



Contents lists available at: <https://e-journal.unair.ac.id>

AJIM (Airlangga Journal of Innovation Management)

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

Does Social Media Marketing Influences Consumer Purchase Decisions at Marketplace?

Febri Rakhmawati Arsj^{1*}

¹Department of Management, Faculty of Economic and Business, Perbanas Institute, Indonesia

ARTICLE INFO

Paper Type:

Research Paper

Keywords:

Social Media Marketing, Consumer Purchase, Marketplace, Buying Decision, Shopee

Article History

Received: 15 May 2023

Revised: 23 June 2023

Accepted: 30 June 2023

Available online : 31 August 2023

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ABSTRACT

The purpose of this study was to explore the role that social media marketing plays on purchasing decision making process at Shopee marketplace. This research uses quantitative methods using SPSS with simple linear regression. Data collection was obtained by distributing questionnaires online via the Googleform link to 100 respondents. Testing in this study using hypothesis testing using the t test and f test. The results of this study indicate that social media marketing variables have no significant effect on consumer purchasing decisions at Shopee marketplace. Therefore, effective application of social media should be a part of any business' marketing strategy. For example, social media visuals, content, promotional activities, and use of opinion leader influence should be deployed to positively influence the buying behaviors of consumers. This research brings any managerial implication, especially Shopee management to take concern business marketing strategy to optimize social media marketing impacts on customer in purchasing decisions.

*Corresponding author: febirakhma@gmail.com

Cite this article as: Amrullah, A. (2023). Does Social Media Marketing Influences Consumer Purchase Intentions on Halal Products? *Airlangga Journal of Innovation Management* 4(1)114-124. <https://doi.org/10.20473/ajim.v4i1.45460>

Introduction

Technological advances that are happening at this time greatly affect all aspects of the business industry to develop marketing strategies. Currently, players from the e-commerce sector such as Tokopedia, Lazada, Shopee, Bukalapak and others are competing in utilizing the digital world to increase their business. One of the e-commerce companies in Indonesia that has carried out social media marketing activities is Shopee (Wibasuri, Tamara, & Sukma, 2020). Shopee is a marketplace platform that provides interesting content to get consumers' attention in making transactions (Lestari & Dwijayanti, 2021). The impact of the

social media marketing strategy implemented by Shopee shows that there has been very good development for Shopee, which has only been established since 2015 (Kurnia & Rachmawati, 2020).

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking Playstore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Shopee	129,320,800	#1	#1	541,700	7,100,000	19,908,390	9,066
2 Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160	4,521
3 Bukalapak	38,583,100	#7	#7	189,600	1,363,070	2,514,260	2,446
4 Lazada	36,260,600	#3	#3	411,400	2,600,000	30,461,740	4,500
5 Blibli	22,413,100	#6	#5	514,800	1,389,780	8,539,020	2,106
6 Orami	6,186,200	#27	#22	5,960	530	352,140	205
7 Bhinneka	4,442,600	#20	#20	68,900	41,910	1,048,380	603
8 Ralali	4,331,400	#26	n/a	2,940	412,000	91,950	179

Figure 1 Number of Marketplace Visitors in Indonesia at Q4 2020

Source : Ecommerce Map Indonesia (2022)

However, Figure 1 shows a gap because Shopee's position shifted to second place behind Tokopedia in Q2 2022. The average monthly Shopee web visitor reached 132.7 million after Tokopedia was in first place which recorded 157.2 million visitors. The goal of Social media marketing on the Shopee marketplace platform is to increase consumer decision making to make purchases.

Social media marketing influences people's consumption patterns besides playing an important role in promoting a product (Diaz Azzahra, Suherman, & Rizan, 2021). An important component in digital marketing is social media. Social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa (Kotler et al, 2022). Social media allows marketers to build a public voice and presence online. They can also efficiently amplify other communication activities. Also, because of their close proximity to everyday life, they can encourage companies to stay innovative and relevant. Marketers can build or leverage online communities, invite participation from consumers and create long-term marketing assets in the process.

A number of studies have shown that customer decisions are influenced by social media marketing (Laksamana, 2018), brand awareness (Upadana & Pramudana, 2020), and brand image (Wijayasari & Mahfudz, 2018). According to the findings of Sutariningsih (2021), the characteristics associated with social media marketing have a considerable impact, both positively and significantly, on consumer decisions about purchases. The results are different from the findings of Muslim (2018) that social media marketing has no effect on consumer purchasing decisions.

The conclusion of the research shows that there is a gap in knowledge around how social media marketing features affect consumer decision making when making purchases. Based on phenomenon and the results of previous research, the authors are interested in researching more deeply about the influence of social media marketing on consumer purchasing decisions at the shopee marketplace.

Literature Review

Andrew et.al (2021), Nicosia's Consumer Decision-Making Model is used to examine the types of behavioral changes. Purchasing decisions occur when consumers carry out an act of purchasing products or services to meet their needs and desires. Kotler (2022) develops the concept and model of AIDA in the process of making a purchase decision, the stages is as follows

Tabel 1. Model AIDA

Cognitive State	Attention
Affective State	Interest Desire
Behaviour	Action

Source: Kotler (2022)

The definition of the stages is as follows

1. Attention; Customers arrive at this stage, which is the first step in analyzing a product or service according to consumer needs, in addition to asking questions about the goods and services offered
2. Interests; Customers reach the stage when they are interested in buying the goods or services provided after learning more about the products or services offered
3. Desire; When the impulse to buy first appears, the customer enters this stage and begins to discuss the goods or services provided
4. Action means the customer buys or uses the goods or services offered to the brand

A succinct explanation of how social media fits into the Consumer Decision-Making Model .The identification of a product need is the first step in the decision-making process for consumers. When a consumer's intended and actual states of being diverge, a product need is triggered. According to S-O-R Theory, when a consumer notices external stimuli like product packaging, other customers, advertising material, etc., they may feel as though they have an unfulfilled need and be driven to look for more information to satisfy that need. According to Thota (2018), companies can utilize social media to stimulate consumer demand for their products by starting brand dialogues that foster favorable opinions.

Social Media Related to the Consumer Decision-Making Model

1. Social media's function in determining product demands

The identification of a product need is the first step in the decision-making process for consumers. When a consumer's intended and actual states of being diverge, a product need is triggered. According to S-O-R Theory, when a consumer notices external stimuli like product packaging, other customers, advertising material, etc., they may feel as though they have an unfulfilled need and be driven to look for more information to satisfy that need. According to Thota (2018), companies can utilize social media to stimulate brand dialogues that advance favorable opinions about goods, services, or concepts, hence activating consumers' product requirements.

Social media is an effective instrument for spreading messages. According to Thota's (2018) research, 93% of American businesses utilize Facebook in addition to other channels like LinkedIn and Twitter. Social media thus gives companies online channels to raise consumer awareness of their brands and products. Consumers can communicate with one another using social media platforms to share their experiences with brands and products (Thota, 2018). Social media thus gives companies a way to build brand awareness for their goods and services. For instance, companies can publish brand information about their goods and services through owned media. Paid media, like boosted Facebook posts, can also be used to raise brand awareness and excitement in order to stimulate recognition of a need or issue that the brand can answer. Furthermore, brand-influencing stimuli can be found in posts made by opinion leaders and peers of the consumer.

2. Social media's impact on product information search

When a consumer searches for product information, they enter the second stage of the decision-making process. Put differently, when a consumer senses a need, they are driven to learn about potential

means of meeting that need. Customers learn about the relative qualities of rival brands and items during this process. Customers will occasionally ask influential people in their network to promote a product or service as the first step in their information search process. Positive brand content that a company creates may encounter resistance. Peer reviews, on the other hand, are seen more favorably since they are thought to be more reliable than information from marketers.

A customer's participation with a product is defined as the degree of importance they attach to it. The degree to which a customer interacts with a particular product influences how they interpret the data in a customer review. The consumer will not put much effort into finding the information if they have a low involvement need. More precisely, when consumer involvement is low, they are more likely to rely on cues and absorb information through peripheral channels rather than looking into more in-depth product-specific information. When a consumer is in a low involvement environment, using cues like colors, visuals, and noises is important to capture their attention. On the other hand, customers who are very invested in a certain product or buying activity are inclined to conduct in-depth information searches. That is to say, customers are likely to look for comprehensive information from a variety of sources and learn about products

3. Social media's function in assessing substitute products

In the third phase of the decision-making process, consumers assess brands and products based on a set of possibilities they have evaluated, which is known as the evoked set. In other words, following the completion of their information search, customers mentally map out the many products that could lessen or completely replace their identified need. Customers assess the available products using a variety of decision heuristics, or general guidelines, to arrive at an evoked set. The compensating rule, the conjunctive rule, and the lexicographic rule are examples of potential heuristics. Customers use the lexicographic rule to find the product that excels in the area they believe to be most crucial. For instance, cost is customers that are searching for the cheapest product alternative will occasionally use this method. Conjunctive heuristics are used by consumers to weed out product options that they believe to be underperforming on a prominent attribute. Customers may place such a high value on a product's style or fashion, for instance, that they will only take it into consideration if it is thought to be stylish or fashionable, even if it falls short on other critical fronts like comfort or affordability. The compensating rule is applied by customers who are looking for the best "overall" performing product. The compensating rule forces the customer to take into account a variety of product characteristics, including cost, style, and durability. Next, for every product in the evoked set, the customer mentally constructs a weighted average performance rating across the set of attributes.

Companies can use social media tactics to provide positive content and address issues that are pertinent to the factors that consumers consider when making decisions. Social media gives businesses the opportunity to communicate with customers in both directions. To find out more details about the products that the company offers, prospective customers can leave comments on postings about the products or brand or message the company directly. Customers can, for example, express inquiries about products on social media. On the same article, the company can then directly address any queries or worries raised by customers

4. Social media's impact on product information search

The consumer decides what to buy in the fourth step of the Consumer Decision-Making Model. Although social media's main benefit is spreading awareness of goods and services, some of these platforms also let users make direct purchases. Nevertheless, the extent to which customers have made purchases

through these channels has disappointed a lot of businesses

5. How social media affects post-purchase actions

The consumer participates in post-purchase activities, such as forming feelings of happiness or discontent, in the last step of the Consumer Decision-Making Model. Customer loyalty, sometimes referred to as the formation of customer connections and repeat purchase habits, is significantly influenced by the degree of happiness experienced by consumers. Most of the time, when customers are unhappy with a purchase, they don't say why. Instead, they change the way that they shop and/or make purchases in the future. Social media gives customers a way to voice their happiness or discontent with purchases and their shopping experiences. Consequently, social media gives companies a rapid, easy, and reasonably priced way to collect customer input, which helps them address issues as soon as they arise. Following their purchase, customers may use social media to flaunt and/or talk about their new acquisition. When a customer is happy, they could use social media to recommend or promote the business. If the goods is a luxury brand, for instance, the buyer might post to show off their possession of it and elevate their status among friends. On the other hand, customers can also express their complaints about a product or shopping encounter online

Social Media Marketing

Social media usage has dramatically increased in recent years (Thota, 2018). In addition, the emergence of social media platforms has changed the dynamics of the online market by fostering the development of social networks comprised of experts in their fields, opinion leaders, and consumers. When Kumar et al. (2020) discovered that integrated marketing promotional messages can effectively influence customers' opinions about product image and lead to consumption habits, they provided compelling evidence of the significance of social media marketing. According to Kaplan and Haenlein (2010), in Laksamana (2018), social media is described as "a group of internet-based applications that build on ideological and technological foundations of web 2.0, and allow the creation and exchange of user generated content."

Social media is appropriate for building consumers' product and brand awareness. According to Riadhus Social media (2019) is classified into two groups namely a) 1. Social media that is expressive, such as Youtube, blog, Twitter, Facebook, Instagram etc; and 2) Collaborative social media, such as Rotten Tomatoes, Wikipedia etc. Social media has its own market, not all consumers use all social media. In general, they use social media according to association, level of intelligence and hobbies of consumers (Riadhus, 2019). Kelly et al. (2010) stated that through social media marketers have a great opportunity to interact with customers in the social networks where they are located and to develop more intimate relationships with these consumers through the internet and other types of social media. According to Chaffey and Ellis-Chadwick (2016), social media marketing is the activity of combining more traditional modes of communication with the internet and other related digital technologies to achieve one's marketing goals. Praditasetyo and Saputri (2021) report that many e-commerce businesses, such as Shopee and Tokopedia, and others, use social media as a promotional tactic. Instagram, Twitter, Youtube and Tiktok are some examples of these social media platforms. Shopee's social media marketing efforts received favorable feedback, which provided additional opportunities for companies to interact with customers (Kurnia & Rachmawati, 2020). Praditasetyo and Saputri (2021) emphasize that social media marketing, namely video material provided by Shopee through social media, is very effective in influencing new audiences to make purchasing decisions.

Because consumers occasionally suffer dissonance from poor social media experiences, which can lead them to switch services, businesses must choose social media systems that encourage active interaction among the platform's users (Dhir et al., 2016). Businesses need to exercise caution while using social media platforms to avoid creating consumer dissonance or regrets in order to maintain a positive brand image. Instead, Kaur et al. (2018) advise companies to make use of social media platforms that encourage amusement and social improvement. Kurniasari and Budiarmo (2018) noted that a key factor influencing sales will be the quantity of users and customers that regularly visit the Shopee website and are familiar with the brands that are presented. According to research by Nasution et al. (2020), decisions about what to buy are based on students.

In terms of making purchases, social media marketing has the power to influence customer choices. Praditasetyo and Saputri's findings from 2021 show that social media marketing positively influences customer decisions to buy certain items. The use of social media marketing has a positive effect on the choices customers make about their purchases, according to research by Fahmi et al (2020). The results of Kurniasari and Budiarmo's research (2018) show that social media marketing has a positive effect on the choices customers make about their purchases. On the other hand, Muslim (2018) finds a different conclusion, namely that social media marketing has no effect on purchasing decisions. Based on these findings, the researchers proposed the following hypothesis: Social media marketing has a positive effect on consumer purchasing decisions on e-commerce Shopee.

Methodology

This research used quantitative in nature by collecting data, describing and testing hypotheses that have been previously determined (Sugiyono, 2022). Data was obtained with a survey of consumers. This research was conducted in August 2022 online with 100 respondents using the Googleform application. Statistic tools using SPSS with simple linear regression. Respondents who filled out the questionnaire had purchased through the Shopee marketplace and were at least 17 years old. Responses were provided on a five-point scale, where one indicated very low social media usage and five indicated very high usage. To summarize, the questionnaire had two items dealing with each of the five consumer decision-making social media behaviors. The questionnaire utilized seven items to collect demographic profiles of the respondents.

Table 2.1 Data of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	61	61%
Female	39	39%
Total	100	100%

Source: Data Result (2023)

Table 2.1 shows about characteristic data of respondent based on gender, it can be seen that the number of male respondents are bigger than female respondents.

Table 2.2 Data of Respondents by Age

Age	Frequency	Percentage (%)
17 – 25 years	53	53%
26 – 35 years	45	45%
36 – 50 years	2	2%
Over 50 years	0	0
Total	100	100%

Source: Data Result (2023)

Table 2.2 regarding data on the characteristics of respondents based on age shows that the majority of Shopee consumers are aged 17-25 years as many as 53 respondents, while the few who filled out the questionnaire were aged 36-50 years. So it can be concluded that respondents who made transactions through the Shopee platform in this study were more likely to be 17-25 years old than 36-50 years old

Table 2.3 Data of Respondents by Marital Status

Status	Frequency	Percentage (%)
Married	22	22%
Not yet married	78	78%
Total	100	100%

Source: Data Result (2023)

Table 2.3 regarding data on the characteristics of respondents based on status shows that the majority of Shopee consumers are unmarried as much as 78% of the total respondents

Table 2.4 Data of Respondents by Family Status

Status	Frequency	Percentage (%)
Father	11	11%
Mother	8	8%
Son/Daughter	73	73%
Other	8	8%
Total	100	100

Source: Data Result (2023)

Table 2.4 regarding data on the characteristics of respondents based on status in the family shows that the majority of Shopee consumers with family status are children as much as 73% of the total respondents.

Table 2.5 Data of Respondents by Education

Education	Frequency	Percentage (%)
S3	1	1%
S2	1	1%
S1	73	73%
Diploma	6	6%
Senior High Schoo;	19	19%
Total	100	100%

Source: Data Result (2023)

Table 2.5 regarding data on the characteristics of respondents based on their latest education, shows that the majority of Shopee consumers have a bachelor's degree as much as 73% of the total respondents

Table 2.6 Data of Respondents by Work

Work	Frequency	Percentage (%)
Private Sector Employee	58	58%
Civil Servant	2	2%
Entrepreneur	15	15%
Scholars	17	17%
Others	8	8%

Total	100	100%
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Source: Data Result (2023)

Table 2.6 regarding data on the characteristics of respondents based on their current job shows that the majority of Shopee consumers are private employees as much as 58% of the total respondents. Then, the least were Civil Servants/PNS as much as 2% of the total respondents.

Table 2.7 Data of Respondents by Family Status

Income per month	Frequency	Percentage (%)
≤ Rp. 3.000.000	24	24%
≥ Rp. 3.000.000 – Rp. 5.000.000	21	21%
≥ Rp. 5.000.000 – Rp. 10.000.000	36	36%
≥ Rp. 10.000.000	19	19%
Total	100	100%

Source: Data Result (2023)

Table 2.7 regarding data on the characteristics of respondents based on monthly income shows that the majority of Shopee consumers have a monthly income of ≥ Rp. 5,000,000 – Rp. 10,000,000 as much as 36% of the total respondents.

Results and Discussion

Table 3.1 Validity Test Results

Variable	Item	r-count	r-table	Information
<i>Social Media Marketing</i>	X1.1	0.781	0.196	VALID
	X1.2	0.794	0.196	VALID
	X1.3	0.835	0.196	VALID
	X1.4	0.712	0.196	VALID
	X1.5	0.661	0.196	VALID
	X1.6	0.624	0.196	VALID
Keputusan Pembelian	Y1	0.790	0.196	VALID
	Y2	0.752	0.196	VALID
	Y3	0.731	0.196	VALID
	Y4	0.752	0.196	VALID
	Y5	0.329	0.196	VALID
	Y6	0.712	0.196	VALID
	Y7	0.437	0.196	VALID

Source: Data processing result with SPSS (2023)

Interpretation of the validity test, it can be seen that all indicators of social media marketing variables with purchase decision variables have a valid value, which means that the r-count is greater than the r-table, namely 0.196.

Table 4.1 T Table Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistiks	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.675	2.165		2.620	.010		

Social Media Marketing	.179	.111	.147	1.614	.110	.503	1.987
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a. Dependent Variabel: Buying Decision

Source: Data processing result with SPSS (2023)

Based on a statistical test using the Sig Test, the value of the Sig Social Media Marketing Shopee test has a number of 0.110, which is greater than 0.05. This indicates that the social media marketing used by the Shopee marketplace does not have a significant influence on consumers when they decide to shop at the Shopee marketplace. And the results of the research hypothesis means rejected.

Discussion

The results of this research are not in line with the results of research from Diaz et al. (2021), and Fahmi et al. (2020) because it has the results of categorizing social media marketing variables that influence purchasing decisions. However, the results of the study show that Social Media has no significant effect on Purchase Decisions. Thus the H1 hypothesis is rejected. But the results of the research are in line with the results of research from Muslim (2018), that social media marketing does not influence consumers when deciding to buy in the market place. Social Media is currently something that is most widely used by the public, who tend to be media literate and thirsty for the latest information. Social media marketing is not effective enough to be a driving factor for customer in purchasing decisions on the Shopee marketplace. The average consumer who makes shopping transactions at Shopee is young millennials over the age of 17 until 25, where at that age they are still relatively unstable in deciding to buy an item. Added according to Alfonso 2022, the most commonly used activity by the public is communicating via short messages, around 91.2 percent, while shopping online is in fifth place, which is around 23.5 percent.

Internet penetration rate for men in 2022-2023 is 79.32 percent of the total male population. Meanwhile, the internet penetration rate for women is 77.36 percent of the total female population in Indonesia. Not only that, this APJII survey also compares internet penetration in urban (urban) and (rural and underdeveloped areas) classifications, which are dominated by age. young users. One of the advantages of social media is that it makes it easier for people to get information. Therefore many users choose social media as the easiest tool to disseminate and receive information as quickly as possible. As many as 98.3 percent of Indonesian users access the internet via mobile phones. On average, internet users in Indonesia access the internet for around 7 hours and 42 minutes per day. The average use of social media applications per day for Indonesians is around 3 hours 18 minutes as compiled by KompasTekno (2023).

This research is different from several previous studies, thus providing additional knowledge about the relationship between social media use and customer decisions. Given that some social media platforms may produce negative feelings for certain consumers (Dhir et al., 2016), it would be enlightening to research the relationships between a given social media platform and positive/ negative consumer behaviors, such as increased shopping searches, increased purchases, and consumers' post-purchase satisfaction posts. Also, empirical investigations are needed to examine the effectiveness of a given social media strategy for creating brand awareness, brand equity, brand purchases and post-purchase satisfaction. Although businesses may want to engage with consumers more on social media, they should be careful not to encourage behaviors that lead to social media fatigue. To counteract this threat, socially responsible businesses could encourage consumers to interact with them by engaging in brand-related activities offline and later posting about such activities on social media.

Conclusion

As previously mentioned, social media platforms are an important marketing tool for building brands, especially with regards to building brand awareness and excitement. In this study it was found that the variable social media marketing (X1) has no effect on purchasing decisions. This explains that social media marketing is not effective enough to be a driving factor for customer in purchasing decisions on the Shopee marketplace. Therefore, effective application of social media should be a part of any business' marketing strategy. For example, social media visuals, content, promotional activities, and use of opinion leader influence should be deployed to positively influence the buying behaviors of consumers. This research bring any managerial implication, especially Shopee management to take concern business marketing strategy to optimize social media marketing impacts on customer in purchasing decisions.

Author's Contribution

The corresponding author namely Febri Rakhmawati Arsj contributed on collecting data, drafting manuscripts and drafting drawings, drafting key conceptual ideas, doing reseach and analysis also revisions of articles. All authors discussed the results and contributed to the final manuscript.

Acknowledgements

Writers would like to appreciate to the Department of Management, Faculty of Economic and Business, Perbanas Institute, Indonesia for the valuable support so that authors could publish this article.

Declaration of Competing Interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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