
**THE IMPACT OF VIRAL MARKETING USING SOCIAL MEDIA PLATFORMS
ON BRAND AWARENESS (CASE STUDY: LANEIGE COSMETIC)**

*DAMPAK PEMASARAN VIRAL MENGGUNAKAN PLATFORM MEDIA SOSIAL
TERHADAP KESADARAN MEREK (STUDI KASUS: KOSMETIK LANEIGE)*

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Abstract: As the development of technology in this modern era, social media is used by companies as a medium to promote and introduce their products and services to consumers, and also impacts to build their brand. Then the phenomenon of viral marketing is become increasingly popular as part of today's marketing strategy. The purpose of this study was to determine the impact of viral marketing using social media platforms on brand awareness of cosmetic brand from South Korea, Laneige. Social media that represent each social media platform are Facebook, Youtube and Instagram. The data in this study were obtained from questionnaire that distributed to 100 respondents by using purposive sampling method, where the data is further processed by multiple linear regression method. From the analysis results show that viral marketing through these three social media simultaneously gives a significant influence in building brand awareness of 51.5%, but individually only Instagram shows a greater positive effect on brand awareness than the other two variables.

Keywords: *viral marketing, social media, brand awareness, platform*

Abstrak: *Seiring berkembangnya teknologi di era modern ini, media sosial digunakan oleh perusahaan sebagai media untuk mempromosikan dan mengenalkan produk dan layanannya kepada konsumen, ini juga akan berdampak dalam membangun brand mereka. Kemudian fenomena viral marketing menjadi semakin populer sebagai bagian dari strategi pemasaran saat ini. Tujuan dari penelitian ini adalah untuk mengetahui dampak viral marketing dengan menggunakan platform media sosial terhadap kesadaran merek dari merek kosmetik asal Korea Selatan, Laneige. Media sosial yang mewakili setiap platform adalah Facebook, Youtube dan Instagram. Data dalam penelitian ini diperoleh dari kuesioner yang disebarakan kepada 100 responden dengan menggunakan metode purposive sampling, dimana data selanjutnya diproses dengan metode regresi linier berganda. Dari hasil analisis menunjukkan bahwa viral marketing melalui tiga media sosial ini secara simultan memberikan pengaruh yang signifikan dalam membangun kesadaran merek yaitu sebesar 51,5%, namun secara individu hanya Instagram yang menunjukkan efek positif yang lebih besar terhadap kesadaran merek dibanding dua variabel lainnya.*

Kata Kunci: *viral marketing, social media, brand awareness, platform*

INTRODUCTION

Research Background

The cosmetics industry has a great opportunity in Indonesia because of the availability of human resources and raw materials. In Indonesia today began to appear a variety of cosmetic product, domestically and abroad. In 2016, the global cosmetics market grew about four percent compared to the previous year. Skin care is the leading category, accounting for about 36 percent of the global market. Hair care products produce 23 percent more, while make-up accounts for 18.2 percent by 2016. Skincare has been forecast to remain the most profitable product category, as its market value is projected to grow by 20.1 billion dollars between 2014 and 2019 (Statista, 2016).

One of the cosmetic brand that enter the Indonesian industry market and much attract the girls is Laneige. This brands and cosmetic products come from South Korea. In recent years, the high popularity of Korean cultural products, such as TV dramas and K-pop songs, has been a key factor in boosting global demand for Korean-made beauty products. Until there is a phenomenon called *Hallyu* or Korean Wave, South Korea now gives a big influence in the cosmetic business world in Asia even outside Asia. Laneige itself has an official account on social media special for Indonesia such as Instagram, Facebook and Youtube channel. The growth and development of technology in the world today is very rapid. The creation of various social media applications used and have become an important part as a means of daily human communication. Social media is very helpful for companies in marketing their products or services via online as a marketing tool that can reach consumers more broadly. Strategies in marketing products or services through social media today are very effective, easy and inexpensive compared to offline marketing. This is the reason why viral marketing through social media is very influential and required by the company as one of their strategies in marketing and introducing their products and services.

And in this study will examine how big the impact of viral marketing through social media by using some social media platforms on brand awareness of Laneige cosmetic brand in Manado, and this research also wants to find out the most useful platforms of Laneige on social media which represent by the account such as Instagram, Facebook, and Youtube for build the brand awareness.

Research Objective

Here are some objectives that want to be analyzed in this research:

1. To analyze the influence of Social Networking Platform, Video Sharing Platform and Photo Sharing Platform on Brand Awareness simultaneously.
2. To analyze the influence of Social Networking Platform on Brand Awareness partially.
3. To analyze the influence of Video Sharing Platform on Brand Awareness partially.
4. To analyze the influence of Photo Sharing Platform on Brand Awareness partially.

THEORETICAL FRAMEWORK

Marketing

Marketing is a social and managerial process whereby individuals and groups derive what they need and want through the creation and exchange of values with others (Kotler and Armstrong, 2006:98). The process of create, communicate, deliver value to consumers. Marketing does not try to sell consumer goods. Instead, it gives consumers something that valuable. The purpose of marketing is to create and manage relationships between customer for the benefit of the organization and its stakeholders.

Viral Marketing

In general, entrepreneurs are risk-bearers, coordinators and organizers, gap-fillers, leaders, and innovators or creative. Viral marketing refers to a technique in marketing a product or a service where users help in spreading the advertiser's message to other websites or the users create a scenario which can lead to multi-fold growth (The Economic Times, 2017:60). According to Armstrong and Kotler (2004:118) explained Viral Marketing is the Internet version of word-of-mouth marketing that involves creating an E-Mail message or other marketing events that is so infectious that customers will want to pass it along to their friend.

Social Media

According to Kotler and Keller (2016:87) Social media is a medium used by consumers to share text, images, sound, and video information with both people and companies and vice versa.

Platform

Platform is a place in a computer network that makes it easier for the service seeker or goods to the distributor or seller (Ghany, 2016:24). Social media platforms are divided into seven, classified by purpose and functions:

- Social Networking
- Microblogging
- Blogging (Using Publishing Websites)
- Photo Sharing
- Video Sharing
- Crowdsourcing
- Tools for Managing Multiple Social Media Platforms

Brand Awareness

Brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of a seller or group of sellers and to distinguish them from competitors (Keller, 2003:244). One of the goals of the brand is to be the identity of the product or service, so that it can be separated from other products and services in the same category.

Previous Research

The first article by Hasic and Sobtsenko (2009:44) is about the Impact of Viral Marketing on Brand Awareness - Case Studies of Small and Medium Enterprises. This study used qualitative research and research interviewed three respondents to obtain data. The author has come to the conclusion that viral marketing does have an effect on brand awareness, but is different for many SMEs. In some SMEs, brand awareness improves more clearly and can be seen immediately, such as increased sales, increased frequency on web pages and billions of viewers on their video campaigns on Youtube, while others just get more friends on Facebook and smaller sales increases, before viral marketing campaign. This study shows that SMEs need to implement as many strategies as possible (slogans, jingles, symbols, slogans), but that is not enough. They should also be unique, creative and clever when implementing viral marketing campaigns.

The second article from Lekhanya (2014:56). With the title "The Impact of Viral Marketing on Corporate Brand Reputation." The type of this research is research Study's exploratory, used quantitative nature and small sample to get the sample. In this research, the researcher explained that in many cases, various tools, such as buzz, word-of-mouth, and guerrilla, are being used as a part of viral marketing. However, in principle viral marketing is to spread the word and encourage people to pass the message. Though this new form of communication is encouraged by new trends in internet users' lives, the majority of South African companies do not believe that viral marketing builds a strong relationship with their target customers nor that it increases their brand reputation. It was further found that they also believe it is not easy to control information obtained via viral marketing.

Conceptual Framework

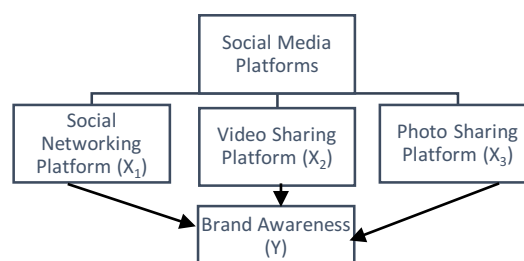


Figure 1. Conceptual Framework

Source: Data Processed, 2017

This research analyzes the influence of those social media platforms in build the brand awareness of Laneige cosmetic.

RESEARCH METHOD

Type of Research

The type of this research is quantitative-explanatory research. The research method of this research is used Multiple Linear Regression.

Time and Place of Research

This research will be held in several places in Manado and this research will be conducted over 1 month in September 2017.

Population and Sample

Populations refer to entire group of people, events, or things that the research desire to investigate (Sekaran and Bougie, 2009:223). The research was conducted in Manado. The research instrument of this study is in the form of questionnaire, considered for those who know about Laneige cosmetic (the products and the official account of Laneige in social media) and have Instagram and Facebook account.

Data Collection Method

The data source is anything that could provide information related to the research. The source of the data uses two sources of data collection, primary data and secondary data.

Data Analysis Method

Validity and Reliability

Validity is concerned with the accuracy of the use of indicators to explain the meaning of the variables being studied. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. Reliability test is a test conducted to determine the reliability of a measuring tool in producing consistent results. Data reliability is checked through Alpha Cronbach. The Cronbach Alpha value must be below the zero to one range, with a value of 0.60 higher as an acceptable reliability (Ghozali, 2011:43).

Multiple Linear Regressions Analysis

Regression is a method of parameter estimation and this is called a regression parameter. Linear regression is relates demand (dependant variable) to an independent variable (Taylor III, 2007:94). The author uses multiple regression methods to predict how big the impact of viral marketing by using social media platform on brand awareness of Laneige cosmetic. So the SPSS 22.0 version is used to analyze the data. The purpose of this study is to test whether the three independent variables are social media networking, video sharing, photo sharing and brand awareness as the dependent variable.

This research will be analyzed based on multiple linear regressions, with the following equation:

$$Y = \alpha + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + \varepsilon$$

Where

α = value of Y if $X_1 X_2 X_3 = 0$

Y = brand awareness

$\beta_{1,2,3}$ = the regression coefficient of each variable

X_1 = social networking platform (Facebook)

X_2 = video sharing platform (Youtube)

X_3 = photo sharing platform (Instagram)

ε = error

Classical Assumption

Multicollinearity Test

Multicollinearity was used to test whether the regression model found no correlation between independent variables. If there is a correlation, then there is a problem called Multicollinearity. One to determine whether or not there is Multicollinearity is by using Variance Inflation Factors (VIF) and Tolerance (T). If the VIF value is less than ten and the Tolerance (T) value is more than 0.1 and less or equal to 1, there is no Multicollinearity. Conversely, if the VIF value is greater than ten and Tolerance (T) is less than 0.1 and more than 1, then there is Multicollinearity

Normality Test

Normality test aims to test the regression model whether, the dependent variables with three independent variables have a normal distribution or not. To test the normality, this study used two diagrams those are Histogram and Normal P-P Plot of Regression Standardized Residual.

Heteroscedasticity

Heteroscedasticity test is a test whether residual variance regression model occur inequality one observation to other observations. If the observation of one residue to another observation remains, then that is called homoscedasticity. . The opposite side happens if the rest of the observations are different from other observations, it is called Heteroscedasticity. To test Heteroscedasticity used Lagrange Multiplier test (LM). The LM test performs a quadratic regression and the estimated value of E (Y is predicted) then the R square value is multiplied by N. and theoretical is compared with the chi square value with degrees of 1 and alpha 1 percent. If the value is larger R square x N than the value of chi square (9.2), then the standard error is Heteroscedasticity (Sekaran, 2003:159).

Hypothesis Testing

F - Test

An F_{test} as any statistical test in which the test statistical has an F distribution if the null hypothesis is true. The F_{test} is used to determine the whole effect of all independent variables to a dependent variable. This test will compare the F_{value} with F_{table} . If F_{value} is greater than F_{table} , H_0 is rejected and H_1 is accepted the value off is done by formula.

T - Test

A T_{test} is any statistical hypothesis test in which the test statistical has a distribution if the null hypothesis is true. The T_{test} is used to determine the effect of each independent variable to dependent variable individually, considering the other variables remain constant. This test is done by comparing the T_{value} with T_{table} . The level of significance is 5% ($\alpha = 0.05$). If T_{value} is greater than T_{table} H_0 is rejected and H_1 is accepted.

RESULT AND DISCUSSION

Validity and Reliability Result

Validity Test

Table 1. Validity Test Result

	Social Networking Platform (X1)	Video Sharing (X2)	Photo Sharing (X3)	Brand Awareness (Y)
Question 1	0,589	0,655	0,529	0,724
Question 2	0,716	0,768	0,750	0,727
Question 3	0,658	0,768	0,771	0,679
Question 4	0,609	0,697	0,731	0,761
Question 5	0,607	0,770	0,767	0,815
Question 6	0,611	0,630	0,579	0,769

Question 7	0,549	0,577	0,496	0,773
Question 8	0,712	0,694	0,730	0,715
Question 9	0,669	0,735	0,823	0,662
Question 10	0,710	0,356	0,449	0,736
Question 11	0,787	0,621	0,585	0,665
Question 12	0,710	0,592	0,748	0,650

Source: SPSS Output (2017)

Based on table.1 above, validity for all the variables are good because the values are above 0.30. It means the instruments used in this research are valid.

Reliability Test

Table 2. Reliability Test Result

	Cronbach's Alpha	N of Items	
Social Networking Platform (X1)	0,887	12	RELIABLE
Video Sharing Platform (X2)	0,877	12	RELIABLE
Photo Sharing Platform (X3)	0,886	12	RELIABLE
Brand Awareness (Y)	0,916	12	RELIABLE

Source: SPSS Output (2017)

The results found by using SPSS the Cronbach's Alpha for each variable are reliable, which is above the acceptance limit (above 0.60). Therefore, the results of the measurement in this research are trustworthy.

Table 3. Coefficients Result

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance VIF
1	(Constant)	16.533	3.285		5.033	.000	
	Social Networking Platform (X1)	-.246	.126	-.224	-1.945	.055	.382 2.615
	Video Sharing Platform (X2)	.052	.153	.047	.339	.736	.259 3.855
	Photo Sharing Platform (X3)	.816	.112	.802	7.303	.000	.419 2.385

a. Dependent Variable: Brand Awareness (Y)

Source: SPSS Output (2017)

Multiple Linear Regressions Analysis Result

After collecting data from the respondents, first task taken was to code the answer of the respondents directly into a cross tabulation table. To apply the regression procedure, Brand Awareness as the dependent variables and the independent variable are the Social Media Platforms which are Social Networking (Facebook), Video Sharing (YouTube) and Photo Sharing (Instagram), namely in the model of this research and got the result based on data from table above the linear regression equation model is:

$$Y = 16.533 + (-0.246(X_1)) + 0.052(X_2) + 0.816(X_3) + \varepsilon$$

$$= 16.533 - 0.246(X_1) + 0.052(X_2) + 0.816(X_3) + \varepsilon$$

1. Constant (α) 16.533 shows the effect of relationship between Social Networking Platform (X1), Video Sharing Platform (X2), and Photo Sharing Platform (X3) to Brand Awareness (Y). It means that if all independent variables are equal to zero then Brand Awareness (Y) is predicted to be 16.533
2. The variable regression coefficient of Social Networking Platform (X1) is -0.246; meaning that if other independent variables are constant and Social Networking Platform increases 1%, then Brand Awareness (Y) will decrease 0.246. Coefficient of negative value means there is no big influence between Social Networking Platform (X1) to Brand Awareness (Y).
3. The variable regression coefficient of Video Sharing Platform (X2) is 0.052; meaning that if other independent variables are constant and Video Sharing Platform (X2) increases 1%, then Brand Awareness (Y) will increase 0,052. Coefficient of positive value means there is a positive relationship between Video Sharing Platform (X2) with Brand Awareness (Y), there is a big influence between Video Sharing Platform (X2) to Brand Awareness (Y).
4. The variable regression coefficient of Photo Sharing Platform (X3) is 0.816; meaning that if other independent variables are constant and Photo Sharing Platform (X3) increases 1%, then Brand Awareness (Y) will increase 0,816. Coefficient of positive value means there is a positive relationship between Photo Sharing Platform (X3) with Brand Awareness (Y), there is a big influence between Photo Sharing Platform (X3) to Brand Awareness (Y).

Testing the Goodness of Fit Result

Table 4. Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.718 ^a	.515	.500	5.287	2.288

a. Predictors: (Constant), Photo Sharing Platform (X3), Social Networking Platform (X1), Video Sharing Platform (X2)

b. Dependent Variable: Brand Awareness (Y)

Source: SPSS Output (2017).

Based on the table above obtained the value of R is 0.718. According to Sugiyono (2007) guidelines to provide interpretation of correlation coefficient as follows:

Table.5 Correlation Coefficient

Range	Scale
0.00 – 0.199	Very low
0.20 - 0.399	Low
0.40 - 0.599	Medium
0.60 - 0.799	Strong
0.80 - 1,000	Very strong

Source: Sugiyono (2007)

This shows that there is a strong relationship between Social Networking Platform (X1), Video Sharing Platform (X2) and Photo Sharing Platform (X3) on Brand Awareness (Y) of Laneige cosmetic. The value of R^2 is 0.515, this shows that the percentage of contribution of independent variable which are Social Networking Platform (X1), Video Sharing Platform (X2) and Photo Sharing Platform (X3) simultaneously influence the dependent variable which is Brand Awareness (Y) of Laneige cosmetic as much 51.5% while the rest of 48.5% influenced or explained by other variables that are not included in this research model.

Discussion

The cosmetics industry has benefited from the increasing popularity of social media channels like Instagram and YouTube. The platform is not only very influential among a particular group, but creates a

demand for beauty products and helps fill the gap between cosmetic brands and consumers. Data from Statista in 2015 shows that nearly half of the beauty videos on YouTube were tutorials and product reviews whether is cosmetic or skincare. These tutorials aim to teach the viewers something about beauty, whether it is how to use a particular type of product or create a style of make-up and review if the product is good enough like the promotion about the product, for example. Beauty vloggers (video blogger) and other independent content creators in fact produce the majority of conversations and social media buzz surrounding beauty brands on YouTube - 97.4 percent as of June 2016 - with makeup videos accounting for just over 50 percent of the makeup content videos on YouTube (Statista, 2016:113).

In this study, taken as the case study is one of the famous cosmetics brand from South Korea that is Laneige. Laneige products currently available outside Asia like Europe, Asia Pacific, North America, and South America. Using famous artists as their brand ambassador makes Laneige well known, even in Manado which is actually the existence of an official outlet from Laneige was not here yet. This is because the growth of cosmetics in South Korea is so rapid and affects the cosmetic market globally and as South Korea's new export engine. According to data from KBS World (Korean Broadcasting System World), although only 3 years the cosmetics industry experienced a deficit, but is now experiencing rapid growth after its production volume reached more than 10 trillion won or 8.5 billion dollars last year.

Amid the weak export performance of South Korea in all business sectors, domestic cosmetics manufacturing is experiencing explosive growth. Cosmetic exports rose 44%, while imports grew by only 3.83%, reaching a trade surplus of 1.5 billion dollars last year. The export destination of cosmetics is also becoming more varied. An analysis related to the growth of the South Korean cosmetic industry in the last 3 years shows great progress for functional beauty products (KBS World, 2016:34). Laneige in introducing and promoting their products, using one of the mixes of promotion, is advertising. This is done because of the increasingly competition in the cosmetics industry today, especially the rapid development of cosmetics in South Korea. Companies use marketing techniques to create a good brand image and increase brand awareness to their target market. Advertising will help consumers or communities to be able to know and obtain information about the products. In this modern world, with the current technological advances the advertising can be easily done by using the internet through social media.

Through Laneige's official accounts for Indonesia such as Facebook, Youtube and Instagram as an advertising medium, they promote their products through posting, video and images that have a good and attractive concepts and qualities that affect brand awareness of this brand, also enhance brand awareness and expand brand awareness to the wider community. From these three platforms, each representing the three social media that used in the research which are social networking platform for Facebook, video sharing platform for Youtube, and photo sharing platform for Instagram in accordance with the results of data processing obtained these three platforms contribute as much as 51.5% to brand awareness of Laneige. According to the results also found that Instagram representing photosharing platform became the account that most affect the brand awareness of Laneige.

CONCLUSION AND RECOMMENDATION

Conclusion

After analyzing the data that has been described and discussed in the chapter IV, we finally arrived at some conclusions that based on the problem statement and the research objective which have been specified:

1. There is positive influence between Social Networking Platform (Facebook), Video Sharing Platform (Youtube) and Photo Sharing Platform (Instagram) on Brand Awareness of Laneige cosmetic.
2. The value of R is 0.718. It means that all independent variables namely: Social Networking, Video Sharing Platform and Photo Sharing Platform have a relatively strong and positive relationship with Brand Awareness. Meanwhile the value of R^2 is 0.515, meaning the social media platforms that used in this research contributing 51.5% to build brand awareness on Laneige cosmetic brand, while the rest 48.5% influenced or explained by other variables that are not included in this research model.
3. The results of T-test and F-test show that all independent variables (Social Networking, Video Sharing Platform and Photo Sharing Platform) influence the dependent variable (Brand Awareness) simultaneously and partially.

4. Based on the Coefficient of Regression in Table 4.7, the most variable that significantly influence the Brand Awareness is a Photo Sharing Platform, which in this research is a consumptive Instagram account (0.816).

Recommendation

1. Variable Photo Sharing Platform, this research used Instagram account as the material under study has the highest value in influence the brand awareness of Laneige. With this result, it was expected the company continues to innovate by displaying interesting images, up to date and informative in their official Instagram account for Indonesia. As well as maintaining the good quality that has been owned before, with the concept of an eye catching feed and the quality of every posting is very good and interesting.
2. And for variables video sharing platform and social networking platform, which in this study investigated the official channel of Youtube and the official Facebook account of Laneige according to the results as individual or partially did not give a big influence to increased brand awareness of Laneige cosmetics. Especially for Facebook account, one of the reasons is because the lack of consumers in opening a Facebook accounts nowadays (presentation can be seen in figure 4.5). Recommendation for companies in order to increase brand awareness through the official Facebook account is to make the post more informative and memorable by listing the price or types of the available products in more detail. And for Laneige's official Youtube channel, to increase the number of subscribers can innovate by working with beauty vloggers (video bloggers) and uploading video reviews from them (from abroad or within the country). Where good reviews from them can be one of the company's tools for consumers and customers in remembering the products that has been reviewed and it can affect their purchase intention. In addition to increasing brand awareness, it can also increase sales.

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