

The Influence of Social Media Marketing on Wardah's Product Buying Interest mediated by Customer Trust

Azan Rahmat Muhammad* & Teguh Widodo

Telkom University, Bandung, Indonesia

Abstract

The study of the use of social media in the business world is becoming an increasingly attractive theme for business people and academics because the platform has the potential to increase business success. This study aims to investigate the effect of marketing activities that utilize social media features on interest in buying cosmetic products. This influence is thought to be mediated by the level of customer trust. A structural equation model (SEM) is established to examine the causal connection between the three variables. This model consists of four hypotheses, which will be tested using a sample of 200 quantitative data. The ordinal data was obtained from Wardah respondents who were asked to take part in an online survey by selecting 5 perception scales from 19 question items. After the survey data is declared valid and reliable and meets the Goodness of Fit requirements, the hypothesis is tested using the T-test criteria. The PLS software used to carry out all of these tests informs that all hypotheses are accepted, namely that Social Media Marketing activities have a positive and significant effect on Purchase Intention, both directly and indirectly, namely through Customer Trust. This significant indirect effect means that Social Media has a positive and significant effect on Customer Trust, and Customer Trust has a positive and significant effect on Purchase Intention. In other words, Customer Trust significantly mediates the influence of Social Media on Purchase Intention.

Keywords: social media, purchase intention, customer trust, SEM

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1. Introduction

At this time, technology is growing and getting more sophisticated, making businesses grow with the use of technology, one of which is the use of the Internet (Liana, 2021). Technology has an important role in all aspects of daily life, its progress is seen as a solution to various problems that exist today (Raeisya Aurellia, 2022).

The emergence of social media presents companies with remarkable marketing opportunities. Social media refers to the utilization of social networking websites as a channel for marketing purposes (Kujur & Singh, 2017). Social Media plays a crucial role in fostering economic development as it offers effective means of two-way communication and affordable marketing, enabling businesses to gather information and build connections with their customers (Irfan, Rasli, Sulaiman, Sami, & Qureshi, 2019). Social media strives to assist businesses in enhancing their market presence and generating higher customer interest for purchases.

The rise of social media platforms has had a profound influence on business tactics and has led to significant shifts in marketing approaches (Manzoor, Baig, Hashim, & Sami, 2020). Businesses that successfully leverage it can generate substantial financial gains. The most recent marketing phenomenon is Social Media, and entrepreneurs are eager to comprehend its potential to generate interest in their ventures.

Platforms such as Facebook, TikTok, and Instagram provide a convenient means for users to share their opinions on products and connect with individuals who share similar interests within their communities. In the present era, individuals tend to consult their social media networks for feedback before making a purchase decision (Hajli, 2015). Individuals utilize Social Media platforms to connect with online communities, gaining insights into their opinions

* Corresponding author.

E-mail address: azanrahmat@student.telkomuniversity.ac.id

and enhancing their comprehension of various products or services (Dedeoğlu, Taheri, Okumus, & Gannon, 2020). In the realm of marketing, advertising, and communication, Social Media holds great significance, particularly due to its escalating user base each year, making it increasingly pertinent (Appel, Grewal, Hadi, & Stephen, 2020). Customers who maintain a strong connection with the company and engage in social media interactions.

Social media technology has revolutionized the manner in which retailers and consumers interact, providing a fresh and innovative avenue for connection (Iacobucci & Hoeffler, 2016). Social media comprises a range of communication avenues, encompassing email, internet, and mobile marketing. On the web, there is a multitude of distinct social networking platforms accessible to users, including forums, chat groups, blogs, wikis, podcasts, and videos. Social media provides connectivity and offers a personal channel for social interaction (Zulqurnain, Shabbir, Rauf, & Hussain, 2016). Consumers demand round-the-clock access to information centers via web applications and various other automated means (Chaffey & Ellis-Chadwick, 2019).

There are numerous elements that impact the inclination to purchase, one of which is Social Media Marketing and Customer Trust (Liu, Manzoor, Wang, Zhang, & Manzoor, 2020). Social media has been widely used for marketing activities by companies to increase two-way interaction with consumers. Wardah, for example, utilizes Social Media platforms to increase sales and at the same time accommodate complaints from people who become consumers. To increase sales, Wardah leveraged Instagram and TikTok to post 4,313 pieces of marketing content, and has gained 3,600,000 likes. Meanwhile, the use of social media to accommodate complaints has succeeded in accommodating 1,983 complaints related to products (Daily, 2023). However, Wardah's sales performance, which has reached IDR 18.38 billion in 2022, is in fourth position among its competitors.

This study aims to investigate the influence of Social Media for marketing activities on product Buying Interest. These influences can be direct influences or indirect influences. Indirect influence occurs due to marketing activities through Social Media, this is to increase Customer Trust first and subsequently increase Buying Interest.

2. Literature Review

2.1. Marketing through social media

Social networking platforms provide a means for individuals to exchange written content, pictures, audio files, and various forms of information amongst themselves or with businesses (Kotler & Keller, 2018). Social media is an opportunity for marketers to build general information and presence on the web and strengthen other communication activities. Social Media Marketing refers to the implementation of marketing strategies conducted on various platforms of social media, where the activity aims to build awareness, customer trust, recognition, and brand loyalty (Isman. et. al ,2020). Social Media is the process of promoting through online social channels (Liana, 2021).

Social Media Marketing helps companies in increasing company profits, customers will try to find out as much information about products or brands as possible through Social Media, the information obtained shows a significant influence on Buying Interest (Refiani & Mustikasari, 2020). A previous study by Manzoor et al. (2020), Unveiled research findings indicate that Social Media Marketing exerts a constructive and noteworthy influence on Customer Trust and Interest in Making Purchases.

H1: Social Media Marketing has a positive and significant effect on Buying Interest

H2: Social Media Marketing has a positive and significant effect on Customer Trust

2.2. Customer Trust

Customer Trust is the trust, confidence, and knowledge possessed by consumers towards a product (Anggrenita & Sander, 2022),. Customer Trust is the willingness of consumers to put their trust in goods and services because they will meet their needs (Canestren & Saputri, 2021). Trust is the extent to which a person trusts the source of information, either what they say or what they write (Putri & Widodo, 2022).

2.3. Buying interest

Buying Interest is the desire of consumers to buy a product of goods and services that have been based on various considerations (Anggrenita & Sander, 2022). Buying Interest is consumer behavior that develops as a kind of reaction

to an object that shows one's interest in making a purchase (Kotler & Keller, 2018). There are several things that can affect consumer buying interest, such as price, value of an item, if the more the company can increase the value and price in the eyes of consumers, the higher the consumer buying rate for a product (Teguh Widodo & Utami, 2021).

A decline in consumer confidence regarding a product leads to a reduction in consumer interest for purchasing the product (Mulyati & Gesitera, 2020). A previous study by Manzoor et al. (2020), The research findings indicate that the presence of Customer Trust has a beneficial and notable impact on Customer Trust itself, and it acts as a mediator in the connection between Social Media and the level of interest in making purchases (Sari & Widodo, 2022).

H3: Customer Confidence has a positive and significant effect on Buying Interest

H4: Customer Trust mediates the influence of marketing activities through Social Media on Buying Interest.

The cause-and-effect relationship between the three variables that have been formulated into four hypotheses forms a model of the rural equation as illustrated in Figure 1 below:

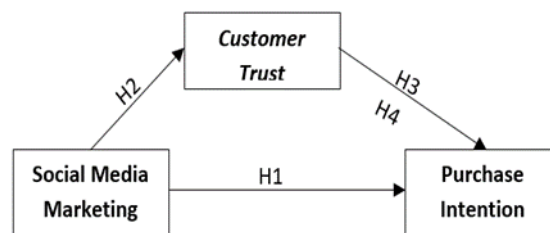


Figure 1. Research Model

Source: (Manzoor et al. 2020)

3. Research Method and Materials

The three variables in the model are latent variables so they require a number of indicators (observed variables). Social Media variables are measured by 7 indicators, Customer Trust 5 indicators, and purchase intent 7 indicators. Furthermore, all indicators were developed into 19 question items which were used as questionnaires to be distributed to respondents. Respondents selected using non-probability sampling, namely convenience sampling, amounted to 200 consumers of Wardah products. Respondents were asked to rate on a scale of 5 from each question item from the survey distributed online. The ordinal data of the survey results are then processed with SmartPLS 3.0 software to test validity, reliability, GoF, and hypotheses. The entire loading factor of each question item qualifies as it exceeds 0.7. A group of indicators belonging to variables is valid if the Average Variance Extracted (AVE) value is greater than 0.5, and is considered reliable if the composite reliability value is greater than 0.7. The validity and reliability tests produced from the software are presented in Table 1.

Next is the model fit test used with the aim of knowing how suitable a model used in describing the covariance matrix on the indicators used in this study (Widodo, 2017). The test was conducted by comparing the results of four GoF parameters with the required criteria, namely NFI >0.90; SRMR <0.08' RMS theta is close to zero; Chi Square is small, as shown in Table 2.

Based on Table 2, The categorization of the model fit test in this study as a good fit is evident. Each parameter has met the specified rule of thumb value, namely SRMS < 0.08, RMS Theta close to no, Chi-Square <3xDF. The results of the model fit test above shows that the research model has been suitable in describing the covariance matrix of the indicators used in this study so that the hypothesis test is ready to be carried out.

The hypothesis is tested by looking at the significance of the calculated t-value to compare it with the t-value of the table. The t-value of the table was chosen at 1.96 because the test was one-tail, using an alpha of 2.5% (confidence degree of 97.5%), and the amount of data was 200. If the calculated t-value exceeds 1.96, the hypothesis is considered valid; otherwise, it is deemed invalid. The first three hypotheses test direct influence, while the fourth hypothesis tests indirect hypotheses through variable mediation. The testing of the four hypotheses is seen in Table 3.

Table 1. Test Validity and Reliability

Variable	Indicator	Loading Factor	AVE	Composite Reliability
Social Media Activity (SM)	SM1	0,880	0,686 (Valid)	0,938 (Reliable)
	SM2	0,901		
	SM3	0,891		
	SM4	0,740		
	SM5	0,807		
	SM6	0,804		
	SM7	0,757		
Customer Trust (CT)	CT1	0,744	0,574 (Valid)	0,871 (Reliable)
	CT2	0,715		
	CT3	0,762		
	CT4	0,778		
	CT5	0,787		
Buying Interest (PI)	PI1	0,806	0,62 (Valid)	0,932 (Reliable)
	PI2	0,828		
	PI3	0,790		
	PI4	0,803		
	PI5	0,836		
	PI6	0,832		
	PI7	0,801		

Table 2. Model Conformity Test

Parameters	Criterion	Result	Match Rate
NFI	>0,90	0.842	Normal Fit
SRMR	<0.08	0.064	Good Fit
RMS Theta	Near zero	0.167	Good Fit
Chi Square	<3xDF	914.317	Good Fit

Table 3. Hypothesis Testing

Hypothesis	Regression Coefficient	T-value	P-value	Test Results
H1: SocialMedia -> Buying Interest	0,528	5.273	0.000	Support
H2: SocialMedia - > Customer Trust	0,642	9.544	0.000	Support
H3: Customer Trust -> Buying Interest	0,414	4.299	0.000	Support
H4: SocialMedia -> Customer Trust -> Buying Interest	0,266	3.239	0.001	Support

The initial hypothesis test produced a t-value of 5.273, surpassing the critical value from the t-table. Hence, it can be inferred that Social Media exerts a noteworthy and beneficial impact on the desire to make purchases. The influence of Social Media on Customer Trust (H2) is stated to be significant because it has a calculated t-value of 9.544 so that H2 is accepted (supportive). Likewise, Hypothesis 3 is significant because it has a calculated t-value of 4.299 so that H3 is accepted (supportive). The role of the Customer Trust variable in mediating the influence of Social Media on Buying Interest (H4) is also significant because it produces a t-value of 3.239 so that H4 is accepted (supportive).

4. Results and Discussion

Researchers distributed questionnaires to 200 respondents containing statements about Social Media Marketing, Customer Trust and Buying Interest. The method employed in this research is the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach for data analysis, utilizing the software Smart PLS 3.0. There are two types of measurement models used, namely outer model to measure validity and reliability between latent variables and inner model to measure relationships between models (Rambut et al., 2010).

4.1. External Models

Outer model is a model used in assessing the validity and reliability of construct-forming indicators, namely reliability indicators with loading factor parameters (Ghozali & Latan, 2015). In the external framework, two types of validities exist, namely convergent validity and discriminant validity. The objective of convergent validity is to assess the authenticity of every connection established between indicators and their corresponding variables. The examination of convergent validity is determined by observing the loading factor of every indicator within a construct, where the value should be greater than 0.7, along with an average variance extracted (AVE) value that exceeds 0.5 (Ghozali & Latan, 2015).

According to the information presented in Table 1, all the elements and statements associated with each construct have successfully undergone tests for convergent validity and reliability. These tests include assessing the loading factor of each construct indicator, which exceeds 0.7, and the average variance extracted (AVE) value, which surpasses 0.5. Additionally, both Cronbach's Alpha and the composite reliability value exceed 0.7 (Ghozali & Latan, 2015).

Based on the results of the outer model of validity and convergent reliability, the statement items in this study can be said to be valid and realistic.

Further in testing the fit of the model,

Table 4. Fornell Larcker Test Results

	Customer Trust	Buying Interest	Social Media
Customer Trust	0,758		
Buying Interest	0,753	0,814	
Social Media	0,642	0,794	0,828

Based on Table 4, each variable in this study has met the required rule of thumb, namely the construct value is greater than the correlation with other variables. The results of the diksriminan validity test state that this study has been valid.

4.2. Models in Structural

The assessment of the structural model involves examining the T-value, R-Square, and P-Value. This procedure uses a bootstrapping method with a one-tailed significance value with a T-value of 1.96 (significant level = 2.5%). Answering the questions contained in this study. Hypothesis testing can be seen through the significance value between variables, namely the T-value > 1.64. The relationship between Social Media Marketing variables and Customer Trust in Buying Interest has a T value of > 1.64, so hypotheses one and three are accepted. urthermore, the T-value for the association between Social Media Marketing factors and Customer Trust exceeds 1.46, indicating that the third hypothesis has been corroborated.

Based on Figure 2, shows the magnitude of the regression coefficient value in each relationship between variables contained in this study. The potential variation of the coefficient can be inferred from the size of the regression coefficient. For example, The regression coefficient for the association between the Social Media factor and the Buying Interest factor is 0.528, Stating that the Buying Interest factor is greatly influenced by the Social Media factor, with a notable impact of 52.8%.

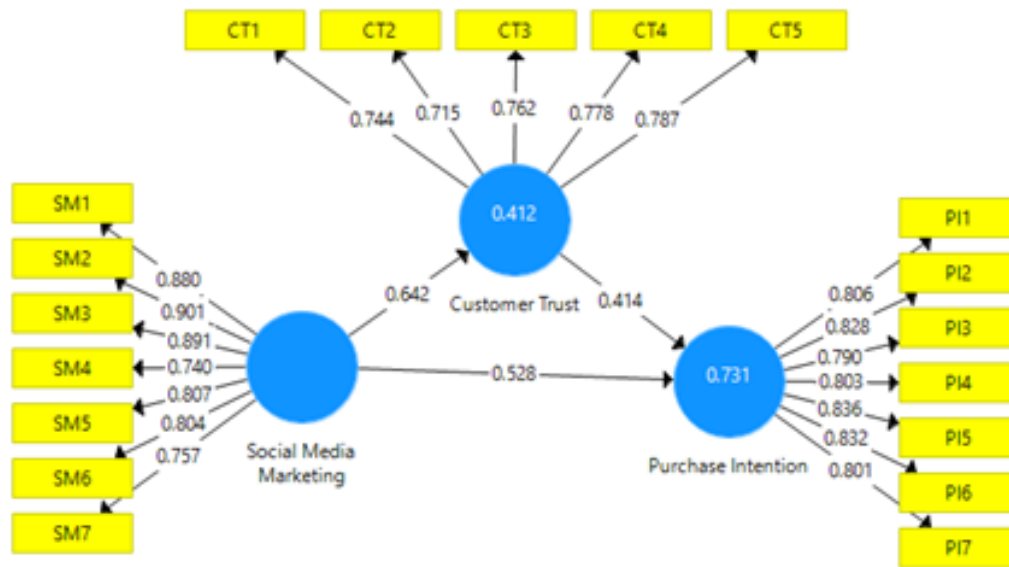


Figure 2. Structural Model

In determining the value of the structural model using Smart PLS, the R-Square value represents the ability to explain the extent of the influence of independent variables on the dependent variable (Ghozali & Latan, 2015).

Table 5. R-Square Results

Variable	R square
<i>Customer Trust</i>	0,412
<i>Buying Interest</i>	0,731

Table 5 shows the R-square value in this study, namely the Customer Trust variable with an R-squares value of 0.412 or 41.2% and the Buying Interest variable with an R-squares value of 0.731 or 73.41%.

4.3. H1 The Relationship between Social Media and Buying Interest

Based on the results of the analysis in this study, the relationship between Social Media and Buying Interest has a T value of more than 1.64, which is 5.273 which shows that Social Media affects Buying Interest, so that H1 is accepted with a regression coefficient of 0.528. The results of this study are in accordance with the results of research by (Manzoor et al. 2020), A research study found that Buying Interest is significantly influenced in a positive manner by Social Media.

The influence of Social Media relationships on Buying Interest shows that the increasing Social Media carried out by Wardah is able to increase consumer Buying Interest to buy products, on the contrary, the less Social Media done by Wardah is able to reduce consumer Buying Interest. Based on Refiani & Mustikasari (2020), Social Media helps companies increase company profits, customers will try to find out information about products or brands as much as possible through Social Media, the information obtained shows a significant influence on Buying Interest. This means that Social Media carried out by the Wardah company has succeeded in providing clear information related to Wardah's products and brands so that it can increase consumer buying interest.

4.4. H2 The Relationship between Social Media Marketing and Customer Trust

Based on the results of the analysis in this study, the relationship between Social Media and Buying Interest has a T value of more than 1.64, which is 9.544 which shows that Social Media affects Customer Trust, so that H2 is received with a regression coefficient of 0.642. The findings of this study align with the outcomes of prior research conducted by (Manzoor et al. 2020), A research study reached the finding that Customer Trust is influenced by the impact of Social Media.

The impact of social media connections on customer confidence demonstrates that Wardah's growing efforts in social media marketing effectively boost customer trust, encouraging them to make purchases. Based on (Isman et al., 2020), Social media marketing refers to the utilization of social media platforms for marketing purposes, where these activities aim to build awareness, recognition, and loyalty to brands. Based on (Yunikartika & Harti, 2022), Social Media Marketing can provide offers in business opportunities that grow Customer Trust. This means that Wardah's Social Media Marketing has succeeded in growing Customer Trust.

4.5. H3 The Relationship between Customer Trust and Buying Interest

Based on the results of the analysis in this study, the relationship between Customer Trust and Buying Interest has a T value of more than 1.64, which is 4.299 which shows that Social Media Marketing affects Customer Trust, so that H3 is accepted with a regression coefficient of 0.414. The results of this study are in accordance with the results of research by Manzoor et al. (2020), which concluded that Customer Trust affects Buying Interest.

The influence of the relationship between Customer Trust and Buying Interest shows that increasing Customer Trust in Wardah's products can increase consumers' Buying Interest to buy products, and vice versa, reducing Customer Trust carried out by Wardah can reduce consumers' Buying Interest to buy these products.

Based on (Mulyati & Gesitera, 2020), the lower the Customer's Trust in a product, the lower the consumer's Buying Interest in the product. This means that consumer confidence is able to increase consumer buying interest to buy Wardah products.

4.6. H4 Customer Trust mediates the relationship between Social Media variables and Purchase Interest

Based on the results of the analysis in this study, Customer Trust acts as a partial mediator in the association between Social Media and Purchase Intent, it can be seen that the p-value in the relationship of Social Media variables to Buying Interest with the p-value value in a significant indirect influence through the Customer Trust variable, this shows that the Customer Trust variable partially mediates the relationship between Social Media variables and the Buying Interest variable.

This finding aligns with the study carried out by (Manzoor et al. 2020), which revealed that the presence of Customer Trust acts as a mediator in the correlation between Social Media and Purchasing Interest. Based on Manzoor et al. (2020), consumers tend to make purchases when they already have confidence in product information contained in Social Media, this means that when consumers have confidence in the information contained in Social Media activities, it will increase consumer Buying Interest.

5. Conclusion

Social media has revolutionized people's lives by introducing unique transformations. Individuals utilize social media for diverse intentions, encompassing communication, e-commerce, as well as purchasing and vending activities. Recent progress and advancements in the internet, along with the evolution of social media, have significantly enhanced the convenience of personal existence. This advancement has brought forth fresh approaches to electronic commerce. Contemporary studies that combine trust and the notion of Social Media present a framework to analyze the influence of social media on e-commerce and societal acceptance.

The findings indicated that Consumer Confidence and the impact of Social Media exerted a noteworthy influence on the purchasing inclination of customers. It confirms relevant hypotheses and answers to research questions. When individuals encounter superior systems or information, their inclination to make purchases on social networking platforms is heightened. Upon analyzing the information, it was discovered that social media exerts a greater impact on individuals' purchasing preferences through social networking platforms, surpassing the significance of customer trust. Therefore, increased website efficiency increases Customer Trust. In addition, various data analyses validate that the trust customers place in a business has a notable and constructive impact on their inclination to make purchases. When customers establish trust, their inclination to make purchases increases. This highlights the crucial function of trust in facilitating the acceptance and implementation of social trading. Therefore trust significantly influences consumer purchasing interest in e-commerce.

This research makes a unique contribution by emphasizing the significance and influence of Social Media in establishing Customer Trust. The examination uncovers that Social Media elements have an impact on Customer Trust and Purchase Intentions when utilized on Social Media platforms.

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