

DOI: <https://doi.org/10.38035/dijms.v5i6>Received: August 1st, 2024, Revised: August 19th 2024, Publish: August 27th 2024<https://creativecommons.org/licenses/by/4.0/>

Marketing on Instagram Towards Purchase Intention, Mediating Role of Brand Awareness and E-WOM: Evidence from Indonesia's Bottle Water

Hamas Widiasti Fauzia¹, Dudi Permana²¹Universitas Mercu Buana, Jakarta, Indonesia, hamaswidiasti@gmail.com²Universitas Mercu Buana, Jakarta, Indonesia, dudi.permana@mercubuana.ac.idCorresponding Author: hamaswidiasti@gmail.com¹

Abstract: The bottled water industry has experienced rapid growth in recent decades, driven by increasing awareness of the importance of safe and healthy drinking water. With intensifying competition, companies in this industry must continuously innovate their marketing strategies to attract and retain customers. In this context, social media has become an essential tool for reaching consumers and influencing their purchasing decisions. This study aims to identify the impact of social media marketing on purchase intention in the bottled water industry, mediated by brand awareness and e-WOM. The research employs a quantitative method based on statistical information. The population in this study consists of consumers who have purchased bottled water products in the last three months, with a total sample of 200 respondents selected using purposive sampling technique. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that social media marketing has a positive and significant effect on brand awareness, e-WOM, and purchase intention. Brand awareness and e-WOM positively and significantly influence purchase intention. Moreover, social media marketing positively and significantly impacts purchase intention through brand awareness or e-WOM as mediating variables on Instagram for bottled water.

Keywords: Social Media Marketing, Brand Awareness, E-WOM, Purchase Intention

INTRODUCTION

In the rapidly evolving digital era, social media has become an integral part of daily life. According to the latest survey by the Indonesian Internet Service Providers Association (APJII), internet usage in Indonesia reached 78.19 percent in 2023, with over 215 million internet users. Among the various social media platforms, Instagram has become one of the most popular, with 99.15 million active users in Indonesia in 2023, according to reports from We Are Social and Hootsuite. Instagram is one of the many social platforms that give the facility of small or large business to grow and reach out to many customers based on their posts and reels about their self-made business. There are some statistics proving that a wide range of users are active on Instagram. Every month there are almost two billion people who are actively using Instagram and it is widely used social platform ranking as third most used platform. Statistics also show

that the users of Instagram are younger than 45 years making it 85% of Instagram's audience. Instagram has highest engagement rate for accounts that promote business but less than Facebook. Instagram's ad revenue is also growing quickly than Facebook's. (Humayun et al., 2024).

According to kemenperin.go.id (2017), the food and beverage industry is a very strategic sector and has bright prospects for development. This is indicated by the growth rate of the food and beverage industry in the fourth quarter of 2016 of 8.46 percent or above the growth of the non-oil and gas processing industry of 4.42 percent in the same period. The Minister of Industry assured that the soft drink industry has bright prospects to be developed in Indonesia. Based on the Indonesian Standard Business Field Classification (KBLI), the soft drinks industry group includes bottled drinking water (AMDK), carbonated drinks, ready-to-eat tea, fruit juice drinks, ready-to-eat coffee and milk, and isotonic drinks or supplements. According to kemenperin.go.id website (2017), the volume of soft drinks in Indonesia is dominated by bottled soft drinks and its market share reaches 84 percent of the total packaged ready-to-drink soft drinks market. This certainly requires companies involved in this industry to be more competitive in winning the competition. The bottled water industry in Indonesia continues to grow in line with increasing awareness of the importance of healthy drinking water. Data from Euromonitor International shows that the bottled water market in Indonesia is dominated by several major brands, but competition remains fierce. With high internet penetration and active social media users, bottled water companies can utilize platforms like Instagram to boost consumer purchase intention through effective marketing strategies.

This research aims to expand on these findings by exploring the impact of social media marketing on consumer purchase intention for bottled water products in Indonesia. Several previous studies have found factors that can affect consumer Purchase Intention towards an Social Media Marketing. Previous research has shown that social media marketing can significantly influence consumer behavior and purchase intention. According to a study by Erkan and Evans (2016), electronic word of mouth (E-WOM) on social media platforms positively influences purchasing decisions. Another study by Pentina, Basmanova, and Zhang (2018) found that brand engagement on social media leads to higher consumer loyalty and greater purchase intention. Additionally, Alalwan et al. (2017) found that interactive and engaging content on social media platforms can enhance brand awareness and consumer trust, which in turn increases purchase intention. Other research related to social media marketing found that social media marketing has a significant influence on brand awareness (Bilgin, 2018). Other studies conducted to analyze the effect of brand awareness on purchase intention found that brand awareness has a positive and significant effect on purchase intention (Priatni et al., n.d.).

This study was conducted to test and further analyze the effect of social media marketing instagram on purchase intention and the mediating effect of brand awareness and ewom that will be generated in consumers on Bottled Drinking Water (AMDK) products. The study uses a quantitative approach by analyzing survey data collected from Instagram users. The variables examined include social media marketing, brand awareness and electronic word of mouth (E-WOM), which are hypothesized to have a positive impact on consumer purchase intention. Through this research, it is expected to contribute to the development of more effective marketing strategies for bottled water companies in Indonesia, as well as provide new insights into consumer behavior in the digital context. This research is also expected to serve as a reference for future researchers interested in further exploring social media marketing and its impact on consumer behavior.

METHOD

The research methodology applied is a quantitative method with a descriptive research approach. According to Malholtra and Dash (2016), the quantitative research method is an

approach that seeks to measure data and generally applies various statistical analyses. In the context of this study, there was no direct interaction or direct contact between the researcher and the respondents. This study uses a cross-sectional approach is a study in which data is collected only once, perhaps over a period of several days or weeks or months, to answer research questions.

The sampling method used in this study is non-probability. According to Malhotra (2010) explained that a sample is a sub-group of population elements that are selected to participate in a study. And according to Sekaran and Bougie (2013), in some situations, non- probability sampling can be the only method to obtain data. The population in this study is Bottled Drinking Water (AMDK) Consumers who have purchased a product in the past three months. The data collection technique used is by providing a questionnaire containing statements that will be filled in by the respondents. The questionnaire is made through a google form link, then the questionnaire is disseminated through internet media such as email and chat application (whatsapp app), after which respondents will fill out the questionnaire online.

In addition, this study uses a statistical analysis technique called Partial Least Square-Structural Equation Modeling (PLS-SEM). The PLS-SEM analysis was chosen because it could test latent variables regardless of normality and sample size issues (Chin et al., 2008). In a measurement model, the analysis focuses on evaluating the reliability and validity of variable measurements. Meanwhile, the structural model will test the hypothesis set out in the proposed conceptual model. The questionnaire has been distributed to more than 200 respondents, but only 200 respondents can be processed. The data analysis technique in this study uses the PLS technique which is carried out in 2 stages, namely conducting a measurement model test (outer model) and conducting a structural model test (inner model).

RESULTS AND DISCUSSION

Results

Teori Sustainability (Triple Bottom Line)

Elaboration Likelihood Model (ELM) is the general theory of attitude change which is believed to provide a general framework to arrange, categorize, and understand the fundamental process which underlies the effectivity of persuasive communication. ELM illustrates the decision making stages which leads to the change in trust, attitude, and behavior (Petty and Briñol, 2014). There are two relatively different routes for persuasion, namely: 1) Central route: which may be a result of careful and wise considerations by a person regarding the actual benefit of the information provided in supporting an advocacy (such as argument quality) (Petty and Cacioppo, 1986). The attitude change which occurs through this route has a long term characteristic (Mowen and Minor, 2002:360- 361); 2) Peripheral route: the route that is more likely to occur as a result of some simple cues in the context of persuasion (such as attractive source) which induces change without the need of control from the actual benefit of the information provided (Petty and Cacioppo, 1986). The change in attitude which occurs through this route has a short term characteristic (Mowen and Minor, 2002: 361).

E - Marketing

According to Kotler (2021), electronic marketing (e-marketing) is a form of effort by companies to market products and services and build relationships with consumers through online internet media. According to Strauss (2009), e-marketing involves the use of information technology in the process of creating, communicating, and delivering value to consumers, as well as building relationships between consumers and companies in ways that benefit the company and the involved parties. One form of marketing is e-marketing (electronic marketing) or digital marketing, which focuses on the use of information technology for marketing activities. E-marketing enhances the efficiency and effectiveness of traditional marketing functions, and this technology transforms many marketing strategies, resulting in new business

models that add customer value and/or increase customer profitability (Strauss & Forst, 2012).

Digital Marketing

The definition of digital marketing according to the American Marketing Association (AMA) is the activities, institutions, and processes facilitated by digital technologies in creating, communicating, and delivering value to consumers and other stakeholders. Sánchez-Franco et al., (2014) define digital marketing as the result of marketing evolution. Evolution occurs when companies use digital media channels for the majority of their marketing. Digital media channels can facilitate and allow continuous, two-way, and personalized conversations between marketers and consumers.

Social Media Marketing

Social media marketing is a communication medium based on internet use in marketing activities conducted by companies, taking into account the influence consumers have on products/brands and what they share with other consumers (Bilgin, 2018). It also serves as a platform where marketing activities are carried out directly by pushing the boundaries of space and time in the business interaction between companies and potential consumers to build, promote, and strengthen a sense of closeness (Bilgin, 2018).

Brand Awareness

Brand awareness is defined as "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category." Keller (2009) has stated that brand awareness pertains to the strength of consumer memory, reflecting the consumer's ability to remember or recognize a brand under different conditions. Brand awareness reduces the time and risk that consumers would spend searching for the products they want to buy (Verbeke et al., 2005).

E – WOM (Electronic Word of Mouth)

Electronic Word of Mouth (E-WOM) is a response given by potential and actual customers, both positive and negative, towards brands and products in the online environment (Monfared et al., 2021). Consumers perceive EWOM as entirely credible information because it involves communication about personal opinions and experiences (Cheung et al., 2019). This motivates consumers to look for EWOM available on social media to evaluate each product offered. EWOM is also helpful in building relationships between consumers and brands, which will ultimately form positive intentions and attitudes toward brands (Kudeshia & Kumar, 2017).

Purchase Intention

Purchase intention is a phenomenon of predictable consumer behavior related to purchases or repeated purchases (Kasornbua & Pinsame, 2019). Similarly, Do (2020) shows that companies can use social media advertising to influence their customers' purchase intentions. According to McClure & Seoc (2020), consumer interaction and engagement on social media channels are essential in influencing purchase intentions. Purchase intention cannot be separated from consumer purchasing decision theory because interest is one of the final processes of purchasing decisions. Likewise, according to Kotler (2009), buying interest arises after receiving stimulation from the product he sees; from there, an interest arises to try the product until, in the end, a desire arises to buy to have it. Susetyarsi (2013) explains that external determinants, awareness of needs, product introduction, and evaluation of alternatives can generate consumer buying interest. These external determinant factors include social factors, marketing efforts, and socio-cultural factors.

Hypotheses Development

The following will describe the relationship between variables in the form of

hypothesis development:

1) Relationship between Social Media Marketing and Brand Awareness

Research conducted by Putra and Aristana (2020) revealed that social media marketing affects brand awareness. Research conducted by Salamah, et al., (2021) states that the effect of social media marketing variables on brand awareness variables has a positive relationship. If the value of social media marketing that is carried out is increasing well, then the value of brand awareness will also increase well and vice versa.

Based on the explanation of previous research, a hypothesis was made about the influence of social media marketing on brand awareness as follows: H1: Social media marketing has a positive and significant effect on brand awareness.

2) Relationship between Social Media Marketing and E - WOM

Winarno and Indrawati (2022) state that social media marketing has a significant influence on E-WOM. Another study conducted by Dewi, et al., (2021) revealed that social media marketing has a positive effect on e-word of mouth. Therefore, the higher the use of social media, the higher the chance of a product being talked about by the public.

Based on previous research, a hypothesis was made about the influence of social media marketing on E - WOM as follows: H2: Social media marketing has a positive and significant effect on E -WOM.

3) Relationship between Brand Awareness and Purchase Intention

The study by Chakraborty (2019) states that increasing brand awareness has an effect and can trigger an increase in purchase intention. Likewise, research by Viopradina & Kempa (2021) states that the increase that occurs in brand awareness has a significant effect on consumer purchase intention.

Based on the research that has been conducted previously, a hypothesis is made about the influence of brand awareness on purchase intention as follows: H3: Brand awareness has a positive and significant effect on Purchase Intention.

4) The relationship between E - WOM and Purchase Intention

Research conducted by Dewi, et al., (2021) states that E-WOM has a significant effect on purchase intention. Another study conducted by Marlina (2022) also revealed the influence given from E-Wom on purchase intention.

Based on the research that has been carried out previously, a hypothesis is made about the influence of E - WOM on Purchase Intention as follows: H4: E - WOM has a positive and significant effect on Purchase Intention

5) The relationship between Social Media Marketing and Purchase Intention

According to a study by Mikhael and Susan (2022), it was found that the emergence of purchase intention from consumers was caused by social media marketing. Another study conducted by Nazila, et al., (2022) found that there is a positive and significant effect of social media marketing on purchase intention.

Based on the explanation of the research that has been carried out previously, a hypothesis is made about the influence of green Social media marketing on purchase intention as follows: H5: Social media marketing has a positive and significant effect on Purchase Intention.

6) Effect of Brand Awareness Mediation on Social Media Marketing on Purchase Intention

Cleo and Sopiah (2021) concluded that a potential customer will feel interested in consuming a product when the potential customer recognizes the product he is buying or in

other words, a potential customer has a purchase intention often followed by brand awareness of the product. Research related to the effect of social media marketing on purchase intention through brand awareness by taking a sample of 120 respondents conducted by Sutariningsih & Widagda (2021) found that brand awareness significantly mediates the effect of social media marketing and purchase intention.

Based on the explanation of the previous research, a hypothesis was made about the mediation role of Brand Awareness in Social Media Marketing and Purchase Intention as follows: H6: Brand Awareness has a mediating role, positively and significantly between Social Media Marketing and Purchase Intention.

7) Effect of E - WOM Mediation on Social Media Marketing on Purchase Intention

Erkan and Evans (2014) have shown that social media marketing retain a positive and strong correlation with purchase strong intention through E-WOM. Furthermore, Muhammad et al. (2021) Sinaga and Sulistiono (2020) and Lontoh, et al. (2021) have shown that social media marketing and E-WOM have a joint effect on retain a positive and strong correlation with purchase intention.

Based on the explanation of the previous research, a hypothesis was made about the mediation role of E - WOM in Social Media Markering and Purchase Intention as follows: H7: E - WOM has a mediating role, positively and significantly between Social Media Marketing and Purchase Intention.

Proposed Conceptual Framework

Based on the literature review and the development of the previous hypothesis, a conceptual framework of the research can be formed as shown in figure 1 below:

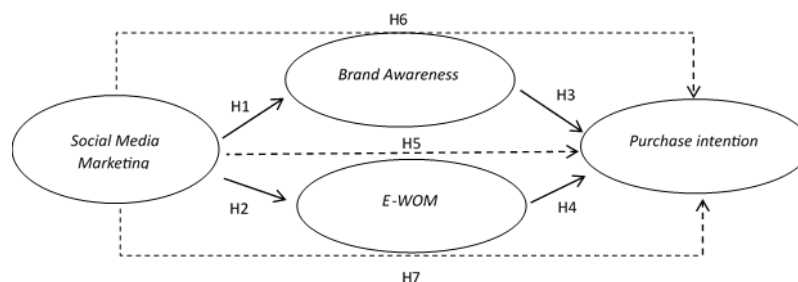


Figure 1. Conceptual Framework

Discussion

Social Media Marketing has a positive and significant effect on Brand Awareness. The results of this study show that the existence of social media platforms allows brands to deliver relevant and interesting content to their target audience. By providing informative, interesting, and entertaining content, brands can build closer relationships with potential customers. In addition, social media marketing allows brands to interact directly with their audience, creating a positive impression and increasing brand awareness.

Social Media Marketing has a positive and significant effect on E-WOM. This study shows that social media platforms allow brands to encourage interaction between consumers and share positive experiences and reviews of the products offered. This is effective for strengthening customer trust in the brand, because feedback from fellow customers is considered better than direct brand promotion. In addition, social media marketing allows brands to monitor and respond to E-WOM in real time. This not only increases customer satisfaction, but creates an environment where customers feel heard and valued.

The hypothesis is that Brand Awareness has a positive and significant effect on purchase intention. This study shows that when consumers are familiar with a brand, they prefer that

brand's products or services over competitors. This is because great awareness is that the brand creates a strong and positive image in the minds of consumers, thus making consumers more confident and confident in choosing the brand's products or services. In addition, brand awareness can also affect consumer perceptions of the quality of the products or services offered. Consumers associate well-known brands with better quality and higher reliability. This can increase consumer confidence in the brand and encourage stronger purchase intentions.

Another hypothesis is that E-WOM has a positive and significant effect on purchase intention. When consumers receive positive information or reviews about products through online platforms such as social media, it is likely that the product will be sought after by other potential customers. This happens because customers trust the experiences and recommendations of their peers, which are considered more important than direct promotion from brands. In addition, E-WOM can also affect consumers' perceptions of brand credibility and trustworthiness. When consumers see many people giving positive reviews or recommending a product online, their trust in the brand increases.

Social Media Marketing has a positive and significant effect on purchase intention. Effective marketing delivery from social media platforms helps brands create meaningful content and appeal to their target audience. With the right strategies, such as displaying positive customer reviews, offering special offers, and holding attractive promotions, social media marketing can stimulate customer interest and motivation to buy the products offered. In addition, social media marketing allows brands to interact directly with consumers through content, direct messaging, and live streaming. This provides an opportunity for brands to answer questions, provide additional information and even help during the buying process, so that it will increase customer trust and comfort in transactions.

Social Media Marketing has a positive and significant effect on purchase intention through brand awareness as a mediating variable. The existence of creative and relevant content on social media platforms will increase brand awareness among consumers. When consumers become more familiar with the brand through diverse and interesting communications such as promotions through social media, it will be able to increase brand awareness. By increasing brand awareness, consumers will be aware of the quality and value of a brand. Therefore, if consumers recognize a brand and know that the brand has good quality, they will most likely buy the product. Social media marketing not only has a direct effect on purchase intention using brand awareness as a parameter, but also strengthens the relationship between brand awareness and consumer purchase intention, because it is a very effective marketing strategy in today's digital world.

Social Media Marketing has a positive and significant effect on purchase intention through E-Wom as a mediating variable. Effective E-WOM can be created when a brand uses an effective social media marketing strategy to create interaction and engagement with consumers. Reviews, testimonials, and recommendations shared by consumers through E-WOM have great potential to influence consumer opinions and attitudes towards a product or service. Effective E-WOM can strengthen brand image and increase consumer confidence in the products or services offered. When customers hear or see positive feedback from other customers on social media, they tend to consider and make purchases. This makes social media marketing a highly effective strategy not only for creating publicity and brand awareness, but also for influencing purchasing behavior by mediating the relationship between digital marketing efforts and consumer purchasing needs through E-WOM.

CONCLUSION

Based on the analysis that has been carried out in the previous chapter, this study shows the following conclusions that Social Media Marketing has a positive and significant influence on Brand Awareness. This shows that an effective marketing strategy through social media can increase consumer awareness of the brand. Informative, interesting, and relevant content on

social media platforms is able to build closer relationships with consumers and strengthen brand awareness. Increased brand awareness through creative and relevant content on social media makes consumers more familiar with the brand and increases trust in product quality, which in turn increases purchase intentions. Social Media Marketing also has a positive and significant effect on E-WOM. Marketing through social media allows interaction between consumers which encourages the sharing of positive experiences and reviews of products. This increases customer trust in the brand and creates an environment that supports electronic word of mouth communication. An effective social media marketing strategy creates consumer interaction and engagement that results in positive reviews and recommendations. Effective E-WOM strengthens brand image and consumer trust, which in turn increases the intention to purchase the product.

REFERENCES

- Alalwan, A.A., Rana, N.P., Dwivedi, Y.K. and Algharabat, R., 2017. Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*. Forthcoming. doi:10.1016/j.tele.2017.05.008.
- Anisa, D. K., & Marlina, N. (2022). Pengaruh User Generated Content Dan EWom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion The Influence Of User Generated Content And E-Wom On The Tiktok Application On The purchase Intention Of Fashion Products. 09, 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Bilgin, Y. (2018). The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business and Management Studies an International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Briñol, P. & Petty, R. 2012. The History of Attitudes and Persuasion Research. Dalam A. Kruglanski, & W. Stroebe, *Handbook of the History of Social Psychology*. New York: Psychology Press
- C. Mowen, John dan Michael Minor. 2002. *Perilaku Konsumen*. Jakarta : Erlangga.
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention. *Journal of Research in Interactive Marketing*
- Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019a). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243-261.
- Chin, Y. W., & Kinghorn, A. D. 2008. Structural characterization, biological effects and syntetic studies on xanthones from mangosteen (*Garcinia mangostana*), a popular botanical dietary supplement. *Mini Rev. Org. Chem.*, 5, 355–364.
- Cleo & Sopiah. (2021). The Influence of Social Media Marketing Activities on Purchase Intention Through Brand Awareness. *KnE Social Sciences*, 2021, 220–238. <https://doi.org/10.18502/kss.v5i8.9361>
- Dewi, N. M. P., Imbayani, I. G. A., & Ribek, P. K. (2021). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Yang Dimediasi E-Word Of Mouth Pada Givanda Store Denpasar. *Emas*, 2(2).
- Erkan, I. and Evans, C. 2014. The Impacts of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions. *Proceedings of the International Conference on Digital Marketing (ICODM2014)* (November): 9–14. Istanbul: International Conference on Digital Marketing.
- Erkan, I. and Evans, C. 2014. The Impacts of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions. *Proceedings of the International Conference on Digital Marketing (ICODM2014)* (November): 9–14. Istanbul: International Conference on Digital Marketing
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing*, Seventeenth Edition. In Pearson.
- Kotler, Philip dan K. L. Keller. 2009. *Marketing Management*, Thirteenth Edition. Jakarta:

- Erlangga.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands?. *Management Research Review*, 40(3).
- Lontoh, P. D. V. P., Tumbuan, W. J. F. A., and Wangke, S. J. C. 2021. The Influence of Word of Mouth and So- cial Media Marketing on Customer Purchase In- tention at MSMES Cofee Shops in Manado. *Jurnal EMBA*, 9(3), pp. 1829–1837. Manado: Universitas Sam Ratulangi. DOI: <https://doi.org/10.35794/emba.v9i3.36010>
- Malhotra, N. K., & Dash, S. (2016). *Marketing research: An applied orientation*. Pearson,.
- Mikhael, M., & Susan, M. (2022). The Pengaruh Social Media Marketing Melalui Instagram Terhadap Purchase Intention yang Dimediasi Brand Awareness di Interkultural Edukasi Partner. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, 4(1), 50-60.
- Nazila, A. T., Henryanto, A. G., & Kenang, I. H. (2022). Pengaruh Social Media Marketing on Instagram Melalui Brand Awareness dan Purchase Intention Produk Mangkok Nusantara. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 7(4), 432-444.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion Central and Peripheral Routes to Attitude Change*. New York: Springer.
- Priatni, S. B., Hutriana, T., & Hindarwati, E. N. (n.d.). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. 8114
- Putra, I. D. P. G. W., & Aristana, M. D. W. (2020). Pengaruh Social Media Marketing Terhadap Brand Awareness Dan Purchase Intention (Studi Kasus : SMK Kesehatan Sanjiwani Gianyar). *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 11, 1035. <https://doi.org/10.24843/eeb.2020.v09.i11.p01>
- Salamah, N. H., Triwardhani, D., & Nastiti, H. (2021). Pengaruh social media marketing terhadap brand awareness pada e-commerce hijup. *Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi*, 2(1), 249-269.
- Sánchez-Franco, M. J., Peral-Peral, B., & Villarejo-Ramos, Á. F. (2014). Users’ intrinsic and extrinsic drivers to use a web- based educational environment. *Computers & Education*, 74, 81–97.
- Sekaran-Bougie. (2013). *Research methods for business : a skill-building approach – 6th ed*. West Sussex, UK : John Wiley & Sons Ltd.
- Sinaga, B. A. and Sulistiono. 2020. Pengaruh Electronic Word of Mouth dan Promosi Media Sosial terhadap Minat Beli pada Produk Fashion Eiger. *Jurnal Ilmiah Manajemen Kesatuan* 8(2): pp. 79–94. Bogor: Institut Bisnis dan Informatika Kesatuan.
- Strauss and Frost (2009). *E-Marketing*. New Jersey: Pearson
- Sutariningsih, N. M. A., & Widagda K, I. G. N. J. A. (2021). Peran Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 10(2), 145. <https://doi.org/10.24843/ejmunud.2021.v10.i02.p03>
- Viopradina, Yenvisanya, and Sesilya Kempa. 2021. “Pengaruh Brand Awareness , Perceived Value , Brand Personality , Organizational Association , Dan Perceived Quality Terhadap Purchase Intention Pada Aplikasi Belanja Online.” *Agora* 9(1).
- Winarno, K. O., & Indrawati, I. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-Wom) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3), 668-683