THE INFLUENCE OF VHIENDY SAVELLA INSTAGRAM SOCIAL MEDIA , BRAND IMAGE , AND SALES PROMOTION ON PURCHASE DECISIONS

(Case Study at Kakpin.Stuff *Online* Store)

Drs. Sumitro, M, Sc , Aprilliyani

Indonesian College of Economics, Jakarta

aprilliyani952@gmail.com

Abstrak

This study aims to test and obtain empirical evidence about the influence of Vhiendy Savella's Instagram Social Media , Brand Image , and Sales Promotion on Purchasing Decisions at the Kakpin.stuff *online* store simultaneously and partially.

This research uses descriptive research with a quantitative approach, which is measured using the method. The research was carried out at Kakpin.stuff Online Store with a sample of 300 people. The sampling technique used in this study using the *p urposive sampling* which is a way of sampling through the determination of the characteristics according to the purpose specified . The type of data needed in this study is primary data. Primary data is data obtained from respondents through questionnaires, focus groups, and panels or also data from interviews with resource persons. In sending the research questionnaire using *Google Form* .The statistical method used is multiple regression analysis with the IBM *Statistic* SPSS v.24 application.

The results of this study partially there is a significant positive effect between brand image on purchasing decisions, and sales promotions on purchasing decisions. But there is no influence between social media on purchasing decisions. Simultaneously, it shows that 52.3 % of purchasing decision variables can be explained by social media variables , brand image and sales promotion . While the remaining 47.7 % can be explained by other variables which are not included in the research model.

Keywords: Social   Media, Brand   Image , Sales   Promotion ,   Purchase Decision

I.   PRELIMINARY

With the growth and development of technology in the current digital era, there are many changes, so the business world has experienced very significant changes in the buying and selling process of a product, a fundamental change in technological growth and development has led to the emergence of various companies and services that are trying to make ends meet. and simplify consumer needs.

The growth and development of the business sector makes us illustrate that the economy and the welfare of society have increased. With this increased economy and welfare, the competitiveness between companies and services is getting tighter. Companies and services that initially only entered a small market share that were not too broad were required to be more responsive to the growth and development of the current market share, a wider market share and increased purchasing power, making the business world must be efficient, effective and responsive in marketing its products in the market. present and future. A business activity carried out to market products and services using the internet media can also be called *e-marketing*. E-marketing is the other side of the marketing of *e-commerce* which terdi ri of companies bekerj a to promote, communicate and sell goods or services via the Internet. P enjualan and marketing via the Internet, especially social media (social networks) can range widely and increase sales and do not require a lot of expensive. Consumers can save on travel costs but can still buy their products without having to meet directly with the seller and come to the store. From the data reported from websindo.com , showing the 10 most popular social media in 2019 as of January 2019, YouTube is in the first position followed by WhatsApp, Facebook, occupying the fourth position there are intagram, line, twitter, linked, FB messenger, pinterest, and skype. In addition, the number of social media use in Indonesia continues to increase every year.

II.   LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Ryan Kusumah from the Scientific Journal of Efficiency Vol 15 No. 05 Years (2015) ISSN: 2088-3145 with the title "Analyze The Effect Of Social Media, Brand Image, Brand Awareness and Sales Promotion And Perceived Risk Towards Consumer Purchase Decision In Instagram Online Shops."

This study aims to find the impact of social media, brand image, brand awareness and sales promotion on the risk of consumer purchasing decisions in the Instagram online store. The analysis method used is multiple regression analysis method. The population used in this study is online shop consumers who use Instagram as a medium to find the products they want by visiting several online store accounts on Instagram. The samples collected were 107 sample data through questionnaires. Multiple regression analysis is used in SPSS software. The results show that social media (X1), brand image (X2), sales promotion (X3), and risk (X4) have a significant impact on purchasing decision behavior (Y) simultaneously. But partially, brand image (X2) has a significant impact on consumer purchasing decisions (Y). Social media (X1), brand awareness (X3) and sales promotion of risk (X4) do not have a partial impact on consumer purchasing decisions (Y).

The second research was conducted by Heny Hendrayati, Vanessa Gaffar, Dea Sintia Dwiyanty from the Journal of Advances in Economics, Business and Management Vol 15 No. 01 Year (2016) with the title " The Influence of Celebgram, Social Media, And Brand Image on Online Purchasing Decision (@walksummer)."

This study aims to determine the influence of celebrity endorsement, social media, brand image on the purchase decision of the Walk in Summer shoes online product. The sample used in this study amounted to 100 respondents using purposive sampling technique. The result of the multiple linear regression equation X1 = +0,426 X2 = +0,481 X3 = +0,452, from this equation it can be interpreted that the B1 coefficient is 0.426, meaning that if the perception of the celebrity endorse is getting better, the purchasing decision will increase. The coefficient of B2 is 0.481, meaning that if the perception of social media is getting better, the purchasing decision will increase. The B3 coefficient is 0.452, meaning

that if the perception of the brand image is getting better, the purchasing decision will increase. So it can be concluded that in this study, multiple linear regression analysis tests were carried out between endorse celebrities on purchasing decisions and the results of the sig t value of 2.897> α (0.05), so it can be concluded that social media variables have a significant effect on purchasing decisions. The results of the regression test between celebrity endorsements on purchasing decisions obtained a sig t value of 3.567> α (0.01), so it can be concluded that the celebrity variable has a significant effect on purchasing decisions. The results of the regression test between brand image and purchase decisions obtained a sig t value of 3.114> α (0.03), so it can be concluded that the brand image variable has a significant effect on purchasing decisions. The coefficient of determination test results that R2 is 0.740, which means that the variation that occurs is 0.740 in purchasing decisions explained by celebrity endorsements, social media, and brand image. The influence of celebrity endorsement, social media, and brand image is 74.0%, while the remaining 26.0% is explained by other factors that are not examined.

The third research was conducted by AD Aprilia & N. Hidayati from the Journal of Advances in Economics, Business and Management Vol 115 No. 01 Tahun (2019) entitled "The Effect of Celebrity Endorsers on Purchase Decisions on the Fait Hijab Online Shop on Instagram."

This study aims to determine the influence of celebrity endorsement, social media, and sales promotion on consumer purchasing decisions of Fait Hijab. The analysis technique used in this study is multiple linear regression. In this study it was found that there was a significant relationship between endorse celebrities and sales promotions. The correlation value between celebrity endorsement, social media, and sales promotion is r = 0.386, r = 0.729, r = 0.525. The value of R2 is 0.651 which indicates that 65.1% of the variance in the dependent variable can be explained by three independent variables. Celebrity endorsement, social media and sales promotion influence purchasing decisions and are significant at the 0.0001 level.

The fourth research was conducted by Baby Maharani, Mahir Pradana, and Tri Indra Wijaksana from the International Journal of Scientific Engineering and Applied Science (IJSEAS) Vol 2 No. 06 Years (2016) ISSN: 2395-3470 with the title "Instagram Electronic Word of Mouth's Effect Towards Purchasing Decision Arromanis Corner Store (@Arromanis), Bandung, Indonesia."

This study aims to determine the effect of Word of Mouth, social media and sales promotion on purchasing decisions. The population of this research is online consumers @Arromanis in Bandung. The sampling technique is incidental. The number of respondents as many as 100 customers and using multiple linear regression techniques . The classical assumption test results obtained from normality, multicollinearity and hesteroscedasticity show that all variables do not conflict with the specified conditions. The results of the feasibility test, the regression model used in this study are feasible. As a result of the multiple coefficient of determination, variable wom, social media, and sales promotion around 58.8% indicate the purchase decision variable. The results of partial testing found that the variable wom, social media, and variable sales promotion had a significant and positive effect on purchasing decisions. All statement items regarding the variable wom, social media, and sales promotion and purchase decisions as many as 21 statements show significant because the results <0.05, so it can be concluded that the statement is valid. The reliability test has a Cronbach alpha value α> 0.7, so all statement items are reliable.

The fifth research was conducted by Wiwik Widiyanti from the Cakrawala Journal, Vol. 17, No. 1, March 2017 ISSN: 1411-8629 with the title "The Influence of Sales

Promotion, Brand Image and Instagram Social Media on Ninebox Product Purchase Decisions (Case Study on Instagram @tempattasdotcom)."

This study aims to determine the effect of sales promotion, brand image and social media on purchasing decisions. The population of this research is student customers @ tempattasdotcom at FIK UNY. research that takes a sample from a population by relying on a questionnaire as a data collection instrument. The number of respondents was 96 customers and used multiple linear regression techniques. For the fourth hypothesis where Ho4 states that there is no significant effect of sales promotion, brand image and social media Instagram on purchasing decisions for ninebox products, with Ha4 there is a significant effect of sales promotion, brand image and Instagram social media on ninebox product purchasing decisions, it can be tested with the F test. At the F test value of 81.27 with a significance value of 0.000, it shows that the sales promotion variable (X1), the Brand Image variable (X2), and the Instagram Social Media variable (X3) together have a significant effect on the variable bound (purchase decision) which means that Ha is accepted.

The sixth research was conducted by Ikhsan Bismo Hidayat Lubis from the Journal of Indonesian Business Management Vol. 5 No.4 (2016), ISSN: 2502-5449 with the title "The influence of brand image, social media Instagram, and perceived quality on purchasing decisions for vans products (instagram @VHeadID)."

This study aims to determine: (1) the effect of brand image on purchasing decisions for Vans products on @VHeadID's Instagram followers. (2) The influence of Instagram social media on purchasing decisions for Vans products on @VHeadID Instagram followers. (3) The effect of perceived quality on purchasing decisions for Vans products on @VHeadID Instagram followers. (4) The influence of brand image, Instagram social media and perceived quality on purchasing decisions for Vans products on @VHeadID Instagram followers. This research is categorized as a quantitative descriptive study, where the research instrument is a questionnaire. The population in this study were followers of Instagram @VHeadID. The sampling technique was purposive sampling method with a total sample of 145 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability. Multiple linear regression analysis was used to test the hypothesis of this study. The results of the study found that: (1) brand image has a positive effect on purchasing decisions for Vans products on Instagram followers @VHeadID (β) 0.260 and the significance level is 0.015. (2) Instagram social media has a positive effect on purchasing decisions for Vans products on Instagram followers @VHeadID of (β) 0.590 and a significance level of 0.000. (3) Perceptions of quality have a positive effect on purchasing decisions for Vans products on Instagram followers @VHeadID of (β) 0.547 and a significance level of 0.000. (4) Brand image, Instagram social media and perceived quality simultaneously have a positive effect on purchasing decisions for Vans products on @VHeadID's Instagram followers with a significance level of 0.000, less than 0.05 ($p < 0.05$), and the amount of $\Delta R2$. brand image, Instagram social media, and perceived quality of purchasing decisions for Vans products on @VHeadID Instagram followers is 0.458.

The seventh research was conducted by Siti Masruroh from the MARGIN ECO Journal, Vol. 2, No. 01, November 2017 ISSN: 2580-9725 with the title "Analysis of the influence of social media, sales promotion, brand image and product quality on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya."

This study aims to determine: (1) The influence of social media on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya. (2) The effect of sales promotion on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya. (3) The

influence of brand image on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya. (4) The effect of product quality on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya. (5) The influence of social media, sales promotion, brand image and product quality on purchasing decisions via Instagram at Azkurah Online Shop in Surabaya. The sample in this study was 75 respondents. The sampling technique used purposive sampling. Based on the research results of multiple linear regression analysis, the coefficient of price, promotion, brand image, product quality with a positive direction and the price variable $(X1)$ Tcount> Ttable $(2.295> 1.667)$ was significant 0.003, the promotion variable X2) Tcount> Ttable $(5,553> 1,667)$ significant 0,025, brand image variable Tcount> Ttable $(2,621> 1,667)$ significant 0,011, product quality variable Tcount> Ttable $(10.606> 1,667)$ significant 0,000. Partially positive influence on purchasing decisions at Azkurah Online Shop in Surabaya. And the results of the study obtained F count $(9.746)>$ F table (3.422) and sig 0.000 this shows that social media, sales promotion, brand image and product quality have a significant influence on purchasing decisions simultaneously accepted.

The eighth research was conducted by Andi Widiawati and Muhammad Iwan Syafii from the International Journal of Management Volume 9, Issue 5, May 2019, ISSN: 2250-3153, with the title "The Influence of Brand Image, Sales Promotion through Social Media on Purchasing Decisions of Javas Cloth Stores Mojolaban Sukoharjo. "

This study aims to determine the influence of brand image, sales promotion and social media Instagram on purchasing decisions at the Mojolaban javas cloth shop in Sukoharjo. The method used in this research is multiple regression analysis, t test, f test. Based on the results of the regression analysis, the results show that brand image has a positive and significant effect on purchasing decisions on javas cloth Mojolaban Sukoharjo, thus the first hypothesis is proven. Based on the results of processed regression data, it is found that sales promotion through social media Instagram has a positive and significant effect on purchasing decisions on javas cloth Mojolaban Sukoharjo, thus the second hypothesis proposed is proven. From the results of hypothesis testing that has been carried out that the two variables jointly influence the purchase decision on javas cloth Mojolaban Sukoharjo, thus the third hypothesis is proven.

2.2 Definition of Purchasing Decisions

Purchasing decisions are important things that every company hopes for consumers to purchase a product and royalty. Making consumer purchasing decisions is a process of selecting one of several alternative solutions to problems with real follow-up and determining the attitude that will be taken to buy or not to the product. The purchase decision process begins when consumers realize a problem or need for a desired product. The buying process describes the reasons why someone prefers, chooses and buys a product with a certain brand.

Purchasing decisions that cover all consumer activities that occur prior to the purchase and use of the product, by identifying needs, searching for information and evaluating alternatives, with the consumer decision process stage where the consumer buys and uses a product or service by determining whether he has made a purchase decision right, (Tjiptono (2019: 53)

2.3 Definition of Social Media

According to Mc Quail (2011: 17), social media is a habit of information and a shift in the role of people in the process of reading and disseminating information supported by web technology. Social media empowers people to become disseminators of information. Social media is a shift in the distribution of information from a *broadcast (one-to-many)* mechanism to a *many-to-many* mechanism .

Social media is content that contains information created by people who use publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with others and with the general public (Nasrullah: 2015: 6).

Social media is able to fulfill the user's desire to interact interactively and participate in what they are interested in. Because of the breadth of interactive communication and the global reach that social media has. So today many companies both national and international use social media to communicate marketing products and services that are sold to customers.

2.4 Definition of Promotion

Promotion is one of the factors determining the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product is useful to them, then they will never buy it. a multifaceted incentive tool employed to meet targets in the short term and designed to stimulate buyers of a particular product more quickly or more powerfully by consumers or traders everywhere. Sunyoto (2014: 155) states that promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product. The tools that can be used to promote a product can be selected in several ways, namely advertising, sales promotion, publicity, *personal selling* which is called the promotion mix. Setiyaningrum at al (2015: 223) states as a marketing communication mechanism, the exchange of information between buyers and sellers, which seeks change and thinking.

2.5 Definition of Brand Image

Brand image (*brand image*) of the company is one of the important things in the market and create strategies in marketing their products and have an important role in influencing consumers to buy. A strong brand image allows the preferences and loyalty of consumers to the company to be stronger. The greater the consumer's preference and loyalty to a product brand, the greater the company's opportunity to maintain and develop the market. In the midst of increasingly fierce competition, brands can become a weapon to attract attention and bind customer loyalty. consumers may evaluate the same product differently depending on how branded the product is. They learn about brands through past experiences with these products and their marketing programs, discovering which brands satisfy their needs and which don't.

Tjiptono (2019: 187) said that brands are beneficial for producers and consumers, for producers Brand plays an important role as a means of identifying products and companies, forms of legal protection, quality assurance signals, means of creating associations and unique meanings (differentiation), means of competitive advantage and financial resources returns. Meanwhile, for consumers, Brand plays a crucial role as

identification of product sources, assignment of responsibility to specific producers or distributors, reducing risk, reducing internal and external search costs, special promises or ties with producers, symbolic tools that project self-image, and quality signals. Tjiptono (2019: 241) states that Brand Image or products are superior to competitors' brands or products. According to Setiadi (2013: 180), brand image is a representation of the overall perception of them and is formed from information and past experiences with the brand. The image of their relationship is related to attitudes in the form of beliefs and references to a brand. Consumers who have a positive image of a brand are more likely to make purchases.

2.6 Relationship Between Research Variables

Based on the theoretical basis used, the researcher can describe the logical relationship between one research variable and another .

III. RESEARCH METHODS

This study used a survey approach because to obtain information and data the researcher had to communicate or ask the respondent's opinion on the statements listed in the questionnaire. Apart from that, a survey was also conducted to complete the information related to the variables studied. The answers to the data obtained from this survey are then processed with a quantitative approach, for this analysis the researcher uses a quantitative approach, quantitative can be interpreted as a research method based on positivism philosophy, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of describing and testing the hypotheses that have been set (Sugiyono, 2018: 15). It is hoped that the results of quantitative studies can answer research questions in an associative form between variables in the study. Associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences, and causal relationships , namely between independent / exogenous variables and dependent / endogenous variables (Sugiyono, 2018: 51).

3.1 Population and Sample

3.1.1 Research Population

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions Sugiyono (2018: 130). So the population is not only people, but also objects - other natural objects. Population is also not just the number that is in the object or subject being studied, but includes all the characteristics or properties possessed by that subject or subject. The target population in this study were the Kakpin.stuff Instagram followes .

3.1.2 Research Sample

Sugiyono (2018: 131) reveals that the sample in a study is part of the number and characteristics of the population. The sampling technique used in this research

is *purposive sampling,* which means the technique of determining the sample with certain considerations (Sugiyono (2018: 131). As for the sample criteria that are considered by this study, namely the sample in this study are followers of the Kakpin instgaramstuff and have criteria, namely Have been shopping at kakpin.stuff 2 times in the period March - May 2020. Total target population is 1135 and get a sample using the Slovin formula as many as 300 respondents.

Data and Data Collection Methods

The data used in this study are primary data collected through surveys, primary data is data obtained directly from the object under study which is the primary source of data or sources that directly provide data to data collectors. (Sugiyono, 2018: 213)

Primary data is collected using a questionnaire, a questionnaire is a data collection technique carried out by giving a set of questions or closed or open statements, can be given to respondents directly or sent by post, or the internet. With direct contact between the researcher and the respondent, it will create a fairly good condition, so that the respondent will voluntarily provide objective and fast data. Sugiyono, (2018: 219). The statements in the questionnaire are measured using the *Likert* scale *, a* scale used to measure the attitudes, opinions and perceptions of a person or group of social phenomena. In research, social phenomena have been determined specifically by researchers, hereinafter referred to as research variables. With a Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be statements or questions. The answer to each instrument item that uses *the Likert scale* has a very positive to very negative gradient, which can be in the following words Sugiyono (2018: 152):

1 = Strongly disagree (STS)

2 = Disagree (TS)

3 = Doubt (RR)

4 = Agree (S)

5 = Strongly Agree (SS)

Data collection technique

The data collection technique is the most strategic step in research, because the main purpose of research is to get data. Data collection techniques are the most important step in research, because the main purpose of research is to get data. According to Sugiyono (2018: 213). Without knowing the data collection technique, the researcher will not get data that meets the established data standards.

Data analysis method

Descriptive statistics

Respondent Characteristics

Respondent descriptions are used to determine the number of respondents who have been divided according to predetermined characteristics, namely based on demographic characteristics (age, gender, occupation) and characteristics of respondents (type of product purchased). Where the respondent's description is displayed in the form of tables and diagrams accompanied by descriptions.

3.5.1.2 Analysis of Respondents' Answers

Variable descriptions are used to determine respondents' answers to social media variables , promotions, brand image and purchase decisions. To find out how the influence of Social Media, Brand Image, and Sales Promotion on Purchasing Decisions, a Likert scale is measured. Social Media indicators , Brand Image, Sales Promotion and Purchasing Decisions are measured using a Likert scale which has four levels of preference, each of which has a score of 1-4 with the following details:

Score	Information
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Agree (S)
4	Strongly Agree (SS)

Correlation Coefficient Analysis

The correlation coefficient analysis consists of partial correlation coefficient analysis and multiple correlation coefficient analysis, namely:

Partial correlation coefficient analysis is a measuring tool used when a study contains more than one independent variable. The calculated partial correlation coefficient aims to determine the relationship between the independent variable and the dependent variable with the assumption that the other independent variables are fixed or constant.

Multiple correlation coefficient analysis is one of the correlation coefficients, multiple correlation coefficients are symbolized by Rx1x2, and is a measure of the closeness of the relationship between the dependent variable and all independent variables.

Analysis The coefficient of determination (R^2)

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination also indicates how far the model's ability to explain the variation in the dependent variable

(Ghozali, 2013: 97). The coefficient of determination has a value of zero (0) to one (1). If R^2 is close to 1, then the independent variables have almost all the information needed to predict how the variation of the dependent variables in the hypothesis. However, if R^2 away from the value of 1 and began to approach 0, then the ability of independent variables in explaining the variation in the dependent variable are limited.

Hypothesis testing

T test

To test the truth of the hypothesis used in this study the test was carried out using the t test. According to Imam Ghozali (2011), the t test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. This decision was made based on the comparison of the predetermined significance values, which was 5% ($\alpha = 0.05$). Hypothesis test by comparing t_{count} with t_{table}

1. If $-t_{count} < -t_{table}$ or $t_{count} > t_{table}$, then Ho is rejected and Ha is accepted, meaning that the independent variable partially has a significant effect on the dependent variable.

2. If t count $\leq t_{table} - t_{count} \geq -t_{table}$, then Ho is accepted and Ha is rejected, meaning that the independent variable partially does not have a significant effect on the dependent variable.

Hypothesis test based on significance

1. If the number is sig. > 0.05, then Ho is accepted

2. If the number is sig. < 0.05, then Ho is rejected

F test

According to Imam Ghozali (2011), the F test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. This decision making is based on the comparison of the $_{calculated}F$ value by looking at the level of significance, then comparing it with the predetermined significance level (5% or 0.05). With a certain degree of confidence, if $F_{count} \leq F_{table}$ then Ho is rejected, whereas if $F_{count} \geq F_{table}$ then Ho is accepted. In addition, it can also look at the probability value. If the probability value is smaller than 0.05 (for the level of significance = 0.05), then the independent variables together have an effect on the dependent variable. Meanwhile, if the probability value is greater than 0.05, then the independent variable simultaneously has no effect on the dependent variable. The F-table value can be seen from the statistical table with the corresponding significance level of the *degree of freedom* value . By using a *significance level of* 0.05 ($\alpha = 5\%$). The terms of acceptance or rejection of the hypothesis are as follows:

1) If the significant value> 0.05 then Ho is accepted

2) If the significant value <0.05 then Ho is rejected

IV.   RESEARCH RESULTS AND DISCUSSION

4.1   Respondent Description

Respondents in this study were kakpin.stuff instagram followers who had at least used it twice at the time of data collection and in accordance with the criteria set by the researcher. The results presented in the table used in this study were obtained by distributing questionnaires. The number of questionnaires given to respondents to be filled in was 305 questionnaires and carried out in March-May 2020 and obtained as many as 300 respondents.

Table 4. 1 Division Questionnaire (Questionnaire)

Information	Total	Percentage
Distributed questionnaires	305	100%
Questionnaires yan g in use	300	98%

Source: Primary data processed (2020)

Based on the results of a survey using a questionnaire, the characteristics of the respondents who were sampled in this study were divided into several groups, namely according to gender, age, education and work experience. Following are the characteristics of the respondents according to gender, age, and the number of purchase transactions.

a.   Respondents' Description by Gender

Table 4. 2 Characteristics of Respondents by Gender

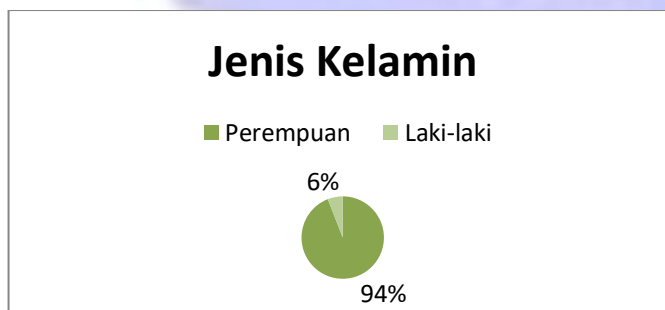| Information	total	Percentage
Men	18	6%
Woman	282	94%
Total	300	100%

Source: *Primary data processed (2020)*

Figure 4. 1 Characteristics of Respondents by Gender

Figure 4.1 shows that the respondents in this study were mostly female, namely 94% and male as much as 6%. It shows that the buyers of kakpin.stuff are dominated by women, the products sold at kakpin.stuff come from the private collections of the owner whose

gender is definitely dominated by women's clothing and women generally prefer shopping and prefer good quality goods and affordable prices, seen in terms of the owner who is a celebrity, it is certain that many fans want to have a collection of their products with the aim to be closer to their idols compared to men who buy products from kakpin.stuff only because of requests from female friends and some of them buy products to be used as birthday gifts for his partner who idolizes Vhiendy Savella.

  b. Respondents' Description by Age

Table 4. 3 Characteristics of Respondents by Age

Age	total	Percentage
13-17	20	8%
18-24	131	41%
25-35	141	45%
> 35	8	6%
Total	300	100%

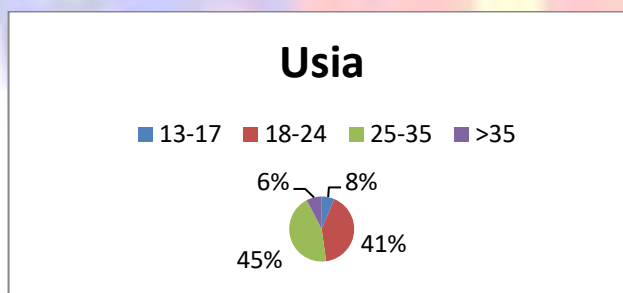Source: *Primary data processed (2020)*

Figure 4. 2 Characteristics of Respondents by Age

Based on the diagram above shows that the respondents in this study who were 13-17 years old were as many as 20 people (8%), 131 people aged 18-24 years (41%), aged 25-35 years were 141 people (43 %) and those aged over 35 years are 8 people (6%). Purchases are more dominated by the age range 18-24 years because it is found that at that age is classified as the age group who is still single so that they have a lot of free time to play social media or shop online.

  c. Description of Respondents based on the number of transactions

Table 4. 4 Characteristics of Respondents Based on Number of Transactions

Number of Transactions	total	Percentage
1x	7	1%
2x	200	56%

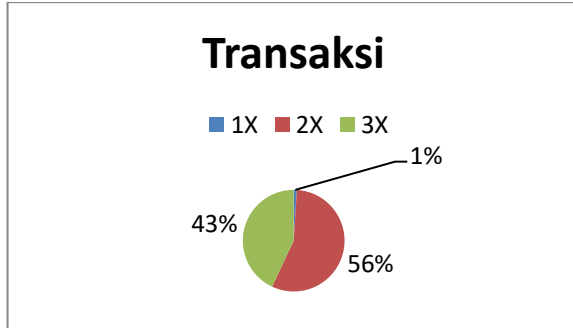|		
3x	93	43%
Total	300	100%

Source: *Primary data processed (2020)*

Figure 4. 3 Characteristics of Respondents Based on Number of Transactions

Based on the chart above shows that respondents in this study who transact 1x 7 people (1%), the transaction 2x as many as 200 people (56%), and the transaction 3x as many as 93 people (43%). Based on the number of transactions, consumers buying is dominated by consumers who make 2x transactions, this happens because many of them like preloved goods at affordable prices and good quality.

Table 4.5. The Frequency of Respondents' Answers to Social Media Variables (X1)

Score Interval	Category	Frequency	Percentage (%)
1.00 to 1.74	Very low	0	0
1.75 s / d 2.49	Low	0	0
2.50 to 3.24	Enough	77	25.7
3.25 to 4.00	High	223	74.3
Total		300	100.0

Source: Primary Data Processed (2020)

Based on table 4.5 above, it is found that of the 300 respondents who gave responses to the question items, the most social media variables were at the score interval from 3.25 to 4.00, as many as 223 respondents, which means that social media variables can be categorized as high. This shows that the respondents gave an assessment that the indicators of content creation, content shring, connecting and community building on social media used by the online store @ kakpin.stuff are good.

For the independent variable (X1), namely Social Media which is submitted for 300 respondents, the number of criteria is obtained (if each question gets the highest score) X1 = 4 x 300 x 12 = 14,400. The total score of the data collection was 12,433; 14,400 x 100 = 86.34% of the criteria specified.

Table 4.6. The Frequency of Respondents' Answers to Brand Image Variables (X2)

Score Interval	Category	Frequency	Percentage (%)
1.00 to 1.74	Very low	0	0.0
1.75 s / d 2.49	Low	2	0.7
2.50 to 3.24	Enough	120	40.0
3.25 to 4.00	High	178	59.3
total		300	100

Source: Primary Data Processed (2020)

Table 4.6. It shows that respondents who gave an assessment were obtained from 300 respondents who gave responses to the most variable question items of brand image at the interval score of 3.25 to 4.00 as many as 300 respondents, which means that the brand image of the online store @ kakpin.stuff can be categorized as high. . This shows that the respondents considered that the strength, uniqueness and favorability of the brand / brand owned by the online store @ kakpin.stuff is good.

For the independent variable (X2), namely the Brand Image submitted for 300 respondents, the number of criteria is obtained (if each question gets the highest score) X2 = 4 x 300 x 5 = 6,000. The total score of the data collection was 5. 149 ; 6,000 x 100 = 85.81% of the criteria specified.

Table 4.7. The Frequency of Respondents' Answers to Sales Promotion Variables (X3)

Score Interval	Category	Frequency	Percentage (%)
1.00 to 1.74	Very low	0	0.0
1.75 s / d 2.49	Low	2	, 7
2.50 to 3.24	Enough	103	34.3
3.25 to 4.00	High	195	65.0
total		300	100

Source: Primary Data Processed (2020)

Table 4.7. It shows that of the 300 respondents who gave responses to the variable question items of sales promotion, 195 respondents were in the score interval from 3.25 to 4.00, which means that the online store sales promotion @ kakpin.stuff can be categorized as good. This shows that consumer promotions, trade promotions and salespeople promotions carried out by the @ kakpin.stuff online store are already good.

For the independent variable (X3), namely Sales Promotion that is submitted for 300 respondents, the number of criteria is obtained (if each question gets the highest score) X3 = 4 x 300x 6 = 7,200. The total score of the data collection was 6,215; 7,200 x 100 = 86.31% of the criteria set.

Table 4.8. Respondents' Answers Frequency Variable Purchase Decision (Y)

Score Interval	Category	Frequency	Percentage (%)
1.00 to 1.74	Very low	0	0.0
1.75 s / d 2.49	Low	0	0.0
2.50 to 3.24	Enough	92	30.7
3.25 to 4.00	High	208	69.3
total		300	100

Source: Primary Data Processed (2020)

Table 4.8 Based on table 4.8 above, it is found that of the 300 respondents who gave responses to the items of the most variable purchasing decision questions were at the interval score of 3.25 to 4.00 as many as 208 respondents, which means that the consumer's decision to make a purchase at an online store @ kakpin.stuff can be categorized as high. This shows that the choice of product, choice of brand, choice of dealer, purchase amount or quantity, purchase time and payment method of online shop @ kakpin.stuff are good.

For the independent variable (Y), namely the Purchase Decision submitted for 139 respondents, the number of criteria is obtained (if each question gets the highest score) Y = 4 x 300x 7 = 8,400. The total score of the data collection was 7,320; 8,400 x 100 = 87.14% of the criteria specified.

1.1. Data Quality Test

1.1.1. Data Validity Test

The significant test is done by comparing the calculated r value with the r table for degree of freedom (df) = n-2, in this case n is the number of samples. So the df used is 300-2 = 298 with an alpha of 5%, it produces a value of r table with a two-way test of 1.649983. A statement item can be said to be valid if the *corrected item-total* > r table, with a significant level of 5%.

The results of the validity test for the variables used in this study can be seen below:

Table 4.9. Validity test

Item No.	Rhitung	Rtabel	Information
Social Media (X1)			
1	0.481	0.113	Valid
2	0.496	0.113	Valid

3	0.582	0.113	Valid
4	0.603	0.113	Valid
5	0.465	0.113	Valid
6	0.548	0.113	Valid
7	0.513	0.113	Valid
8	0.496	0.113	Valid
9	0.604	0.113	Valid
10	0.512	0.113	Valid
11	0.533	0.113	Valid
12	0.474	0.113	Valid
Brand Image (X2)			
1	0.530	0.113	Valid
2	0.623	0.113	Valid
3	0.638	0.113	Valid
4	0.579	0.113	Valid
5	0.604	0.113	Valid
Sales Promotion (X3)			
1	0.588	0.113	Valid
2	0.635	0.113	Valid
3	0.664	0.113	Valid
4	0.661	0.113	Valid
5	0.614	0.113	Valid
6	0.562	0.113	Valid
Purchase Decision (Y)			
1	0.507	0.113	Valid
2	0.520	0.113	Valid
3	0.687	0.113	Valid
4	0.728	0.113	Valid

5	0.656	0.113	Valid
6	0.626	0.113	Valid
7	0.489	0.113	Valid

Source: Primary Data Processed (2020)

Social Media variables (X1), Brand Image (X2), and Sales Promotion (X3) have a calculated r value greater than r table 1.6 49983 which means that all question items for Social Media variables (X1) are declared valid.

1.1.2. Data Reliability Test

Table 4.10. Reliability Test

Variable	*Cronbach Alpha*
Social media	0.85 3
Brand Image	0.808
Sales promotion	0.84 2
Buying decision	0.844

Source: Primary Data Processed (2020)

The test results on the reliability of the questionnaire resulted in a *Cronbach's Alpha number* of 0.853 for the Social Media variable, 0.808 for the Brand Image variable, 0.842 for the sales promotion variable and 0.844 for the Purchasing Decision variable. Based on these results, the *Cronbach's Alpha value* of all variables shows a number greater than 0.6, it can be concluded that all statements in this study have their reliability tested.

1.2. The coefficient of determination (R^2)

Table 4.11. Test coefficient of determination (R^2)

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 [a]	.533	.523	2,267

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Primary Data Processed (2020)

Based on table 4.11. Showed that the results *adjusted* R^2 by 0,523 or 52.3%. The results of this test indicate that 52.3% of purchasing decision variables can be explained by social media variables , brand image, and sales promotion . While the remaining 47.7% can be explained by other variables which are not included in the research model.

1.3. Partial Determination Coefficient Analysis

The coefficient of partial determination X_1 against Y

The results of the partial determination coefficient of variable X_1 (Social Media) on variable Y (Purchase Decision) are as follows:

Table 4.12. Partial Correlation of Variable X_1 to Y

Variable		Social Media (X_1)	Purchase Decision (Y)
Social Media (X_1)	*Correlation*	1	0.144 [*]
	Sig. (2-tailed)		0.013
	Df	0	300
Purchase Decision (Y)	*Correlation*	0.144 [*]	1
	Sig. (2-tailed)	0.013	
	Df	300	0

Source: Data processed (2020)

Based on table 4:12, the partial correlation value between variable X_1 (Social Media) and variable Y (Purchase Decision) is obtained, namely 0.144. So that the value of the partial determination coefficient of variable X_1 (Social Media) to variable Y (Purchase Decision) is as follows:

$$KD_{1.23} = r_{y1.23}^2 \times 100\%$$

$$= 0.144^2 \times 100\%$$

$$= 0.021\%$$

Partial determination coefficient above shows that the influence of variable X_1 (Social Media) to variable Y (Decision Purchase) of 2 , 1% and the remaining 97.9% is influenced by other variables.

The results of the partial determination coefficient of variable X_2 (Brand Image) on variable Y (Purchase Decision) are as follows:

Table 4.13. Partial Correlation of Variable X_2 to Y

Variable		Brand Image (X_2)	Purchase Decision (Y)
Brand Image (X_2)	*Correlation*	1	0.184 [**]
	Sig. (2-tailed)		0.006
	Df	0	300

			0.184 **	1
Purchase Decision (Y)	*Correlation*		0.184 **	1
	Sig. (2-tailed)		0.006	
	Df		300	0

Based on table 4.13, it is obtained that the partial correlation value between variable X_2 (Brand Image) and variable Y (Purchase Decision) is 0.184. So that the value of the partial determination coefficient of variable X_2 (Brand Image) to variable Y (Purchase Decision) is as follows:

$KD_{2.13} = r_{y2.13}^2$ x 100%

$= 0.184^2$ x 100%

$= 0.033\%$

The value of the partial determination coefficient above shows that the influence of variable X_2 (Brand Image) on variable Y (Purchase Decision) is 3.3 % and the remaining 96.7 % is influenced by other variables.

The results of the partial determination coefficient of variable X_3 (Sales Promotion) on variable Y (Purchase Decision) are as follows:

Table 4.14. Partial Correlation of Variable X_3 to Y

Variable		Sales Promotion (X_3)	Purchase Decision (Y)
Sales Promotion (X_3)	*Correlation*	1	0.479 **
	Sig. (2-tailed)		0,000
	Df	0	300
Purchase Decision (Y)	*Correlation*	0.479 **	1
	Sig. (2-tailed)	0,000	
	Df	300	0

Based on table 4:14 , the partial correlation value between variable X_3 (Sales Promotion) and variable Y (Purchase Decision) is obtained, namely 0.479. So that the value of the partial determination coefficient of variable X_3 (Sales Promotion) on variable Y (Purchase Decision) is as follows:

$KD_{3.12} = r_{y3.12}^2$ x 100%

$= 0.479^2$ x 100%

$$= 0.23\%$$

Partial determination coefficient above shows that the influence of variable X_3 (Promotion Sale) to variable Y (Decision Purchase) of 2,3% and the remaining 97.7% is influenced by other variables.

1.4. Hypothesis testing

1.4.1. Partial Hypothesis Test (*t Test*)

The t test aims to provide an overview of the extent of the influence of one variable

independent with one dependent variable. The measurement used is to use the ratio t count and t table. For this reason, the following hypothesis is formed:

Ho: the independent variable partially does not have a significant effect on

      dependent variable

H1: the independent variable partially has a significant effect on the variable

Bound

      The t test is done by comparing the value of t count with t table for the degree of freedom (df) = nk, in this case n is the number of samples and k is the number of all variables. So the df used is 300-4 = 296 with an alpha of 5% or 0.05, so the t table value (two-sided test) is 1.650018 provided:

1. If t <t table (1.650018) then Ho is accepted and H1 is rejected or if the value is Sig. > 0.05.

2. If t count> t table (1.650018) then Ho is rejected and H1 is accepted or if the value is Sig. <0.05.

Table 4.15. Partial Parameter Test Results (T Test)

Variable	Coefficient	Std. Error	Don't count	P-value
Constant	10,520	1,794	5,863	0,000
Social Media (X_1)	0.080	0.041	1,929	0.055
Brand Image (X_2)	0.174	0.046	3,654	0,000
Sales Promotion (X_3)	0.511	0.056	9,140	0,000
R square = 52 , 3 %, F $_{count}$ = 31,689, *P-value* = 0,000				

Source: Primary Data Processed (2020)

Based on the partial test in table 4:15, it can be explained as follows:

1. Hypothesis Testing 1

Influence of Social Media (X1) of the Purchase Decision (Y) with a t value of 1 , 929> T table 1.650018 and a significant level of 0.055> 0.05. These results indicate that the social media variables partially do not have a significant effect on purchasing decisions. So the first hypothesis is stated that H1 is rejected and Ho is accepted.

2. Hypothesis Testing 2

The Influence of Brand Image (X2) on Purchase Decisions (Y) with a t value of 3.654> t table 1.650018 and a significant level of 0.000 <0.05. These results indicate that the brand image variable partially has a significant effect on purchasing decisions. So the second hypothesis is stated that H1 is accepted and Ho is rejected.

3. Hypothesis Testing 3

The Effect of Sales Promotion (X3) on Purchasing Decisions (Y) with a t value of 9.140 <t table 1.6 50018 and a significant level of 0.000> 0.05. These results indicate that the Sales Promotion variable partially has a significant effect on Purchasing Decisions. Then the third hypothesis is stated that H1 is accepted and Ho is rejected.

1.4.2. Model Test / Anova (F Test)

The F test aims to provide an overview of the extent of the influence of the variables -

the independent variables together on the dependent variable. The measurement used is to use the comparison of F count and F table. For this reason, the following hypothesis is formed:

Ho: the independent variable simultaneously has no significant effect on the dependent variable

H1: the independent variable simultaneously has a significant effect on the dependent variable

The F test is performed by comparing the calculated F value with the F table for *degree of freedom* (df) for the numerator (N1) = k-1, in this case k is the number of all variables and degree of freedom (df) for the denominator (N2) = nk, in where n is the number of samples and k is the number of all variables. So df for the numerator (N1) = 4-1 = 3 and df for the denominator (N2) = 300-4 = 296 then results in an F table value of 3.83 with the following conditions:

1. If F count <F table (3.83) then Ho is accepted and Ha is rejected or if the value is Sig. > 0.05.

2. If F count> F table (3.83) then Ho is rejected and Ha is accepted or if the value is Sig. <0.05.

Table 4.16. Anova F test

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	488,627	3	162,876	31,689	.000 [b]
	Residual	1521,373	296	5,140		
	Total	2010,000	299			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Primary Data Processed (2020)

Table 4.16. It shows that the calculated f value is 31.689 and the f table is 3.83 with a significant f of 0.000 with a probability of <0.05. Therefore, f count is greater than f table (31.689> 3.83), with a significant value less than 0.05 (0.000 <0.05), it means that social media, brand image and sales promotion together equally significant effect on Purchasing Decisions. Then the fourth hypothesis stated that Ha is accepted and Ho is rejected.

Based on direct observation, consumers at Kakpin.stuff really want new goods, because they need good quality goods.

4.2 Summary of Research Results

Hypothesis	Conclusion
H $_1$: The Influence of Social Media on Purchasing Decisions	Rejected
H $_2$: The Effect of Brand Image on Purchasing Decisions	Be accepted
H $_3$: The Effect of Sales Promotion on Purchasing Decisions	Be accepted
H $_4$: The Influence of Social Media, Brand Image, Sales Promotion on Purchasing Decisions	Be accepted

Based on the summary of the research results above, it can be concluded that for kakpin.stuff products it turns out that promotion, brand image, and sales promotion are the dominant variables in purchasing decisions. It also describes in addition to maintaining brand image promotion of sales are appropriately sed adi Main attention nyatoko online kakpin.stuff harness with *maximum* promotional activities sifanya informative as well as persuade and remind the good of the online store kakpin.stuff as the sale of second-hand barng but worth taking .

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of data analysis and discussion regarding the influence of Social Media, Brand Image, and Sales Promotion on Purchasing Decisions at the Kakpin.stuff online store, the following conclusions can be drawn:

1. Social Media variables do not have a significant influence on Purchasing Decisions (Y). This is shown by the results of the t test (partial) with a significant value of 0.055 on the Social Media variable (X1). Social Media is one of the factors that influence Purchasing Decisions. The better the level of social media usage, the better the purchasing decision level of Kakpin.stuff.

2. The Brand Image variable has a significant influence on Purchase Decisions (Y). This is indicated by the results of the t test (partial) with a significant value of 0.000 on the Brand Image variable . Brand Image is one of the factors that influence Purchasing Decisions . The better the level of Brand Image (X2), the better the level of Purchasing Decision Kakpin.stuff .

3. Sales Promotion Variable has a significant influence on Purchase Decisions (Y). This is indicated by the results of the t test (partial) with a significant value of 0.000 on the Sales Promotion variable . Sales Promotion is one of the factors that influence the Purchasing Decision . The better the level of Sales Promotion (X 3), the better the level of Purchasing Decision Kakpin.stuff .

4. Social Media, Brand Image, and Sales Promotion together have a positive and significant effect on the Purchase Decision variable . The magnitude of the influence of the variables of Social Media, Brand Image, and Sales Promotion on the Purchasing Decision variable is 5 2.3 % while the remaining 4 7 , 3% is influenced by other variables outside the research.

5.2 Suggestions

As input to the analysis and discussion that has been carried out in the previous chapter, then in the suggestions section the author tries to provide some input in the form of suggestions. Where the description of the suggestions can be explained by the researcher as follows:

1. Share Kakpin.stuff Online Store

a. Increase the use of social media , hold outreach or give a give a way and introduce products on social media, keep up with the latest trends in making kakpin.stuff social media profiles and update the appearance and quality of product photos so that purchasing decisions can be improved by consumers.

b. Increasing brand recognition, by aggressively updating the quality and innovation of the product can characterize the brand and can make consumers recognize the brand so that it can increase consumer purchasing decisions on kakpin.stuff products.

c. Increasing sales promotion, by carrying out appropriate and attractive sales promotions will increase consumer curiosity so that it can benefit kakpin.stuff because it can increase purchasing decisions.

2. For further researchers

a. For future research, you should add other factors that can have more influence on Purchasing Decisions such as Price, Customer Satisfaction, Customer Loyalty, and others.

b. This research can be accompanied by direct interviews with the respondents. It is intended that respondents better understand the questionnaire statement given by the researcher so that they can get more accurate results.

5.3 Research Limitations

1. This study uses only 3 variables, which in this study there are many other variables that can influence purchasing decisions to be re-examined.

2. This study only took 300 respondents from 1135 followers kakpin.stuff . It would be better if research was also carried out on other celebgram Instagram followers for population and sample collection .

3. This research has a limited time, it is better for further research to have more time so that research can be carried out more deeply and accurately.

4. The sample of this research is only limited to the Kakpin.stuff Online Shop. It would be better, if the samples taken include consumers in various preloved online shops, so that the research can be generalized in a broader scope.

5. The data collection method uses a questionnaire, so that the data may be subjective in nature, it will be more convenient if the interview method is added so that the research results obtained are more complete.

6. This study is only limited to *online* purchases based on variables that affect *online* buying and selling sites , and does not discuss the effect of purchasing based on the product directly.

DAFTAR PUSTAKA

Aaker, D. A. & Biel, A. L., 2010. *Brand Equity and Advertising : Advertising Role in Building Strong Brand.* Lawrence Erlbaum: Hillsdale.

Aprilia, A.D. and Hidayati, N., 2020, January. *The Effect of Celebrity Endorsers on Purchase Decisions on the Fait Hijab Online Shop on Instagram.* In *17th International Symposium on Management (INSYMA 2020)* (pp. 230-234). Atlantis Press.

Belch, 2009. *Advertising and Promotion : An Integrated Marketing CommunicationPerpective.* 8th ed. New york: McGraw-Hill Companies.

Gunelius, S., 2011. *30 Minute Social Media Marketing.* United States: McGraw Hil.

Hendrayati,H.,Gaffar,V.and Dwiyanty,D.S.,2016,August. T*he Influence of Celebgram on Online Purchasing Decision(@walksummer), Management and Entrepreneurship*. Atlantis Press.

Hidayat, D. 2017. *Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan. Jurnal Ilman,* Volume 5, pp. 15-24.

Kakpin.stuff,.2020. *Instagram.com.* Diakses Febuari 2020

Kertajaya, H., 2007. *Hermawan Kertajaya on Marketing Mix..* 9 ed. Jakarta: PT. Gramedia Pustaka Umum.

Kotler, P. & Keller, K. L, 2008. *Manajemen Pemasaran (diterjemahkan Benjamin Molan).* 12 ed. Jakarta: PT.Indeks Kelompok Gramedia.

Kotler,P.&Keller,K.L.,2012.*MarketingManagement.*14ed.PearsonPrenticeHall: Global Edition.

Kusumah, R., 2015. *Analyze The Effect Of Social Media, Brand Image, Brand Awareness and Sales Promotion And Perceived Risk Towards Consumer Purchase Decision In Online Shops Instagram. Jurnal Berkala Ilmiah Efisiensi*, 15(5).

Lubis, I.B.H., 2016. *Pengaruh Citra Merek, Media Iklan Instagram, Dan Persepsi Kualitas Terhadap Keputusan Pembelian Produk Vans. Jurnal Manajemen Bisnis Indonesia (JMBI)*, 5(4), pp.388-401.

Lovelock, C. & Wirtz, J., 2011. *Manajemen Pemasaran Jasa(terjemahan).* Jakarta:PT. Indeks.

Lupiyoadi, Rambat & A. Hamdani, 2011. *Manajemen Pemasaran Jas*a. 2nd ed. jakarta: Salemba empat.

Maharani, B., Pradana, M. and Wijaksana, T.I., 2016. *Instagram Electronic Word of Mouth's Effect Towards Purchasing Decision Arromanis Corner Store, Bandung, Indonesia. International Journal of Scientific Engineering and Applied Science (IJSEAS)*, 2(6).

Marhadi, 2010. Evaluasi pengukuran citra merek dan kualitas merek. *Ekonomi dan Bisnis,* p. 9.

Rivai, 2016. *Identifikasi faktor penentu keputusan konsumen dalam memilih jasa perbankan. pp. 1-17.*

Setiadi, J. & Nugroho, S. M. 2., 2013. *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran. Jakarta: Kencana.*

Sugiyono, 2016. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D. Banung: Alfabeta.*

Suryani, T., 2009. *Perilaku konsumen: Implikasi pada strategi pemasaran". Edisi I. Yogyakarta: Graha. 1 ed. Yogyakarta: Graha Ilmu.*

Tim Media Websindo.,2019. *Websindo.com.* Diakses Febuari 2020

Tjiptono, F., 2012. *Strategi bisnis Pemasaran. Yogyakarta: Andi.*

Tuten, T. L., 2012. *Advertising 2.0 Social Media Marketing in a Web 2.0 World..Connecticut: Praeger.*

Ujang Sumarwan, 2011. *Perilaku Konsumen, Teori dan Penerapannya Dalam Pemasaran. 1 ed. Bogor: Ghalia Indonesia.*

Vhiendy Savella.,2020. *Instagram.com.* Diakses Febuari 2020

Weinberg, T., 2010. *The New Community Rules : Marketing on the Social Web..California: O' Reilly.*

Wenats, A. 2012. *Integrated Marketing Communications : Komunikasi Pemasaran di Indonesia. Jakarta: Gramedia Pustaka Utama.*

Widiawati, A. and Syafii, M.I., 2017. *Pengaruh Citra Merek, Promosi Penjualan Melalui Media Sosial Terhadap Keputusan Pembelian Toko Javas Cloth Mojolaban Sukoharjo. Jurnal Bisnis & Kewirausahaa*