a significance value of  $0.000 < 0.05$  and  $t \text{ count} > t \text{ table}$  or  $6.853 > 1.676$ , then there is a significant effect between promotion through social media and purchasing decisions.
2. Promotion through social media has a strong influence and relationship. Based on the correlation test, the correlation between social media promotions and purchasing decisions is 0.702 with a variable x promotion through social media and a variable y purchasing decisions with an interval value of 0.60-0.799 (strong relationship).

Judging from the coefficient of determination of the adjusted r square of 0.718, which means the promotion variable has an influence of 71.8% on purchasing decisions and the remaining 28.2% is influenced by other independent variables of 71.8% on purchasing decisions and the remaining 28.2 % influenced by other independent variables.



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