

## THE EFFECT OF SOCIAL MEDIA MARKETING AND WORD OF MOUTH ON PURCHASE DECISIONS AT COFFEE SHOPS IN MANADO

### PENGARUH SOSIAL MEDIA DAN MULUT KE MULUT PADA KEPUTUSAN PEMBELIAN DI RUMAH KOPI LOKAL DI MANADO

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**Abstract:** This study aims to examine if there are significant effect of social media and word of mouth on purchase decisions at coffeeshops in Manado, the object of this study are local coffee shops in Manado. This study is a quantitative research by distributing questionnaires using Likert Scale. The sample in this research is consisting of 100 respondents. The purposive sampling was applied in this research regarding to obtain information according to customers who have purchased at local coffee shops that already do social media marketing. This research is a comparative test which are social media and word-of-mouth has simultaneously effects on consumer purchase decision as the dependent variable and social media and word of mouth as one of independent variables partially affects consumer purchase decision in Local Coffee shops positively. Local Coffee shops need to create a competitive advantage in order to win market of Local Coffee shops.

**Keywords:** *coffeshop, marketing, word of mouth, social media, purchase decision*

**Abstrak:** Penelitian ini bertujuan untuk menguji apakah ada pengaruh yang signifikan dari media sosial dan mulut ke mulut pada keputusan pembelian di coffeeshops in Manado, objek penelitian ini adalah warung kopi lokal di Manado. Penelitian ini adalah penelitian kuantitatif dengan menyebarkan kuesioner menggunakan Skala Likert. Sampel dalam penelitian ini terdiri dari 100 responden. Purposive sampling diterapkan dalam penelitian ini untuk mendapatkan informasi sesuai dengan pelanggan yang telah membeli di kedai kopi lokal yang sudah melakukan pemasaran media sosial. Penelitian ini adalah tes komparatif yang merupakan media sosial dan mulut ke mulut secara simultan berpengaruh pada keputusan pembelian konsumen sebagai variabel dependen. Media sosial dan mulut ke mulut sebagai salah satu variabel independen secara parsial mempengaruhi keputusan pembelian konsumen di rumah kopi lokal. Rumah kopi lokal butuh untuk menciptakan kelebihannya tersendiri untuk berkompetisi dalam usaha untuk memenangkan pasar rumah kopi lokal. Rumah kopi lokal harus meningkatkan strategi promosi lewat sosial media dalam rangka untuk menarik niat konsumen untuk melakukan pembelian.

**Kata kunci:** *rumah kopi, pemasaran, mulut ke mulut, sosial media, keputusan pembelian*

## INTRODUCTION

### Research Background

Current business activity has grown, where the economic situation is increasingly colored with the intensity of increasing competition between national companies, foreign companies and multinational companies. Advances in technology and information to support the progress of the business. Because with the advancement of technology and information communication worldwide can easily occur, it causes the development of goods and services market, more rapidly and innovatively.

Condition of business opportunities in Indonesia is very good. This can be seen from the number of emerging companies, whether it is engaged in services or goods. The product produced by company are also very diverse. For the progress of the company itself, of course the owner or manager continues to perform various ways that can make the company has a high competitiveness. With the increasing complexity of the challenges faced in the development, it needs qualified human resources who are able to anticipate and answer every progress and changes that continue to occur.

The launch and development of the internet has not only subverted the conventional business model, but changed the consumer's searching method of relevant product/service information. Word-of-mouth (WOM) communication is a non-commercial, interpersonal dialog about a product, brand or service between consumers. The persuasive effect of WOM is due to the following reasons (Silverman, 1997): (1) the information provided by WOM is perceived as being more credible than that provided commercially since most WOMs are from relatives, friends and the third party whom one trusts more; (2) WOM is a two-way communication, not a one-way propaganda; (3) WOM provides potential customers with user experience to reduce purchase risk and uncertainty; (4) Since WOM is live and can instantly respond to inquiries, it can provide more complete and relevant information.

Word-of-mouth has been proven to be an effective method of obtaining useful information for purchase decisions (Henricks 1998; Silverman 1997), its counterpart in cyberspace - electronic-word-of-mouth (e-WOM) has been in existence from the beginning of the internet age and proven to be useful in online transactions (Gelb and Sundaram, 2002; Henning-Thurau, Gwinner, Walsh and Gremler, 2004; Khermouch and Green, 2001).

Social Media is growing so rapidly and almost everyone in the world has account social media. Ranging from children to adults use social media to communicate with other people in daily life. (Kaplan and Haenlein 2010:53), Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Nowadays, the development of Local Coffeeshops in Manado has growth rapidly, there are many Coffee Shops in Manado, they not only serves coffee but they also serve the quality of coffee itself. The phenomenon of many Local Coffeeshops in Manado that use social media like Instagram and Facebook, in marketing their products is a good sign. Where this means many of Coffeeshops particularly in Manado were already willing to apply Internet technology to market their products. Coffeeshops in Manado realized the usefulness of social media and recognize that it is the key for marketing and that a business cannot be sustained only by using traditional marketing tools, if they want to survive and compete, because right now the competition between Local Coffeeshops are increasingly tight.

## THEORETICAL REVIEW

### Theories

#### Marketing

Kotler and Keller (2010:26) stated that "marketing management" as the art and science of choosing target market and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." Marketing management takes place when at least one party to a potential exchange think about the means achieving desired responses from parties.

#### Product

The product aspect of marketing deal with the specification of the actual goods and services, and show it related to the end-user's needs and wants. The scope of a product generally includes supporting elements such as warranties, guaranties, and support (Kotler and Keller 2012:25).

**Pricing**

This refers to the process of setting a price for a product, including, discount. The price need not be monetary; it can simply be what is exchanged for the product or services, e.g. time, energy, or attention, method of setting prices optimally is in the dominant of pricing science (Kotler and Keller 2012:25).

**Placement**

Refers to how the products gets to the consumers; for the examples, point-of-sale placement or retailing. This third P has also something been called place, referring to the channel by a product or services is sold, which geographic region or industry, to which segment (young, adult, families, business people), etc. also referring to how the environmental in which the product is sold in can affect sales (Kotler and Keller 2012:25).

**Promotion**

Meanwhile, Evans and Berman (1994) cited in Cleofhas et al (2009:213) further argued that a business' total marketing communications program is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion, brand management, product placement and public relations tools and has been established that many companies apply these promotion mix elements in order to increase sales revenue.

**Consumer Behavior**

By studying people's buying behavior, business can identify consumers' attitude toward and uses of their products and helps marketers reach their targeted customers. Consumer behavior is actions of ultimate consumers directly involved in obtaining, consuming, and disposing of products and the decision processed that precedes and follows these actions (Boone & Kurtz, 2011:374).

**Consumer Decision Making Process**

According to Kotler and Keller (2012:176), stated that: "consumer decision making process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior".

**Consumer Purchase Decisions**

Ebert and Griffin (2003:264) "state that the consumers buying decisions process involves five stages, i.e. problem recognition, information search, and evaluating of alternatives, purchase decisions, and post purchase decisions" the buying process begin when the consumers recognize a problem or need. Consumers then develop attentions in order to seek information that satisfies their perceived needs.

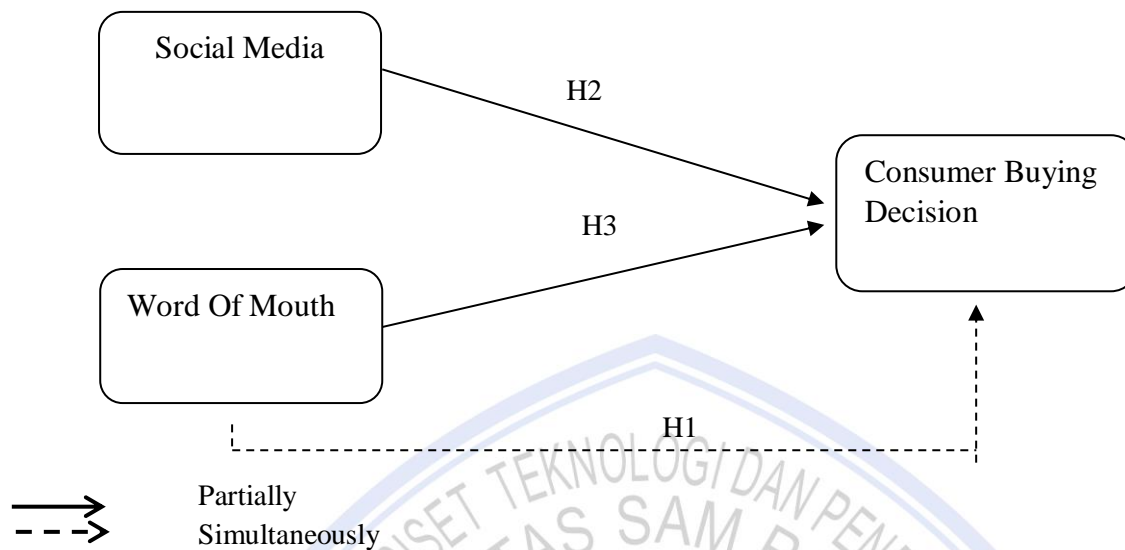
**Social Media Marketing**

Presently, many social media platforms have been developed for the smooth progress of information and content sharing online. According to Zarella (2010), social media is a new media paradigm in the context of marketing industry. Weber (2009) also validated that traditional media, such as TV, radio and newspaper, facilitate one-way communication, whereas social media facilitate two-way communication, allowing every individual to make a publication and contribute via online chats. Meanwhile, Zarrella (2010) argued that social media are platforms that can facilitate various types of activities, such as website integration, social interaction and community-based content writing.

**Word of mouth**

Several studies, spawning decades of work, have established the relationship between attitudes and behaviors in an attempt to understand how attitudes influences behaviors (Ajzen, 2001; Bargh, Chen, & Burrows, 1996; Fazio, 1990). Earlier studies that advocated information-processing model (Hovland, Janis, & Kelley, 1953; McGuire, 1972) suggested that all WOM would result in attitude change.

## Previous Research Conceptual Framework



**Figure 1 Conceptual Framework**

*Source: Theoretical Review, 2019*

## RESEARCH METHOD

### Type of Research

This research type casual uses quantitative type of research or quantitative method based on Sugiyono (2007) defined as research method on positivism paradigm that used to investigate specific population or sample. This research in-field of marketing will investigate The Effect of Social Media Marketing AND Word Of Mouth on Purchase Decision At Small Business Enterprise.

### Population and Sample

#### Population

Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent of the information ( Hair, 2007:156), the population in the research is the consumer of Local Coffeeshops in Manado

#### Sample

Sample is the subset or subgroup of population (Sekaran and Bougie, 2009:157). The sample in this research is consisting of 100 respondents the sampling method will be classification based on consumer visit at Local Coffeeshop. The purposive sampling was applied in this research regarding to obtain information according to customers who have purchased at Local Coffee Shops that already do Social Media Marketing.

### Data Collection Method

#### Primary Data

According to sekaran and Bougie (2009:67), primary data refer to information obtained first-hand by researcher on the variables of interest for the specific purpose of the study.

## Secondary Data

According to Sekaran and Bougie (2009:98), secondary data refer to information gathered from sources that already exist. Secondary data collected for some purpose other than the problem at hand taken from books, journals, and relevant literature from library and internet.

## Data Analysis Method

### Validity And Reliability Test

Reliability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set. Alpha cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2003:32).

To analyze the validity of questionnaire, pearson product moment is used. An instrument measure is valid if the instrument measure is valid if the instrument measure what ought to be measured. The validity test is degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of conclusion, inferences proportions.

### Normality Test

Normality test aims to test the regression model whether the dependent variable with several independent variables has a normal distribution or not (Sekaran 2003:104).

### Multicollinearity

When any one predictor variable can be predicted to a very high degree from the other predictor variables, there is a problem of multicollinearity, indicating a situation where estimates of regression coefficients are very unstable (Berger, 2014:132). The purpose is to test the assumption of multicollinearity in the regression model whether there is a correlation between the independent variables.

### Heterocedasticity

Heterocedasticity implies that the variances (i.e.- the dispersion around the expected mean of zero) of residual are not constant, but that they are different for different observations. This causes a problem: if the variances are equal, then the relative reliability of each observation (used in the regression analysis) is unequal. The larger the variance, the lower should be the importance (or weight) attached to that observation (Gupta 2010:172).

### Auto Correlation

Auto correlation test is to see whether or not there is a high correlation between the free variables in multiple linear regression model, if there is a correlation then there is a problem called autocorrelation (sekaran, 2003:105).

### Test Of Hypothesis

In order to test the hypothesis a statistical analysis such as Ftest and Ttest need to be calculated. The Ftest and Ttes will be useful in a situation when the researchers need to find out the relationship between dependent and independent variables. When the Ftest and Ttest are given and compared to the Ftable and Ttable, the Hypothesis could be examined.

### Simultant Regression Test (F Test)

F-Test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. To test the regression coefficient simultaneously, it used the statistical test of F-Test as follows:

- If  $F_{count} > F_{table}$  as confidence level of 95%  $\alpha=0.05$ , it means that the independent variable significantly affect the dependent variable. Thus the alternative hypothesis ( $H_1$ ) is accepted and the original hypothesis ( $H_0$ ) is rejected.
- If  $F_{count} < F_{table}$  as confidence level of 95% ( $\alpha=0.05$ ), it means that the independent variable significantly does not affect the dependent variable. Thus the original hypothesis ( $H_0$ ) is accepted and the alternatives hypothesis ( $H_1$ ) is rejected.

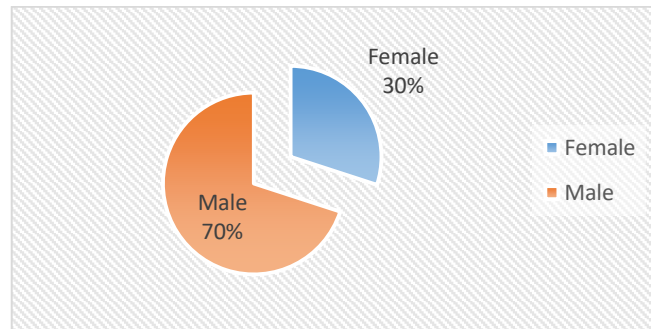
## RESULTS AND DISCUSSION

### Results

#### Characteristics of Respondents

This research uses reliable questionnaire which are distributed to 100 respondents as the source of primary data. The characteristics of 100 respondents are classified based on gender, age, education, occupation, income and visiting Local Coffeeshops experience.

#### Gender



**Figure 2 Gender of Respondents**

*Source: Data Processed, 2019*

The total sample of this research is 100 respondents. Based on Figure 2, the data above showed the number of male respondents (70%) is more than female respondents (30%). It can be used as an indication that man do more purchase at Local Coffeeshops than women.

#### Reliability and Validity Test

##### Reliability Test

The output of SPSS shows that the value of Cronbach's Alpha of 5 items used in this research is 0.804. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
2. 0.7 indicates that the data is acceptable
3. > 0.8 indicates good internal consistency or consider that the data resulted is realible.

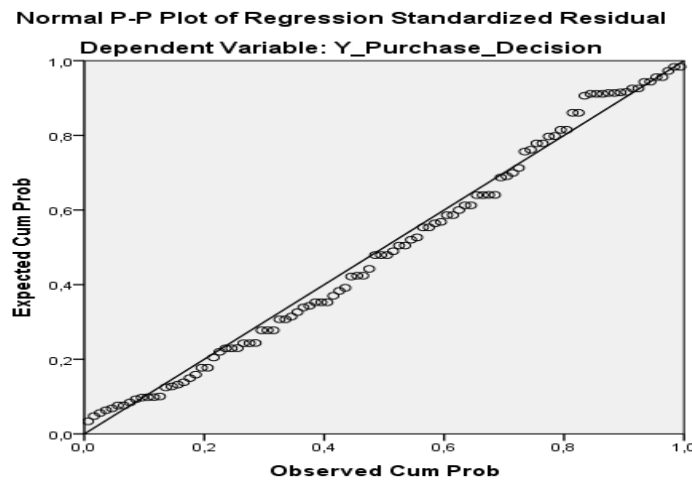
##### Validity Test

From the result it can be seen that value of correlation index for relationship among variable independents (Social Media, Word Of Mouth) with variable dependent (Consumer Purchase Decision) are greater than 0.3 and below the significant level of 5% (0.05). The Correlation between social media (0.804), WOM (0.672), with Purchase Decision (0,805) show a positive relationship. Therefore, the data is considered as valid.

#### Testing Classical Assumption

##### Normality Test

Normality test can be identified by using graph of P-P.Plot. The data will distribute normally if the value of P-P.Plot is near diagonal line of the graph.



**Figure 3 Normality Test Result**

Source: SPSS output, 2019

Figure 3 shows that the data spreads near the diagonal line and follow the direction of diagonal line. This proves that the model has passed the normality test.

**Multicollinearity Test**

Multicollinearity is the inter-correlation of independent variable. This test determines the tolerance and VIF value. This value is computed by SPSS 21 software as shown in this table

**Table 1 Multicollinearity Test Result**

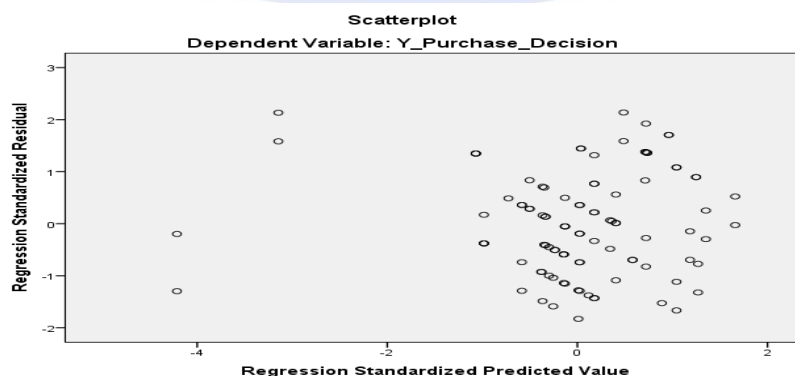
Model		Coefficients <sup>a</sup>	
		Tolerance	VIF
1	Social_Media	,764	1,308
	WOM	,739	1,354

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2019

Table 1 shows that the tolerance value of social media is 0.764 and Word Of Mouth (WOM) is 0.739, meaning that the tolerance value of each variable is more than 0.1. The VIF value of social media is 1.308 and Word Of Mouth is 1.354 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

**Heteroscedasticity Test**



**Figure 5 Heteroscedasticity Test Result**

Source: SPSS Output, 2019

Figure 5 shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

### Autocorrelation Test

The result shows the probability value of Durbin Watson is above 0.05 which is 1.783 and in the table 4.8 shows that the value  $d_u$  is below than the value of  $d$  and  $4-d_u$  ( $1.783 < 2.264$  and  $1.736 < 2.387$ ), so there is no auto correlation in this regression.

### Hypothesis Testing

#### F-Test

**Table 2 F-Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,783	3	3,594	27,143	,000 <sup>b</sup>
	Residual	12,713	96	,132		
	Total	23,496	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), WOM, Social media

Source: SPSS Output, 2019

F-Test hypothesis:

$$\alpha = 0.05 \text{ and } sig = 0,00. \mathbf{F}_{\text{count}} = 27,143$$

$$\begin{aligned} \mathbf{F}_{\text{table}} &= \text{FInv}(0.05, k-1, n-k) \\ &= \text{FInv}(0.05, 4-1, 100-4) \\ &= \text{FInv}(0.05, 3, 96) \\ &= 2,700 \end{aligned}$$

From the F-test, by using the significant value of 0.05 ( $\alpha = 0.05$ ), the calculated value of  $\mathbf{F}_{\text{count}}$  is greater than the  $\mathbf{F}_{\text{table}}$  ( $27,143 > 2,700$ ). Since the  $\mathbf{F}_{\text{count}}$  is greater than  $\mathbf{F}_{\text{table}}$ ,  $H_0$  is rejected and  $H_1$  is accepted. It means that the independent variables significantly affect the dependent variable simultaneously. Therefore, hypothesis is accepted.

#### T-Test

T-Test is any statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y). If  $\mathbf{T}_{\text{count}} > \mathbf{T}_{\text{table}}$  as confidence level of 95% ( $\alpha=0.05$ ), ( $H_2$ ) is accepted and ( $H_0$ ) is rejected. It means that the independent variable significantly affect the dependent variable. If  $\mathbf{T}_{\text{count}} < \mathbf{T}_{\text{table}}$  as confidence level of 95% ( $\alpha=0.05$ ), ( $H_2$ ) is rejected and ( $H_0$ ) is accepted.

### Discussions

This research was analyzed using multiple regression analysis. In the multiple regression method, regression procedures must to devide the variable into two variables which are dependent and independent variable. To get an accurate result from multiple regression method which is purpose of this research, the researcher analyzed social media and word-of-mouth (WOM) to consumer purchase decision, and has selected consumer purchase decision (Y) as dependent variable to be measured by independents variable which are social media (X1) and word-of-mouth (WOM) (X2).

This study has been conducted to analyze the effect of social media and word-of-mouth (WOM) on consumer purchase decision at Local Coffeeshops in Manado.

#### Social Media on Consumer Purchase Decision

Based on the coefficient result in Multiple Linear Regression Analysis, the significant of social media is 0.000 which below than 0.005, so the social media (X1) has a significant effect on consumer purchase decision (Y). This findings support the theory of Bernhardt et al (2012) that the impact of social media on customer purchase decision is very high.



Social Media is a strategy for broadcasting, and Social Networking as usage for connecting with people (Stelzner, 2009). They find that enjoyment is a key determinant of social networks usage as tool for supporting the purchasing decision. They also suggest that consumer's usefulness perception of recommendations and suggestions on products on Facebook, consumers' enjoyment in the use of the social network Facebook for information searching on products and brands, and perceived ease of use of the provided tools influence consumers' attitude in using the system as supporting tool for their purchasing decision. Based on the research of questionnaire, the respondents who are the customers of Local Coffeeshops in Manado mostly agree that connection, context, and collaboration between the customers and Local Coffeeshops affect the consumer purchase decision in Local Coffeeshops. It is because the members interest and understand with the information given by Local Coffeeshops.

### **Word-of-Mouth (WOM) on Consumer Purchase Decision**

The result of this research found that word-of-mouth has a direct and significant effect on consumer purchase decision. Through online reviews, different customers share their visiting Local Coffeeshops experiences. Customers always undertake a review of other Customers comments and experiences before they Local Coffeeshop products. Many potential consumer frequently wait for comments of other consumer before selecting Local Coffeeshops. Such information is obtained from another consumer.

## **CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. The Independent variable which are social media and Word-Of-Mouth has simultaneously effects consumer purchase decision as the dependent variable.
2. Social Media marketing as one of independent variables partially affects consumer purchase decision in Local Coffeeshops positively
3. Word of mouth (WOM) as one of independent variables partially affect consumer purchase decision at Local Coffeeshops positively

### **Recommendations**

The recommendations for Local Coffeeshops Owners that can be concluded from the overall result in this research are listed as follow:

1. Local Coffeeshops need to create a competitive advantage in order to win market of Local Coffeeshops.
2. Local Coffeeshops should improve their promotion strategy through social media in order to attract the consumer intention to make a purchase.
3. Local Coffeeshops need to design some unique and interesting advertisement in social media to attract the consumer interest.
4. Local Coffeeshops need to provide and deliver a trusted information about their product to convince the customer, so the customer would like to promote the Local Coffeeshops to another potential consumer.
5. Local Coffeeshops should advertise their product more often to place their product in consumer's mind.

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