
COMPARATIVE ANALYSIS OF E-ADVERTISEMENTS BETWEEN TIKTOK AND INSTAGRAM AMONG THE MILLENNIALS**ANALISIS KOMPARATIF IKLAN ELEKTRONIK ANTARA TIKTOK DAN INSTAGRAM DI KALANGAN MILENIAL**

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Abstract: The dynamic landscape of digital marketing strategies within Manado City's millennial population. The research focuses on TikTok's short-form video dominance and Instagram's visually rich platform, exploring their distinct advertising features like TikTok's creative video ads and Instagram's versatile formats such as stories, carousels, and influencer collaborations. Not only does the research highlight potential challenges like misrepresentation leading to dissatisfaction and impulse buying tendencies in e-advertisements, but it also emphasizes the critical role of information accuracy, brand engagement tactics, and the significant impact of electronic word of mouth (eWOM) on purchasing behavior. By assessing the strengths and weaknesses of both platforms, the study aims to offer comprehensive insights into effective digital marketing practices, aiding businesses in optimizing their advertising strategies for increased brand recognition, engagement, and sales among the vibrant millennial community in Manado City.

Keywords: information quality, brand awareness, willingness to purchase, E-WOM, e-advertisement

Abstrak: Menggali strategi pemasaran digital yang dinamis dalam populasi milenial Kota Manado. Penelitian ini memusatkan perhatian pada dominasi video pendek TikTok dan platform visual Instagram, mengeksplorasi fitur iklan yang berbeda seperti iklan video kreatif TikTok dan format yang serbaguna di Instagram seperti stories, carousels, dan kolaborasi dengan influencer. Penelitian ini tidak hanya menyoroti potensi tantangan seperti representasi yang salah yang dapat menyebabkan ketidakpuasan dan kecenderungan pembelian impulsif dalam e-advertisement, tetapi juga menekankan peran kritis dari keakuratan informasi, taktik keterlibatan merek, dan dampak signifikan dari word of mouth elektronik (eWOM) terhadap perilaku pembelian. Dengan menilai kelebihan dan kelemahan kedua platform, studi ini bertujuan untuk memberikan wawasan komprehensif tentang praktik pemasaran digital yang efektif, membantu bisnis dalam mengoptimalkan strategi periklanan untuk meningkatkan pengakuan merek, keterlibatan, dan penjualan di antara komunitas milenial yang bersemangat di Kota Manado.

Kata Kunci: kualitas informasi, kesadaran merek, keinginan untuk membeli, E-WOM, e-advertisement

INTRODUCTION

Research Background

Comparative analysis of e-advertisements between TikTok and Instagram is an interesting and relevant topic for research, given the increasing popularity of these social media platform among businesses for their digital marketing strategies. Both TikTok and Instagram offer unique opportunities for brands to connect with their audiences and promote their products or services, but their user base, content format different.

TikTok is a short-form video platform that has gained immense popularity in recent years, particularly among younger audiences. It allows users to create and share 15-60 second videos featuring music, filters, and other creative effects. TikTok's advertising options include in-feed ads, brand takeovers, and sponsored hashtags,

which are seamlessly integrated into the users feed and can be highly targeted based on user demographics, interests, and behavior. Instagram, on the other hand, is a photo and video-sharing app that has been around for a longer time and has a wider user base across age groups. It offers various ad formats, including photo and video ads, carousel ads, and stories ads, and has recently launched Reels, a short-form video feature similar to TikTok. Instagram's advertising features also include detailed targeting options based on demographics, interests, and behaviors, as well as retargeting options for businesses to reach people who have engaged with their brand before. There is data related to the use of TikTok and Instagram, especially the millennial generation.

There are some problem that could arise in e-advertisement is the issue of misrepresentation. Misleading information can be a significant problem, where products are advertised to have certain features, but in reality, those features may not be present. This can lead to dissatisfaction and frustration among consumers who may have purchased the product based on false claims with several errors such as selling with quality that does not match the image shown, it can have a negative impact on brand awareness on the platform. Likewise, if the shop sells products whose quality is even better than expectations, it will have a positive impact on the platform. Additionally, the willingness to purchase based on impulse can result in buying products that are not needed or wanted, leading to wasted money and clutter in homes. Furthermore, e-advertisement can also be incomplete or inaccurate due to a limited experience or a lack of understanding of the product or service being reviewed. This could lead to consumers making uninformed purchasing decisions that may not align with their actual needs and preferences.

Information quality is pivotal—evaluating how each platform delivers accurate and comprehensive details about products or services, considering the constraints of video length on TikTok and caption limits on Instagram. Brand awareness tactics, such as the use of influencers and user-generated content, should be scrutinized to understand their impact on millennial' perceptions and recognition of brands. The willingness to purchase is influenced by the quality and persuasiveness of e-advertisements, with impulse buying tendencies being triggered by engaging content. Electronic word of mouth, or eWOM, spreads rapidly across both platforms, impacting millennial' purchasing decisions. Analyzing how information quality, brand awareness strategies, the propensity to buy impulsively, and the influence of eWOM differ between TikTok and Instagram will provide insights into how each platform affects millennial' behaviors and decision-making processes regarding advertised products or services.

This research can provide insights into the best practices for digital marketing on each platform and inform businesses' decisions on where to allocate their advertising budget for maximum impact. Manado City, located in Indonesia, is a rapidly growing city with a high population of young people who are likely to be active social media users. Therefore, understanding the e-advertisements on TikTok and Instagram in Manado City would be valuable information for businesses and marketers targeting this demographic. The comparative analysis would aim to identify the strengths and weaknesses of e- advertisements on each platform in terms of information quality, brand awareness, willingness to purchase, and electronic word of mouth. The findings of this research would help businesses and marketers make informed decisions about their social media advertising strategies, potentially leading to increased sales and revenue. With all the things stated above, this research is conducted with title “Comparative Analysis of E-Advertisements between TikTok and Instagram among the Millennial”

Research Objectives

Based on the research background above, the research objectives are:

1. To examine differences in E-Advertisements based on information quality between TikTok and Instagram among the millennial in Manado City?
2. To examine differences in E-Advertisements based on brand awareness between TikTok and Instagram among the millennial in Manado City?
3. To examine differences in E-Advertisements based on willingness to purchase between TikTok and Instagram among the millennial in Manado City?
4. To examine differences in E-Advertisements based on eWOM between TikTok and Instagram among the millennial in Manado City?

THEORETICAL FRAMEWORK**Marketing**

Marketing is an activity, institutional response, and communication process or an appropriate offer for the customer. According to Kotler and Keller (2009), marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants.

Digital Marketing

According to Coviello, Milley, and Marcolin (2001), Digital Marketing is the use of the internet and the use of other interactive technologies to create and connect dialog between companies and consumers who have been identified. They also argue that e-marketing is part of e-commerce.

Social Media

Social Media is a device in deliver facts from a person to a person or organization of people, to obtain character dreams and organization dreams. To be clearer as said with the aid of using Nasrullah (2016) that "social media may be visible from the improvement of the way character relationships with media devices".

E-Advertisements

The emergence of internet technology has created online advertising as the significant approach of commercial communication all over the world. Advertising has been defined as any paid form of non-personal communication of ideas and information about products in the media with the objective of creating brand image (Kotler, 2010). According to Strauss and Frost (2009), internet advertising is a persuasive non-personal communication, communicating about products or ideas by certain sponsors.

Information Quality

Information quality is a characteristic of the output presented in an information system, which includes management reports and web pages (Petter and Mclean, 2009). Information quality is a measure of the quality output of the information system (Jogiyanto, 2007). Information quality can also be defined as measurement of the quality of the content of an information system.

Brand Awareness

According to Durianto, Sugiarto, and Sitinjak (2001), brand awareness is the ability of a prospective buyer to recognize and remember a brand as part of a product with the brand involved. Brand awareness requires a continuum ranging from an uncertain feeling that a certain brand has been previously recognized, so that consumers believe that the product is the only brand in a group of products. That is, if consumers have recognized the brand with one of its audio or visual attributes, such as slogans, jingles, logos, packaging, and even brand ambassadors. Then, brand recognition in marketing is considered successful.

Willingness To Purchase

Purchase intention (willingness to buy) is part of the component of behavior component in the attitude to consume. Consumer buying interest is the stage where consumers form their choices between several brands that are incorporated in the choice set, then finally make a purchase on an alternative that is most favored or the process through which consumers go through. Purchase on an alternative that he likes the most or the process that consumers go through to buy a good or service that is based on the following factors consumers to buy a good or service based on various considerations (Suyono, Sukmawati, dan Pramono, 2012).

E-WOM

The world is more advanced now, and word of mouth (WOM) is slowly becoming electronic word of mouth (E-WOM). There are many definitions of electronic word of mouth in academic research, but one good definition was given by Hennig-Thurau et al. (2004) that E-WOM as any positive or negative statement made about a product or company by a potential, actual, or former customer, made available over the Internet by a large number of people and institutions.

Previous Research

Dülek and Saydan (2019) analyzed the impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty. Participants of the study consisted of 390 students currently enrolled at Van Yüzüncü Yıl University. The research model and hypothesis built for the purpose of the study were tested with structural equation modelling. Results of the analyses concluded that social media advertisement awareness has an impact on brand awareness, brand awareness has an impact on brand image, brand image has an impact on brand attitude and brand attitude has an impact on brand loyalty.

Adoeng, Kalangi, and Wangke examined differences between JD.ID and Shopee e-Advertisement based on information quality, brand recognition, willingness to purchase, price, and color. This research uses quantitative method. Questionnaire is used to collect the data, the sample is 100 respondents of JD.ID and Shopee customers in Manado. This research derived and examined by using Independent Sample t-Test. This research finding that there are differences between JD.ID and Shopee e-Advertisement based on the effectiveness of social media, content, information quality, brand recognition, willingness to purchase, price, and color. From the results, it is recommended for this 2 big e-commerce to develop and keep up their advertisement to interest customers.

Mawuntu, Pangemanan, and Tielung (2020) analyzed the difference of e-Advertisement between 2 big e-Commerce in Indonesia which are Tokopedia and Shopee. This research is a quantitative research and uses independent sample t-test. The sample size of this research is 100 customers of both e-Commerce. The results showed that there are 3 variables that there is no significant difference in e-Advertisement between Tokopedia and Shopee, and the rest were has a significant differences by referring to the results of observations of online advertising between Tokopedia and Shopee, it was found that there is no difference, so the two big e-commerce companies should maximize their online marketing by determining the right segmentation so that the direction of marketing is more measurable.

Conceptual Framework

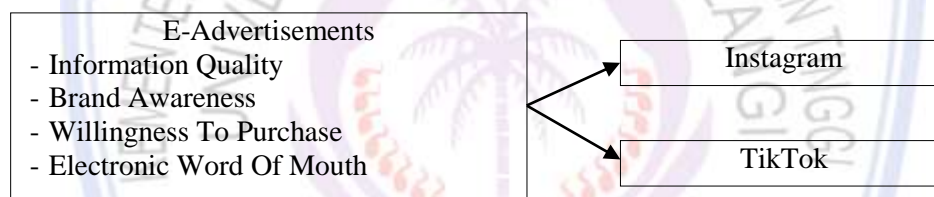


Figure 1. Conceptual Framework

Source: Processed Data (2023)

Research Hypothesis

The hypotheses of this research are:

- H1. There is any differences in E-Advertisements based on information quality between TikTok and Instagram among the millennial in Manado City.
- H2. There is any differences in E-Advertisements based on brand awareness between TikTok and Instagram among the millennial in Manado City.
- H3. There is any differences in E-Advertisements based on willingness to purchase between TikTok and Instagram among the millennial in Manado City.
- H4. There is any differences in E-Advertisements based on E-WOM between TikTok and Instagram among the millennial in Manado City.

RESEARCH METHOD

Research Approach

This research will use causal type of research with Quantitative method. As an analysis tool this research will use independent sample t-test. Aliaga and Gunderson (2000) have described the quantitative research methods very well. According to them, quantitative research is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods.

Population, Sample and Sampling Technique

According to Sugiyono (2015), sample is a part of the number and characteristics owned by the population.

Sample also means as a partial or representative of the population under study (Arikunto, 2002). And according to Sugiarto, Sunaryanto, and Oetomo (2001) sample is part of the population selected by using certain procedures in order to be able represents the population. Sample size is very dependent on the level of accuracy or error desired by the researcher. However, in terms of error rates, the general reference of social research has a maximum error rate of 5% (0.05). The greater the error rate, the smaller the sample size The sample in this study were taken with a large number that not known exactly, thus to determine the sample size for the population use technique as follows (Rao, 1996). This research is conducted by distributing questionnaires to 100 respondents which proves that sample size used in this research is more than the minimum or required respondents. The sample size is 100 customers become the population for this study. The sampling technique used in this research is a simple random sampling technique. According to Sugiyono (2015) Simple random sampling technique is a technique that simple because sampling members from the population is carried out randomly without looking at and paying attention to similarities or strata existing in the population. This method is used when population members are considered homogeneous.

Data Collection Method

Data collection techniques are the most strategic step in research, because the main purpose of the research is to obtain data, according to Sugiyono (2015). Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions. The questionnaire according to Sekaran (2006) is a list of questions in writing and has been formulated previously and will be answered by respondents, usually in clearly defined alternatives.

Data Analysis Method

Normality Test

Normality Test according to Ghazali (2017) states that the normality test aims to test whether in the regression model, confounding or residual variables have normal distribution. A regression model that is considered good has a distribution normal or near normal. Statistical tests were used to assess normality in this study is the Jarque Bera (JB) test with histogram-normality test. By level significance 5%, the indicator used for decision making is that whether the data is normally distributed or not.

Homogeneity Test

Homogeneity Test According to Nuryadi et al., (2017), the homogeneity test is statistical test procedures designed to demonstrate that two or more sample data sets come from a population have the same variant.

Independent Sample T-Test

Independent Sample T-Test According to Sekaran and Bougie (2013), one sample t-test is used to test the hypothesis that the mean of the population from which a sample is drawn is equal to a comparison standard. It shows how far the impact of the independent variable in explaining the dependent variable. Independent samples T Test or two different average tests are used to test two means of two independent data groups (Prayitno, 2014). As according to Ghazali (2017), the purpose of the Independent Sample T-Test is to be able to compare the averages of the two groups that are not related to each other. Independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicator
E-Advertisements	According to Strauss and Frost (2009), internet advertising is a persuasive non-personal communication, communicating about products or ideas by certain sponsors. The forms of advertising media information that exist now also vary.	1. Information Quality 2. Brand Awareness 3. Willingness to Purchase 4. E-WOM

RESULT AND DISCUSSION**Result****Normality Test**

Normality test result in the Table 2 for every single variable has value of significant less than 0.05, it proves the data are distributed normal.

Table 2. Test Of Normality

	Social Media	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Information Quality	TikTok	.159	100	.000	.941	100	.000
	Instagram	.110	100	.005	.965	100	.009
Brand Awareness	TikTok	.212	100	.000	.865	100	.000
	Instagram	.120	100	.001	.966	100	.011
Willingness to Purchase	TikTok	.187	100	.000	.866	100	.000
	Instagram	.147	100	.000	.952	100	.001
EWOM	TikTok	.205	100	.000	.902	100	.000
	Instagram	.132	100	.000	.959	100	.003

a. Lilliefors Significance Correction

Source: Data Processed 2023

Homogeneity Test

Homogeneity test result in the Table 3 for every single variable has value of significant more than 0.05, it proves the data is homogenous

Table 2. Test Of Homogeneity

		Levene's Test for Equality of Variances	
		F	Sig.
Information Quality	Equal variances assumed	1.866	.173
	Equal variances not assumed		
Brand Awareness	Equal variances assumed	2.348	.127
	Equal variances not assumed		
Willingness to Purchase	Equal variances assumed	3.554	.061
	Equal variances not assumed		
EWOM	Equal variances assumed	1.521	.219
	Equal variances not assumed		

Source: Data Processed 2023

Independent Sample T-Test

A t-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the best statistic (under certain conditions) follows a student's *t* distribution. This *t*-test is to analyze the difference in E-Advertisement of TikTok and Instagram.

Table 3. Independent Sample T-Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper	
Information Quality	Equal variances assumed	1.394	98	.048	.86000	.56368	.17242	2.09242
	Equal variances not assumed	1.526	82.941	.037	.86000	.56368	.18689	2.00689

Source: Data Processed 2023

Brand Awareness	Equal variances assumed	1.992	98	.049	1.02000	.51194	.00407	2.03593
	Equal variances not assumed	1.992	97.899	.049	1.02000	.51194	.00406	2.03594
Willingness to Purchase	Equal variances assumed	2.348	98	.021	1.00000	.42597	.15467	1.84533
	Equal variances not assumed	2.348	83.401	.021	1.00000	.42597	.15282	1.84718
E-WOM	Equal variances assumed	2.067	98	.041	.84000	.40644	.03344	1.64656
	Equal variances not assumed	2.067	93.886	.042	.84000	.40644	.03300	1.64700

Discussion

The results of the comparative analysis between TikTok and Instagram in the context of e-advertisements among millennial yield valuable insights into the dynamics of these two popular social media platforms. The differences observed in all variables such as Information Quality, Brand Awareness, Willingness to Purchase, and Electronic Word of Mouth (E-WOM) underscore the distinctive strengths and characteristics of each platform.

Based On Information Quality

The result of Information Quality: Normality test results shows that both groups of subjects in the study had a normal distribution. the average perception of Information Quality of TikTok at 12.00 and perception of Instagram at 11.14, It shows that there are differences in the average perception of a significant but the gap are not really far, means more positive perception of consumer preferences of Information Quality on TikTok than Instagram. these results have different result to previous research by Adoeng, Kalangi, and Wangke (2019) where the result from this research found if there is no significant difference measured by Information Quality, it is recommended for this 2 big platform to develop and keep up their advertisement to interest customers. There are differences between TikTok and Instagram when it comes to the quality of information presented in e-advertisements, but it's not accurate to universally claim that one is better than the other. TikTok that can be effectively showcased in a visually creative manner. Instagram descriptions and information, making it a better choice for products requiring in-depth explanations. The effectiveness of e-advertisements on both platforms depends on factors like the target audience, content format, and the specific goals of the advertising campaign

Based On Brand Awareness

The result of brand awareness: Normality test results shows that both groups of subjects in the study had a normal distribution. Based on average perception of brand awareness of TikTok at 16.84 and perception of Instagram at 15.82. It shows that there are differences in the average perception of a significant, means more positive perception of consumer preferences of brand awareness on TikTok than Instagram. Means there is difference in E-Advertisement based on Brand Awareness between TikTok and Instagram.as one of the significant variables, implies that TikTok and Instagram are effective in building brand recognition among millennial but in different ways. TikTok, with its engaging short-video format and viral challenges, appears to excel at quickly introducing brands to a wide audience. On the other hand, Instagram, known for its visually appealing content, fosters a deeper and more sustained brand presence. These results have same result to previous research by Adoeng, Kalangi, and Wangke (2019) where the result from this research found there is difference measured by Brand Awareness, it is recommended for this 1 of the big platform which is Instagram need to develop and keep up about their brand awareness to interest customers.

Based On Willingness to Purchase

The result of Willingness to Purchase: Normality test results shows that both groups of subjects in the study had a normal distribution. Based on the table above the average perception of willingness to purchase of TikTok at 11.88 and perception of Instagram at 10.88. It shows that there are differences in the average perception of a significant, means more positive perception of consumer preferences of on TikTok than Instagram. Means there is difference in E-Advertisement based on Willingness to Purchase between TikTok and Instagram. these results have same result to previous research by Adoeng, Kalangi, and Wangke (2019) where the result from this research found if there is a difference measured by Willingness to Purchase, it is recommended for this 1 of the big platform which is Instagram need to develop and keep up their about their advertisement to interest customers to purchase from Instagram. On both platforms emphasizes that e-advertisements indeed influence millennial'

purchasing decisions, albeit with varying impacts. While TikTok may prompt spontaneous purchases through its creative and entertaining content, Instagram's more visually curated posts might lead to more considered buying decisions.

Based On Electronic Word of Mouth (E-WOM)

The interpretation of E-WOM: Normality test results shows that both groups of subjects in the study had a normal distribution. Based on the table above the average perception of E-WOM of TikTok at 12.00 and perception of Instagram at 11.16, it shows that there are differences in the average perception of a significant, means more positive perception of consumer preferences of E-WOM TikTok than Instagram. These results have same result to previous research by Adoeng, Kalangi, and Wangke (2019) where the result from this research found if there is difference measured by E-WOM emerges as another significant variable, highlighting the role of peer recommendations and social sharing in shaping millennial' perceptions. TikTok's viral nature and Instagram's influencer culture amplify the impact of E-WOM, making user-generated content a valuable marketing tool.

In summary, the research findings provide a comprehensive understanding of how TikTok and Instagram perform as platforms for e-advertisements. While both platforms excel in maintaining information quality, ensuring informative content reaches users reliably, TikTok emerges as the frontrunner in several critical aspects. TikTok proves to be significantly more effective in enhancing brand awareness, making it a valuable platform for swiftly introducing brands to a wide audience. Moreover, it excels in influencing users' willingness to make purchases, suggesting that it is engaging and creative format prompts spontaneous buying decisions. Additionally, TikTok outshines Instagram in generating Electronic Word of Mouth (EWOM), showcasing its potential to harness the power of user-generated content and peer recommendations effectively. These conclusions underscore the need for businesses to strategically choose between TikTok and Instagram based on their specific advertising goals, recognizing the strengths each platform brings to the table

CONCLUSION AND RECOMMENDATIONS

Conclusion

From the data, it can be concluded that:

1. There is a differences in e-advertisement based on information quality TikTok and Instagram
2. There is a differences in e-advertisement based on brand awareness from TikTok and Instagram which is TikTok more than higher from Instagram
3. There is a differences in e-advertisement based on willingness to purchase from TikTok and Instagram which is TikTok more than higher from Instagram
4. There is a differences in e-advertisement based on EWOM from TikTok and Instagram which is TikTok more than higher from Instagram

Recommendations

Based on the conclusion above, the recommendation will be describe as follows:

1. To optimize their roles in the realm of e-advertisements based on the research findings, TikTok and Instagram can undertake specific strategies. For TikTok, it's crucial to continue emphasizing its strength in brand awareness by expanding brand integration options, thereby offering businesses more creative ways to engage with the TikTok community. Further, enhancing e-commerce integration to facilitate seamless shopping from the platform aligns with its influence on willingness to purchase. TikTok must also uphold content quality standards to maintain the trustworthiness of its informative content. On the other hand, Instagram can build on its established influence in brand awareness by introducing more engagement features like polls and interactive content. To boost willingness to purchase, it should refine its shopping experience for users, ensuring a smooth and user-friendly checkout process. Instagram should also continue supporting user-generated content to maximize its role in generating electronic word-of-mouth. Additionally, providing more transparency regarding its algorithm can foster user trust by allowing them to better understand how content appears on their feeds. These tailored strategies will enable both platforms to capitalize on their respective strengths and provide valuable opportunities for businesses and users in the world of e-advertisements.
2. It is necessary for competitors or companies engaged in the same field, to pay attention to from this both of social media platform. Based on the results of this study indicate that there is a positive from this 4 main indicator which are Information Quality, Brand Awareness, Willingness to purchase, and E-WOM that can

affect the consumer preferences.

3. The results of this study can be used as a reference for research materials for research related to E-Advertisement, Information Quality, Brand Awareness, Willingness to purchase, and E-WOM as the indicator. Presumably further researchers can add other independent variables and indicator that can affect the customer.

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