



## Influence Of Tiktok's Social Media Marketing and Online Consumer Review On Purchasing Decision

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Submitted Date:  
25 Mei 2023

Accepted Date:  
12 June 2023

Published Date:  
29 June 2023

### Suggested Citation:

Pratama, A.M., Subagja, G., Duta, L.G.. 2023. Influence Of Tiktok's Social Media Marketing and Online Consumer Review On Purchasing Decision. *Jurnal Bisnis dan Manajemen*. Vol. 10 Iss 1 pp. 45-54.

### Abstract:

The main purpose of the study was to identify the influence of TikTok social media marketing and online consumer review on purchasing decision on Jiniso's products. Population of this study was college student who used TikTok in Indonesia and had bought Jiniso's products. The sampling technique used purposive sampling to obtain 300 respondents. The analytical test tool used SmartPLS v.3 with SEM (Structural Equation Model) analysis method. The result of this study indicate that TikTok social media marketing and online consumer review simultaneously had a 52.7% impact on purchasing decision. While the partial test results of each variable showed that social media marketing TikTok had a significant effect on purchasing decisions by 12.7% and online consumer reviews had a significant effect on purchasing decisions by 63.8%.

**Keywords:** Online Consumer Review; Purchasing Decision; Social Media Marketing TikTok

### Research Background

Globalization has resulted in an increase in the human desire for knowledge, as evidenced by rapid growth in the fields of information and communication technology. The presence of the internet confirms this. According to figures from Hootsuite and We Are Social, Indonesia's internet users hit 202.6 million in early 2021, accounting for 73.7 percent of the country's total population of 274.9 million. 96.4 percent of all internet users access the internet via mobile devices such as smartphones and feature phones, which connect to the internet via cellular and Wifi connections. The average internet user is 16–64 years old, and 61.8 percent are active social media users, according to the survey. This demonstrates that Indonesians have a proclivity to use social media, which provides opportunity for business players to sell their products as an alternate technique.

As a result of the growth of social media as a marketing tool, it has become a viable business prospect (Manzoor et al., 2020). The goal of social media marketing is to assist business increase market share and consumer interest in purchasing. Social media marketing is the newest marketing trend nowadays, and it may help them generate interest in their company. Consumer purchasing decisions are influenced directly by social media. When consumers are unable to interact directly with producers and must rely on the internet as a communication medium, they make an online purchasing decision (Amanah et al., 2017). Consumers can make purchases on the internet rather of going straight to the seller's location. There are stages of information seeking in the customer purchasing decision process (Swastha & Handoko, 2012). Consumers use online customer reviews to help them decide whether or not to buy a product. When consumers are unable to examine a product directly, they rely on consumer reviews found online. As a result, internet reviews can be considered valuable sources of information for consumers and can affect online purchasing decisions (Dhahak & Huseynov, 2020). Consumers will trust feedback from other consumers more than information from businesses, according to Kamila et al. (2019), since they believe fellow consumers to be more objective and trustworthy. When it comes to characterizing a product in terms of the

user's circumstance and measuring product performance from the user's perspective, online consumer reviews are thought to be more meaningful.

TikTok is a popular social media platform for conducting marketing activities and sharing product reviews. According to Sensor Tower research, the most downloaded non-game category states that TikTok is the best-selling application with a total of more than 56 million downloads in February 2021. Indonesia is a major contributor to TikTok downloads. TikTok is a social media application based on short videos lasting 15 seconds to 3 minutes developed by the Chinese technology company ByteDance (Kompas, 2021). TikTok is the most entertaining platform, according to 80% of users. 47% of users say they are tempted to buy something after watching TikTok content, particularly fashion-related content. Then 67% of users stated that TikTok motivated them to buy things that were not previously planned (Kompas, 2021). TikTok, in addition to being an entertainment medium, has a Tiktok for Business feature that can assist business actors in reaching a larger market by fostering creativity through uploaded content. It can also involve users in product marketing activities, inspiring them to create their own version of content.

Jiniso.id is an online store that uses TikTok as a promotional tool. Dian Fiona, a local brand from North Jakarta, created Jiniso (Jeans Indonesia) in 2018. Jiniso promotes himself on TikTok's social media platform, which improves interaction. This can be seen on Jiniso's TikTok account, which has over 1 million followers and over 37 million cumulative video likes. By implementing the concept as athletic jeans in a variety of sizes ranging from 27 to 38. Jiniso is currently the most well-known brand in the marketplace, with the number one women's fashion line and the third best-selling fashion category. On a marketplace with a production capacity of 6000 pieces per day, Jiniso was able to sell each of its items over a thousand times each month.

**Table 1.** Comparison of the number of followers on the TikTok application with similar competitors.

Name of TikTok Account	Total Number of Followers on December 2021	Total Number Of Followers on February 2022	Total Likes on December 2021	Total Likes on February 2022
@jiniso.id	664.000	1.200.000	22.600.000	37.200.000
@warpathofficial	151.200	207.000	312.800	587.700
@vierlinn	39.800	42.400	243.100	259.600
@18.town	28.400	30.300	545.000	594.100
@esrocte	2.201	2.571	13.300	14.900

Source: : Data Processed (2021)

In the table above, there is an online fashion store that competes with Jiniso and promotes itself through TikTok. When comparing the number of followers and likes on Jiniso's competitor TikTok account, it can be seen that the Jiniso.id account currently has the highest number of followers and video likes, and that there is a significant increase in the number of followers and video likes when compared to other online shops in the fashion category. Jeans for ladies Jiniso's advantage over its competitors can be demonstrated in the good feedback and the fact that it has become a viral local brand thanks to consumer reviews on TikTok social media. They managed to become the top brand of mind for women's jeans in Indonesia by using the key hashtag #JinisoEmangKeren. This company places a premium on product quality and pays attention to customer input. From the selection of local materials and yarns to the training of tailors from villages, Jiniso is noted for the consistent quality of its products.

The major problem defined in this study is how much does TikTok's social media marketing influence the buying decision of Jiniso items, based on the explanation of the problem's background. , how much does TikTok's online user review influence Jiniso goods purchase decisions? Jiniso's products are affected by both online consumer reviews and purchase decisions. The research objectives are to determine the effect of TikTok social media marketing on Jiniso product purchasing decisions, the effect of online consumer reviews on Jiniso product

purchasing decisions, and the effect of TikTok social media marketing and online consumer reviews combined on purchasing decisions for Jiniso products, according to the formulation of the problem.

### Research Method's

The types of data used are primary and secondary data. Where researchers use questionnaires or questionnaires to collect information. The population in this study were all students using TikTok in Indonesia. In this study a sample of 300 respondents with a sampling technique using purposive sampling with the following criteria:

- 1) College students
- 2) Have a TikTok account
- 3) Knowing Jiniso products
- 4) Have you ever seen a Jiniso product appear in a user's FYP (For Your Page) TikTok account at least once
- 5) Have purchased Jiniso products at least once.

**The data analysis method used is Partial Least Square (PLS) with the following steps:**

#### 1. Assessing outer models or measurement models

There are three criteria in the use of data analysis techniques with smartPLS to assess the outer model, namely convergent validity, discriminant validity and composite reliability

##### 1) Convergent Validity

Measurement models with indicator reflections are assessed based on the correlation between estimated score items and PLS software. Individual reflexive measures are said to be high if they correlate more than 0.70 with the construct measured.

##### 2) Discriminant Validity

This is done to ensure that each concept of each latent variable is different from the other variable. The model has a good discriminant validity if each loading factor value of each latent variable has the largest loading value with other loading values against other latent variables.

##### 3) Composite Reliability

Validity and reliability criteria can also be seen from the reliability value of a construct and the Average Variance Extracted (AVE) value of the construct. Constructs are said to be of high reliability if the value is 0.70 and the AVE is above 0.50.

#### 2. Structural Model Testing (Inner Model)

Inner model testing is performed to see the relationship between the construct, the value of significance and the R-square of the research model. The structural model is evaluated using R-square for the dependent construct of the t test as well as the significance of the coefficient of structural path parameters.

##### 1) T test (partially)

The significance of the estimated parameters provides very useful information about the relationship between the waiting variables.

##### 2) Test F (simultaneously)

The F statistic test basically shows whether all the free variables (X) consisting of social media marketing TikTok (X1) and online consumer review (X2) included in the model have a shared influence on variables bound to purchasing decisions (Y).

### Result

The characteristics of respondents in this study may be identified based on research conducted between 21 October 2021 and 7 February 2022, by sending online surveys utilizing Google forms and social media to 300 respondents from Jiniso customers who meet the study's criteria. From the result, it is clear that Jiniso's marketing reach is extensive, with its products distributed throughout Indonesia's many regions. DKI Jakarta province has the highest distribution of Jiniso consumers, with a percentage of 24 percent consisting of 72 people, followed by West Java province with a percentage of 16.3 percent consisting of 49 people, Central Java province with a percentage of 11 percent consisting of 33 people, and other provinces. Female respondents bought more Jiniso products with

a percentage of 90.67 percent compared to male respondents who bought only 28 individuals with a rate of 9.33 percent.

All respondents were between the ages of 16 and 24. As a result, it may be stated that people between the ages of 16 and 24 have a proclivity to buy fashion items. This corresponds to Jiniso's target market, which is the younger generation. Furthermore, the frequency with which consumers purchase Jiniso is highest in the choice of 2 times with 53%, followed by the frequency of purchasing more than 2 times with 27%, and the frequency of purchasing 1 time with 20%. These figures show that the bulk of customers are still old customers who have made two purchases. This suggests that many long-time Jiniso customers are still loyal to the brand.

The interpretation of the scale of respondents' answers to the social media marketing variable (X1) has an average value of 4.49. This can be interpreted to mean that respondents have a very high assessment of social media marketing factors on purchasing decisions for Jiniso products. Items that are above the average value include content that is informative, easy to understand, easy to communicate with other users, collaboration with influencers, and easy to access. Meanwhile, items that are below average include clear content quality, following the latest trends, clarity of information, and connection with customers. In the social media marketing variable, the item with the highest value given by the respondent is the item "I think the TikTok content uploaded by Jiniso is informative," which has a value of 4.69. This indicates that consumers strongly agree that the TikTok content uploaded by Jiniso is informative, because Jiniso always presents content about information about Jiniso products that are packaged in an attractive way. so that when people see TikTok Jiniso, the content is trusted and judged to be of good quality.

Based on the interpretation of the respondent's answer scale to the online consumer review variable (X2), it has an average value of 4.47. This means that respondents have a very high assessment of online consumer reviews of Jiniso products. Items that are above average include clarity of information, quality of video reviews, being easy to understand and product appearances that match the original. The items below the average are trustworthiness, number of reviews, and types of negative or positive reviews that are able to influence purchasing decisions for Jiniso products. Although the item has a value below the average, based on the interpretation table of the respondents' answers, the value of each item is classified as very high.

The results of descriptive analysis on the online consumer review variable show that the one with the highest value among other items is that there are 2 items with the same value of 4.55, which are found in the source credibility and review quality indicators with the statements "I feel the information provided by consumers on Jiniso is accurate" and "I think the review videos uploaded by Jiniso consumers have clear quality." This means that consumers agree if the information submitted by Jiniso consumers is accurate and has a clear review quality.

From the interpretation of the scale of respondents' answers to the purchasing decision variable (Y), has an average value of 4.46, which is classified as very high. It can be interpreted that respondents have a very high assessment of the purchasing decisions of Jiniso products. Items that are above the average value are the introduction of the need for style, evaluation of alternatives by comparing other similar products, making purchase decisions after comparing with other products, post-purchase behavior, feeling satisfied and making repurchases. Meanwhile, items that are below the average value are information seeking through social media, evaluation of alternatives regarding the superiority of Jiniso's products compared to other similar products, belief in purchasing decisions, and post-purchase behavior in recommending products to others. Although the item has a value below the average, based on the interpretation table of the respondents' answers, the value of each item is classified as very high.

The results of the descriptive analysis on the purchasing decision variables show that the one with the highest value is the purchasing decision indicator with the statement "I decided to buy the product offered by Jiniso after comparing it with other similar brand products." This is in line with the purchasing decision process according to Kotler and Armstrong (2016), which states that after evaluating existing alternatives by comparing other similar products, consumers will decide to buy the product. Purchase decisions are part of consumer behavior: how individuals, groups, and organizations choose, buy, and use goods or services to satisfy their needs and desires. This is according to the interpretation table of the respondent's answer scale on the purchase decision item, which has a value of 4.59, which is classified as very high.

Partial Least Square Analysis

1) Outer Model Evaluation

1. Convergent Validity

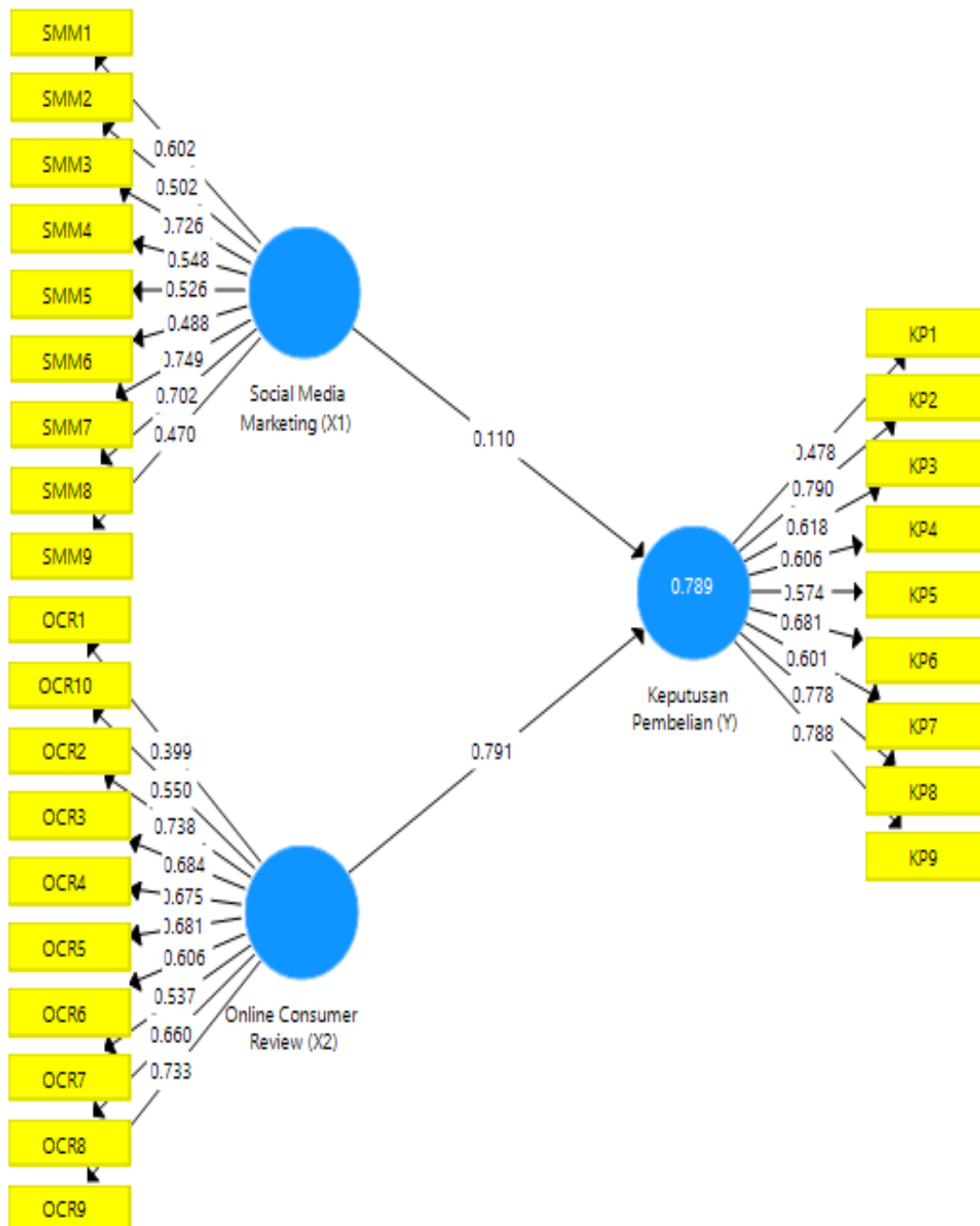


Figure 1. Outer Model Test Result

Source : Output SmartPLS V.3 (2022)

From the results of the analysis shown in Figure 8, which covers as many as 28 of the overall variables, there are 18 items that have a value greater than 0.6 and as many as 10 items have a value below 0.6. So the indicator with a loading factor below 0.6 is declared invalid as a variable construct and must be re-eliminated (dropped) from the analysis.

**Table 2.** Loading Factor Value of All Variables After Re-Estimation

Variables	Item Code	Purchasing Decision	Online Consumer Review	Social Media Marketing
Purchasing Decision	KP2	0.876		
	KP8	0.834		
	KP9	0.881		
Online Consumer Review	OCR2		0.792	
	OCR3		0.821	
	OCR4		0.718	
	OCR9		0.752	
Social Media Marketing	SMM3			0.827
	SMM7			0.812
	SMM8			0.843

Source: Data Processed (2022)

Based on the results of the re-estimation of the loading factor, the item values generated by the variables of social media marketing, online consumer reviews, and purchasing decisions have met the standard value of convergent validity because all factors are worth more than 0.6. Thus, it can be concluded that all constructs are valid.

## 2. Discriminant Validity

**Table 3.** Latent Variables

Variable	Purchasing Decision	Online Consumer Review	Social Media Marketing
Purchasing Decision	0.864		
Online Consumer Review	0.720	0.772	
Social Media Marketing	0.539	0.645	0.827

Source: Data Processed (2022)

From the table above, it can be seen that the value of the square root of the average variance extracted (AVE), which is 0.864, 0.772, and 0.827, is greater than the correlation of each construct. Another method that can be used to test discriminant validity is looking at the cross loading table. The following is a table of cross-loading values.

**Table 4.** Cross Loading

Item Code	Purchasing Decision	Online Consumer Review	Social Media Marketing
KP2	0.876	0.649	0.393
KP8	0.834	0.571	0.511
KP9	0.881	0.642	0.495
OCR2	0.592	0.792	0.394
OCR3	0.653	0.821	0.414
OCR4	0.436	0.718	0.618
OCR9	0.505	0.752	0.638
SMM3	0.437	0.519	0.827
SMM7	0.452	0.532	0.812
SMM8	0.447	0.550	0.843

Source: Data Processed (2022)



Based on table 4, it can be seen that the correlation of the purchasing decision variable with its indicators (KP2, KP8, and KP9) is greater than the correlation of the purchasing decision variable with other variables. Likewise, the correlation of the online consumer review variable with its indicators (OCR2, OCR3, OCR8, OCR9) is greater than the correlation of these variables with other variables. Likewise, the correlation of social media marketing variables with their respective indicators is greater than the correlation of the indicators with other variables. This shows that latent variables predict indicators in their block better than other block indicators. So, from the results of the cross-loading analysis, it appears that there is no discriminant validity problem.

### 3. Reliability Test

**Table 5.** Result Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Purchasing Decision (Y)	0.832	0.898	0.746
Online Consumer Review (X2)	0.791	0.854	0.595
Social Media Marketing (X1)	0.769	0.867	0.685

Source: Data Processed (2022)

In table 5 above, it can be seen that all variable values in reliability testing using both Cronbach's alpha and composite reliability have a value greater than 0.7, and validity testing using AVE with a value of more than 0.5. Therefore, it can be concluded that the variables tested are valid and reliable. So that structural model testing can be carried out.

## 2) Inner Model Evaluation

### 1. R Square (R<sup>2</sup>)

R square is used to measure the predictive power of the structural model that explains the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. The following is the result of the calculation of R square.

**Table 6.** R Square

Item	R Square	R Square Adjusted
Purchasing Decision	0.527	0.524

Source: Data Processed (2022)

From the results of R square in table 6 shows that the value of R square is 0.527. This value shows that the variables of social media marketing and online consumer review have an effect on the purchase decision variable by 52.7% and the rest is influenced by other variables outside the variables in this study.

### 2. T Test

**Table 7.** Path Coefficient

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Social Media Marketing -> Purchasing Decision	0.127	0.126	0.053	2.383	0.018
Online Consumer Review -> Purchasing Decision	0.638	0.639	0.046	13.921	0.000

Source: Data Processed (2022)

Based on table 7, determining whether the hypothesis is accepted or rejected is explained as follows:

#### 1. Effect of X1 on Y

The social media marketing variable (X1) has a t-statistic value of 2,383, which is greater than 1.96, and a p value of 0.018, which is smaller than 0.05. Therefore, it can be interpreted that partially social media

marketing has a significant effect on purchasing decisions by 12.7%. So the first hypothesis which states that there is an influence of social media marketing on purchasing decisions is accepted.

2. The online consumer review variable (X2) has a t-statistic value of 13,921 greater than 1.96, and a p value of 0.000 less than 0.05, which means  $H_a$  is accepted and  $H_o$  is rejected. Based on table 4.11, it can be seen that the online consumer review variable partially has a significant effect on purchasing decisions by 63.8%.

### 3) F Test

**Tabel 8.** F Test

Variables	F statistics	F table	Sig.	Notes
X1 dan X2 → Y	165.723	3.03	0.006	$H_a$ Accepted, $H_o$ Rejected

Source: Data Processed (2022)

Based on table 8, the F test results obtained a f-statistics of 165,723 with a significance level of 0.006. While the f-table value in this study is 3.03. Therefore, it can be seen that the value of f-count > f-table. This means that  $H_a$  is accepted and  $H_o$  is rejected. So it can be concluded that there is a simultaneous influence between the variables of social media marketing and online consumer review on purchasing decisions.

## Discussion

### Social Media Marketing on Purchasing Decision

Based on the results of hypothesis testing conducted in the study, it shows that social media marketing is considered as one of the strategies that determine Jiniso's success in marketing products, because this strategy is able to improve brand image and product quality. When Jiniso consumers have confidence that Jiniso as a local brand that has a target market of young people has good quality by marketing these products through social media which is currently popular in the community. Not only that, the results of this study show that the quality of the TikTok content uploaded by Jiniso is easy to understand so that it becomes the attention of consumers in making purchasing decisions for Jiniso products.

The results of this study are in line with previous research conducted by Mileva & Fauzi (2018) which said that social media marketing has an influence on purchasing decisions. This study showed satisfactory results. These results support the theory put forward by Gunelius that social media marketing is a forum for promotion and communication through social media by utilizing a much larger community that has a greater chance of doing marketing than through traditional advertising channels.

### Online Consumer Review on Purchasing Decision

The results of this study indicate that students who use TikTok in Indonesia will use information obtained from online consumer reviews to purchase Jiniso products. Information received from online consumer reviews can be in the form of positive information about the product or even negative information in the form of disappointment about the product. Consumers will compare the positive and negative aspects of the product to be purchased based on product reviews to determine product quality.

The results of this study are in line with research conducted by Melati & Dwijayanti (2020), that there is a positive influence on online consumer reviews on purchasing decisions. Consumers will use information from the experiences of other consumers who have purchased and used the product previously written through online consumer reviews in order to know clearly about the product. For consumers, product reviews are useful for increasing trust in products and making decisions (Kanitra & Kusumawati, 2018).

### Social Media Marketing and Online Consumer Review on Purchasing Decision

Based on the results of hypothesis testing, it was found that TikTok's social media marketing and online consumer reviews had a simultaneous effect on Jiniso's product purchase decisions. This result can be seen by looking at the significant F value of 0.05 and the value of Fcount > Ftable (165.723 > 3.03) with a probability of 0.006 < 0.05. This means that social media marketing and online consumer review have a simultaneous or joint effect on purchasing decisions for Jiniso products and it is concluded that the  $H_{a3}$  hypothesis is accepted and  $H_{o3}$  is rejected.

In the business world, especially the creative industry today, social media marketing is one of the factors that can be considered by business people. The existence of social media marketing can attract consumers to decide to make a purchase. Prasath & Yoganathen (2018) say that social media marketing is a current marketing style because it is able to reach a wider market to promote products or services compared to conventional media.



Social media marketing has provided benefits for organizations as a new way to deal with changing consumer behavior. People tend to use social media to share experiences, reviews, information, suggestions and all kinds of other interesting issues, as well as to make connections with other people.

Then not only social media marketing, a marketer needs to pay attention to the online consumer review factor because reviews are often used as a sign (signal) of the good quality of a product. So that with a good and trusted review in accordance with the quality of the product, it can lead to a purchase decision. This is in line with Obiedat's (2017) statement, online consumer reviews are one of the most important ways of communication in today's business world. The study states that consumer reviews have an important impact on company sales. As a result, online consumer reviews must be managed in a good way and included in the company's marketing communications strategy.

From the results of the research that has been done, Jiniso can maintain its position as the most popular local jeans category fashion product in Indonesia that can meet consumer needs, by maintaining product reliability aspects in providing comfort to consumers, and can continue to maintain good ratings given by consumers through the media. social services towards Jiniso products. In addition, Jiniso can always follow the latest marketing trends through social media so that it becomes the attention of consumers to buy these products.

### Conclusion

This work analyzes the influence of social media marketing TikTok, the online consumer review on purchasing decision. The finding showed that all exogenous variables have got a significant favorable influence on all endogenous variables. Social media marketing has a positive and significant effect on purchasing decisions for Jiniso products by 12.7%. The highest positive response is on the context indicator, this refers to the perception of the quality of the uploaded content containing clear information. Online consumer reviews have a positive and significant effect on purchasing decisions for Jiniso products by 63.8%. The highest positive response on the indicator of source credibility and review quality, consumers judge that reviews of Jiniso products are trustworthy and in accordance with the appearance of the original product. Simultaneously social media marketing TikTok and online consumer reviews have a positive and significant impact on purchasing decisions for Jiniso products by 52.7%.

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