

The Effect of Social Media Marketing and Word of Mouth on Consumer Purchase Interest in Culinary MSMEs in Jakarta Moderated Entrepreneurship Orientation

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Abstract

This study aims to determine the effect of Social Media Marketing and Word of Mouth on consumer buying interest in culinary MSMEs in Jakarta moderated by Entrepreneurship orientation. The population in this study was 202 culinary MSME consumers in Jakarta, with purposive sampling as a sample using structural equation model (SEM) statistical test tools partial least squares (PLS) through SmartPLS software. Data collected by questionnaires that have been tested for validity and reliability. The results of this study are based on the first hypothesis, it was found that the relationship between Social Media Marketing on Buying Interest has a positive or significant effect on culinary SMEs in Jakarta. The results of the second hypothesis tester, it was found that the relationship between Word of Mouth and Buying Interest had a positive or significant effect on Djakarta culinary SMEs. The results of the third hypothesis, it was found that the relationship between Entrepreneurial Orientation and Purchase Interest had a positive or significant effect on culinary SMEs in Jakarta. The results of the fourth hypothesis, it was found that Social Media Marketing on Buying Interest was not able to be moderated by Entrepreneurship Orientation positively and significantly in culinary MSMEs in Jakarta, significant in culinary SMEs in Jakarta.

Keywords

social media marketing; word of mouth; buying interest; entrepreneurial orientation



I. Introduction

In the current era of globalization, business development, especially in culinary SMEs, is fast. To face competition, entrepreneurs need the ability to innovate in advertising and marketing their products and entrepreneurs are able to increase the growth of entrepreneurial behavior. The Micro, Small and Medium Enterprises (MSME) sector is an industrial sector that can be trusted to be an indicator of economic stability both at the local and regional levels. MSMEs have a very important function for the Indonesian government, because there are many of them, and are able to provide potential job opportunities. The role of MSMEs is a priority in every government development plan, but the development efforts that have been achieved are still not satisfactory, because in reality the development of MSMEs can be very small compared to development carried out through large institutions.

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). Social media has become an important tool for online marketing programs. Individuals and companies alike create fan pages on online platforms and develop business opportunities using social media. The function of social media in everyday life is very important today where with the development of the digital

transformation situation, social media life has become something that is always there for every individual to communicate and seek information.

Today's entrepreneurs and shoppers are expanding their conversations through a dynamic new medium known as social media. This is a modern improvement in product marketing as well as communication with customers. Facebook in particular, is one of the fastest growing social media, which includes significant spontaneous brainstorming among members of its community to develop opinions. Meanwhile, according to theory (L.Hoffman et al., 2017) social media can be the most effective and efficient promotional media, because social media makes it easy for users to obtain information and provide good service.

In addition to social media, word of mouth can influence buying interest from consumers. According to (Priansa, 2017) word of mouth is an effective marketing strategy to reduce promotional costs and the company's distribution flow.

Purchase intention or buying interest is a consumer's interest in a product or service being offered (Setiawati & Wiwoho, 2021). Methods, practices, and decision-making styles used by managers to act entrepreneurially the developing impacts that have a positive effect can move the wheels of the nation's economy and reduce the number of unemployed (Setiawan & Cholid, 2021).

Word Of Mouth has an effect on Buying Interest (3) to find out whether Entrepreneurial Orientation has an effect on Buying Interest (4) to find out whether Social Media Marketing has an effect on Buying Interest with Entrepreneurial Orientation as a moderating variable (5) to find out whether Word Of Mouth has an effect on Interest Buy with gan Entrepreneurship Orientation as a moderating variable. The author conducted a study entitled "The Effect of Social Media Marketing and Word Of Mouth on Consumer Purchase Interest in Culinary SMEs in Jakarta Moderated by Entrepreneurship Orientation"

II. Review of Literature

2.1 Marketing Management

(Kotler Philip.T & Keller, 2016) marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through delivering and communicating superior customer value. Marketing management is the art and science of selecting target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value.

2.2 Social Media Marketing

Social Media Marketing is the dissemination of dialogue driven by consumers, businesses, products, or services to promote promotional information, enable orientation of use and experience with each other, and benefit the parties involved (Subriadi & Baturohmah, 2022). According to Dann in research (Chen & Lin, 2019) "*Social media marketing is defined as commercial marketing events or processes that use social media in an attempt to positively influence consumers' purchase behavior* ."The meaning of the statement is that Social media marketing is defined as a commercial marketing event or process that uses social media in an attempt to influence buying behavior. According to (As' ad & Alhadid, 2014) there are 5 indicators used to measure social media marketing, including:

- a. *Online Communities* (online communities): Companies or businesses can use social media to build communities around their products/businesses. A lively community creates loyalty and encourages discussion, which can contribute to business development and improvement.
- b. *Interaction* (Interaction): Social networking sites allow more interaction with online communities through broadcasting up-to-date, consumer-relevant information
- c. *Sharing of Content* : The sharing dimension is about the extent to which an individual exchanges, distributes, and receive content in media
- d. *Accessibility*: Social media is easy to access and takes minimal time and costs nothing to use. Social media is easy to use and does not require any special skills, knowledge to use.
- e. *Credibility*: Social media provides an excellent platform for all businesses (big or small) to network and reach their target audience, connect with them directly and build trust by listening to what they have to say

2.3 Word of Mouth

Word of mouth is communication from person to person between the source of the message and the recipient of the message, where the recipient of the message receives a message in a non-commercial way about a product, service, or brand (Paputungan et al., 2018). According to De Mattos and Rossi in their research (Shaikh et al., 2018) *WOM is defined as "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers."* *WOM is considered an output of other constructs, such as perceived value, satisfaction, loyalty, quality, commitment, and trust.* "WOM" is defined as "all informal communications directed to other consumers about the ownership, use, or characteristics of certain goods and services and or their sellers." WOM is considered as the output of other constructs, such as perceived value, satisfaction, loyalty, quality, commitment, and trust.

According to Wiyono in Juwita in (Rinda Rahmawati, 2021) there are 4 indicators of Word of Mouth, namely:

- a. Talking: Someone may be so involved with a certain product or certain activity and intend to talk about it with other people, so that *word of mouth*.
- b. Promoting: Someone may tell a product that he has consumed without realizing he is promoting the product to other people (friends or family).
- c. Recommend: Someone might recommend a product that they have bought to other people (friends or family).
- d. Convincing: Convincing with sub-indicators of consumers, because fellow consumers will tell their experiences with honesty and give perceptions both in positive and negative terms when making purchases.

2.4 Purchase

Intention certain and certain time periods that can be used by marketers to predict customer desires (Japariato & Adelia, 2020). According to (Kotler Philip.T & Keller, 2016) purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product.

According to (Akkaya, 2021) *defined purchase intentions as "an individual's conscious plan to make an effort to purchase a brand". Due to this definition, purchase intention is a kind of planned behavior which can be turned into an action with the actual purchase in the future.* "Defining purchase intention as an individual's conscious plan to make an effort to purchase a brand. Due to this definition, purchase intention is a kind of

planned behavior which will be converted into action with actual purchase in the future”. Ferdinad in (Hanjani & Widodo, 2019) states that there are 4 indicators of buying interest, which are as follows:

- a. Exploratory Interest: Consumers intend to find out more about a product to be purchased
- b. Referential Interest: Consumers tend to want to provide references or recommend a product to other consumers. .
- c. Transactional Interest: Consumers intend to make a purchase on a product.
- d. Preferential Interests: Consumers intend to make a product their first choice in shopping

2.5 Entrepreneurship

Orientation is the ability of a business or entrepreneur to manage their resources in order to generate business success with a change strategy so that they can compete and be more competitive (Irawati & Purnomo, 2020). Entrepreneurial orientation is the company's ability to have creative ideas and utilize resources as the company's internal strength in creating innovations to seize opportunities (Hindarwati et al., 2021).

According to Lumpkin and Dess in research (Rodrigo-Alarcón et al., 2018) *Entrepreneurial Orientation is defined as “the methods, practices, and decision-making styles managers use to act entrepreneurially. These include such processes as experimenting with promising new technologies, being willing to seize new product-market opportunities, and having a predisposition to undertake risky ventures.* Entrepreneurial Orientation is defined as “the methods, practices, and decision-making styles that managers use to act entrepreneurially. This includes processes such as experimenting with promising new technologies, being willing to seize new product market opportunities, and being inclined to take business risks.” According to (Ratnasari & Levyda, 2021) there are 5 indicators in measuring entrepreneurial orientation, namely

- a. Innovation
- b. Risk Taking
- c. Proactive
- d. Competitive Aggression and
- e. Autonomy

2.6 Development of Hypothesis

Ha1: It is suspected that *Social Media Marketing* has a positive effect on Purchase Interest

H01: It is suspected that *Social Media Marketing* has a negative effect on Purchase Interest

Ha2: Allegedly *Word Of Mouth* has a positive effect on Purchase Intention

H02: Allegedly *Word Of Mouth* has a negative effect on Purchase Intention

Ha3: Allegedly Entrepreneurial Orientation has a positive effect on

H03: Allegedly Entrepreneurial Orientation has a negative effect on Purchase Intention

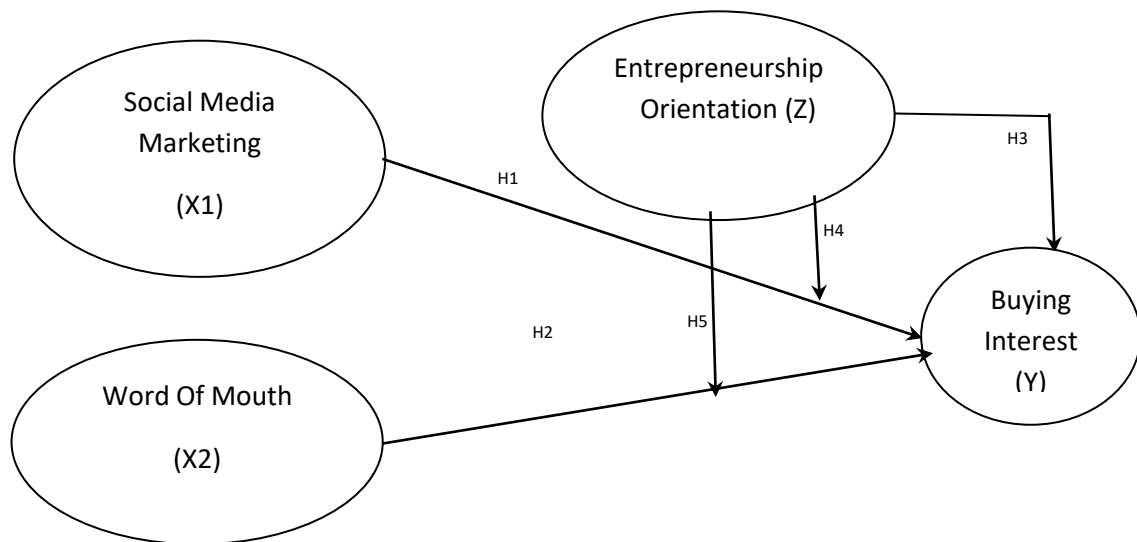
Ha4: Allegedly *Social Media Marketing* has a positive effect on Buying Interest moderated by Entrepreneurial Orientation

H04: It is suspected that *Social Media Marketing* has a negative effect on Buying Interest moderated by Entrepreneurial Orientation

Ha5: It is suspected that *Word of Mouth* has a positive effect on Buying Interest moderated by Entrepreneurial Orientation

H05: Didu ga *Word Of Mouth* has a negative effect on Buying Interest moderated by Entrepreneurial Orientation

2.7 Conceptual Framework



III. Research Method

This type of research is a quantitative research type. According to (Sugiyono, 2018, p. 13) quantitative data is a research method that is based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. This study is intended to determine the relationship between the variables of the Independent Variables, namely *social media marketing* (X1) and *word of mouth* (X2) on *consumer buying interest*. (Y) and Dependent Variable, namely *entrepreneurial orientation* (Z).

3.1 Population

According to (Sugiyono, 2018) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population of this study is the consumers of culinary SMEs in Jakarta as many as 200 people. The data analysis method used *Structural Equation Modeling-Partial Least Square (SEM-PLS)* using *SmartPLS* version 3. The PLS calculation phase used two measurement models (*Outer Model*) and structural model testing (*Inner Model*).

3.2 Sample

(Sugiyono, 2018) suggests that the sample is part of the number and characteristics possessed by the population. The sampling method in this study using purposive sampling is a sampling technique with certain considerations.

3.3 Data Collection Techniques

Researchers will collect data from respondents using an instrument in the form of a questionnaire. According to (Arikunto, 2010) a questionnaire is a set of questions used to obtain respondent information related to their personal information and matters relating to research material. In this questionnaire, various questions have been prepared regarding the variables studied, namely regarding "The Influence of *Social Media Marketing* and *Word Of Mouth* on Consumer Buying Interest of Culinary MSMEs in Jakarta moderated by Entrepreneurship Orientation".

3.4 Operational Variables

Table 1. Operational Variables

Variables	Indicator	Measuring Tool	Scale Measurement of	Scores
<i>Social Media Marketing (X2)</i> <i>Social Media Marketing</i> is the dissemination of consumer, business, product, or service-driven dialogue to promote promotional information, enable orientation of use and experience with each other, and benefit the parties involved (Subriadi & Baturohmah, 2022).	<i>Online Communities Questionnaire</i>	Likert	1-5	Interaction
	<i>Likert</i>		1-5	Sharing
	<i>of Content Likert</i>		1-5	Accessibility
	<i>1-5 Likert</i>		Word	Credibility
	<i>of Word</i>			
<i>Mouth (X1)</i> <i>Mouth</i> is communication from person to person between the source of the message and the recipient of the message, where the recipient of the message receives a message in a non-commercial way about a product, service, or brand (Paputungan et al., 2018).	Discussing	Questionnaire	Likert	1-5
	Promoting		Likert	1-5
	Recommending		Likert	1-5
	Convincing		Likert	1-5
Buying Interest (Y) Buying interest is a statement in consumers that shows a consumer's tendency or interest to buy a product in a certain amount and a certain time period which can be used by marketers to predict customer desires (Japariato & Adelia, 2020)	Explorative Interests	Questionnaire	Likert	1-5
	Referential Interests		Likert	1-5
	Transactional Interests		Likert	1-5
	Preferential Interests		Likert	1-5
Entrepreneurship Orientation (Z) Entrepreneurship Orientation is the ability of a business or entrepreneur in managing its resources in order to produce business success with a change strategy so that it can compete and be more competitive (Irawati & Purnomo, 2020)	Innovation	Questionnaire	Likert	1-5
	risk taking		Likert	1-5
	Proactive		Likert	1-5
	competitive aggressiveness		Likert	1-5
	autonomy		Likert	1-5

IV. Results and Discussion

Respondents who of respondents used 202 respondents, using *random sampling* with the method (Hair Jr et al., 2014) at least 10 times the number of indicators. The research data was obtained from questionnaires distributed to consumers of culinary SMEs in Jakarta using the google form. The data collected are presented as follows:

Table 2. Respondent Data

No	Characteristics	Total	Percentage (%)
1.	Gender		
	1. Male	76	37.6
	2. Female	126	62.4
	Total	202	100
2.	Age		
	1. < 20 years	14	6.9
	2. 20-26 years	129	63.9
	3. 27-33 years	45	22.3
	4. 34 -40 years	12	5.9
	5. > 40 years	2	1
	Total	202	100
3.	Type of work		
	1. Student	128	63.4
	2. Employee	40	19.8
	3. Self	15	7.4
	4. Housewife	15	7.4
	5. And others	4	2
	Total	202	100
4.	Do you often see recommendations for culinary SMEs through certain social media (Instagram, YouTube, Facebook, etc.)) ?		
	1. Yes	194	96
	2. No	8	4
	Total	202	100

Conclusions Respondent Data:

From the table above, it is stated that 126 people (62.4%) of respondents in this study were female. so that the majority of respondents in this study were women. In terms of age, respondents who dominate in this study are 20-26 years as many as 129 people (63.9%). In terms of occupation, the respondents who dominated in this study were 128 students (63.4%). And then there are as many as 194 respondents who often see recommendations for culinary SMEs through social media.

4.1 Validity Test & Reliability Test

a. Test Validity

The results of the validity test were carried out on the research question variables using the SmartPLS application. A questionnaire is said to be valid if the questions and questionnaires are able to reveal something that will be measured by the questionnaire which is indicated by the loading factor value. If the value of the loading factor exceeds

0.5, then the questions in an indicator variable will be declared valid, while the questions whose loading factor is below 0.5 will be omitted from the model.

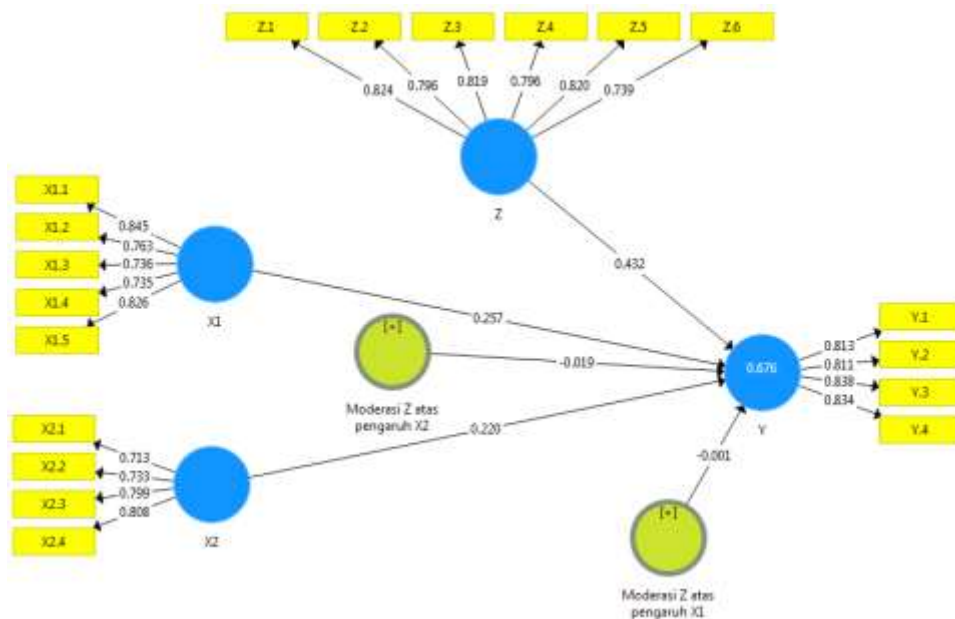


Figure 1. Validity Test

The data is declared valid if the original sample value is above 0.5. Based on the validity test with 202 respondents carried out, all of the indicators above, all the original sample indicator values > 0.5 which means that all variable indicators are declared **to have validity**.

b. Reliability Test

Table 3. Reliability Test

DESCRIPTION	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Orientation Moderation Entrepreneurship (Z) on the influence of Social Media Marketing (X1) -> Buying Interest (Y)	-0.001	0.000	0.057	0.011	0.991
Entrepreneurial Orientation Moderation (Z) on the influence of Word Of Mouth (X2) -> Buying Interest (Y)	-0.019	-0.017	0.063	0.301	0.763
Social media marketing (X1) -> Buying interest (Y)	0.257	0.246	0.072	3.598	0.000
Word Of Mouth (X2) -> Buying interest (Y)	0.220	0.224	0.089	2.457	0.014
Entrepreneurial orientation (Z) -> Buying interest (Y)	0.432	0.452	0.114	3.806	0.000

The reliability test was carried out simultaneously on all statements. The reliability test was carried out on the model:

1. Cronbach Alpha. The reliability test was strengthened by Cronbach Alpha. Expected value > 0.7 for all constructs.
2. Rho_A. Expected value > 0.7
3. Composite Reliability. Data that has composite reliability > 0.7 has high reliability.
4. Average Variance Extracted (AVE). Expected AVE value > 0.5

Reliability test was conducted to determine the reliability of the research instrument. The research instrument is considered valid when the *Cronbach Alpha* > 0.7 . Thus, the overall research instrument is reliable

4.2 Hypothesis Test

Results the test includes the significant value of each path coefficient which states that there is a (significant) or no (non-significant) effect between constructs. Structural model testers are used to test the hypothesis between research variables that can be seen from the *P-value* and *T-statistics*, if the *T-statistic* > 1.96 . then the effect is based on the values in the *path coefficients* table as shown in the table below:

Table 4. Path coefficients

DESCRIPTION	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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Entrepreneurial orientation (Z) -> Buying interest (Y)	0.432	0.452	0.114	3.806	0.000

a. Proof of Hypothesis (H1): There is an Influence of Social Media Marketing on Buying Interest The first hypothesis in this study is H1: There is an influence of *social media marketing* on buying interest . The *path coefficients* shows the value (*Original Sample*) = 0.257, *T Statistics* = 3598 > 1.96 , *P Value* = 0.000. Thus, *social media marketing* has a positive and significant effect on buying interest. This result is in line with the results of research (Setiawati & Wiwoho, 2021) which shows that social media marketing has a significant effect on purchase intention, the better the social media marketing, the better buying interest. **Based on these results, the first hypothesis can be accepted**

b. Hypothesis verification (H2): There The second hypothesis in this study is H2: There is an effect of *word of mouth* buying interest . The *path coefficients* shows the value (*Original Sample*) = 0.220, *T Statistics* = 2.457 > 1.96 , *P Value* = 0.014. Thus, *word of*

mouth has a positive and significant effect on buying interest. This result is in line with the results of research (Setiawan & Cholid, 2021) which shows that the variables of price, product quality, promotion, and word of mouth have a significant partially and simultaneously effect on buying interest in MSME products in the city of Palembang.

Based on these results, the second hypothesis can be accepted.

- c. **Proof of the hypothesis (H3): There is an Effect of Entrepreneurship Orientation on Buying Interest** The third hypothesis in this study is H3: There is an Influence Towards Entrepreneurial Orientation To Buying Interest. The *path coefficients* shows the *Original Sample* = 0.432, *T Statistics* = 3.806 > 1.96, *P Value* = 0.000. This shows that the relationship between entrepreneurial orientation and buying interest has an effect. Thus, entrepreneurial orientation has a positive and significant effect on buying interest. **Based on these results, the third hypothesis can be accepted**
- d. **Proof of the hypothesis (H4): There is an Influence of Social Media Marketing on Buying Interest Moderated by Entrepreneurial Orientation** The fourth hypothesis in this study is H4: There is an Influence of Social Media Marketing on Buying Interest Moderated by Entrepreneurship. The results of the fourth hypothesis test, indicate that the moderation of entrepreneurial orientation is not able to strengthen the influence of social media marketing on buying interest. This result is shown by T-Statistics which is only 0.011 or below 1.96. Thus, social media marketing with buying interest cannot be moderated by entrepreneurial orientation and is not significant. **Based on these results, the fourth hypothesis is not accepted or rejected**
- e. **Proof of the hypothesis (H5): There is an effect of word of mouth on buying interest moderated by entrepreneurial orientation** . The fifth hypothesis in this study is H5: there is an effect of word of mouth on buying interest moderated by Entrepreneurship Orientation. The results of the fifth hypothesis test, indicate that the moderation of entrepreneurial orientation is not able to strengthen the influence of word of mouth on buying interest. This result is shown by T-Statistics which is only 0.301 or below 1.96. Thus, word of mouth with buying interest cannot be moderated by entrepreneurial orientation and is not significant. **Based on these results, the 5th hypothesis is not accepted or rejected**

V. Conclusion

From the results of research and discussion in the previous chapter of this study, namely the influence of *Social Media marketing* and *word of mouth* on consumer buying interest in culinary SMEs in Jakarta moderated by entrepreneurial orientation, the authors draw the following:

1. The results of the first hypothesis testing, it was found that the relationship between *social media marketing* on buying interest is a positive or significant effect on culinary MSMEs in Jakarta
2. The results of the second hypothesis tester, it was found that the relationship between *word of mouth* and buying interest has a positive or significant effect on culinary MSMEs in Jakarta.
3. The results of the third hypothesis tester, found that the relationship between entrepreneurial orientation and purchase intention has a positive or significant effect on culinary SMEs in Jakarta.
4. The results of the fourth hypothesis tester, it was found that *social media marketing* on buying interest could not be moderated by positive and significant entrepreneurial orientation in culinary MSMEs in Jakarta.

5. The results of the fifth hypothesis tester, it was found that *word of mouth* on buying interest could not be moderated by positive and significant entrepreneurial orientation in culinary SMEs in Jakarta.

Suggestions

From the results of the research and discussion, the suggestions that can be given by researchers are:

1. Continue to create innovations and creative ideas to seize opportunities
2. Continue to increase promotional activities through social media
3. And it is necessary to do further research by other researchers by including other variables. And it is recommended for further research to use more data, with a wider scope so that the research results can be better.

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