

“ANALYSING THE EFFECT OF SOCIAL MEDIA ON PURCHASE INTENTION AND BRAND ATTITUDE AS INTERVENING VARIABLE AT MALANG STRUDEL”

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Abstract

This study aims to analyze the influence of social media on brand attitudes and purchase intention at Malang Strudel. The population of this study is the students of University of Brawijaya who have ever bought the product Malang Strudel.

This study uses a quantitative approach with a questionnaire to collect data. As this study is using purposive sampling, therefore 120 questionnaires that are distributed to every respondent who has ever purchased Malang Strudel product. Partial Least Square (PLS) analysis is applied to analyze data using outer model and inner model.

The results of this study indicate that social media provide a significant influence on consumer purchase intentions. And also consumer brand attitude both negative and positive can affect the Purchase Intention.

Keywords: *Social Media, Brand Attitude, Purchase Intention, Malang Strudel*

INTRODUCTION

The development in science and technology, especially Internet, bring a major change in the science of global marketing. Information technology has created a foundation in economics digitally or so-called e-commerce. Indirectly, the Internet has provided an opportunity for people and organizations to do business in cyberspace, or connect people around the world without any geographical limitations unlike traditional market. With easy access and inexpensive, internet is now not only used by the metropolitan people, but now has become part of people living in rural areas, even for some people the internet is their basic needs.

Indonesia has its own uniqueness in the internet world. Currently 80% of internet users, or so-called *netizen*, active in a wide variety of social media, however the

internet connection in Indonesia still ranks lowest in the region with a percentage of 22.4% according to Marketplus.

Nowadays the internet provides a platform for a person or organization to socialize or do business in cyberspace commonly called social media. Definition of media social is an online tool that people use to share contents, insights, opinions, profile, experiences, perspective and media itself. Social media facilitates conversation and online interaction between groups of people (Solis, 2008). Social media is regarded as the phenomenon that has drawn attention of individuals and companies for interacting each other. Social media itself is currently very prospect because its use is relatively easy and fast, not even needed much it costs to use social media itself. Along with the development and public interest in the social

media continues to increase over time, more and more social media also began to appear, such as Facebook, Twitter, Instagram, Path, Line, etc. Thus social media becomes a hub for market intelligence as marketers begin to understand consumer purchasing behaviour and gain insight as to why consumers feel the way that they do about certain brands.

Social media is not only used as a medium of long-distance communication, but also has turned function into a place for promotion. Social media has an important role in helping company, because base on previous research social media can influence customers to purchase the product of company. And company can try to encourage customers to speak each other about the products and services of the company. Social media influences are critical in creating attitudes toward information usefulness and subjective norms that lead to consumers' purchase intention. Purchase intention itself according to Schiffman and Kanuk (2007:238) occurs when consumer forms a positive intention to buy and it becomes a commitment that the brand is positive and good. In turns, this may encourage consumer to make actual buying decision. The higher interest of a customer to purchase a product, the higher is his/her behavior to do actual buying decision. It means that the money that will be paid by consumer will then be the revenue for the company.

In 2014, Mehdi Abzari, Reza Abachian Ghassemi, and Leila Nasrolahi Vosta created a journal that determines the relationship of social media on purchase intention, and

brand attitude as the intervening variable.

From the issues and previous studies as described above, this research is conducted in order to examine whether Social Media, Purchase Intention and Brand Attitude have its own positive influence toward Malang Strudel customer and further this research entitled "**Analysing The Effect of Social Media on Purchase Intention And Brand Attitude as Intervening Variable at Malang Strudel**".

LITERATURE REVIEW

Social Media

Social media sites are sites that provide a wide range of amenities or features for its members to interact socially with each other virtually. According to Kim Stiglitz (2013:3), Social media is a wonderful and exciting world, and understanding each of the tools available to give the confidence to build a real leverage to increase sales, expand brand awareness, or establish a personal relationship with your customers. While Boyd and Ellison (2008) defines social networking sites or social media web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

Purchase Intention

The immediate determinant of whether consumers will engage in a particular behavior is their

intention to engage in that behavior (Peter and Olson 2010:145). According to Peter and Olson (2010:150) predicting consumers' future behaviors, especially their purchase behavior is a critical aspect of forecasting and marketing planning. According to the theory of reasoned action (Peter and Olson 2010:150), predicting consumers' purchase behaviors is a matter of measuring their intentions to buy just before they make a purchase and to accurately predict behaviors, marketers should measure consumers' intentions at the same level of abstraction and specificity as the action, target, and time components of the behavior. Measures of purchase intentions are often the best way to predict future purchase behavior. In addition, in the Purchase decision process, between evaluation stage and purchase decision, the consumer forms preference among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. This is often called purchase intention (Kotler and Armstrong 2012:154).

Brand Attitude

Attitudes usually play a major role in shaping behaviour. In deciding which brands to buy, or which store to subscribe, consumers typically choose the brand or shop at the most profitable evaluation. According to Schiffman and Kanuk (2007:232) attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.

According to Schiffman and Kanuk (2007:235), attitudes consist of three major components:

1. Cognitive component is the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources.
2. Affective component is a consumer's emotions or feelings about a particular product or brand. The emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature.
3. Conative component is a concern with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object.

Research Hypotheses

H1: Social Media has a direct and significant influence towards Brand Attitude of Malang Strudel.

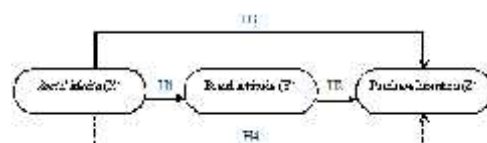
H2: Brand Attitude has a direct and significant influence toward Purchase Intention of Malang Strudel.

H3: Social Media has a direct and significant influence towards Purchase Intention.

H4: There is indirect effect of Social Media that Influence Purchase Intention through Brand Attitude.

The Hypothesis Model will be shown in Figure 1.

Figure 1. Hypothesis Model

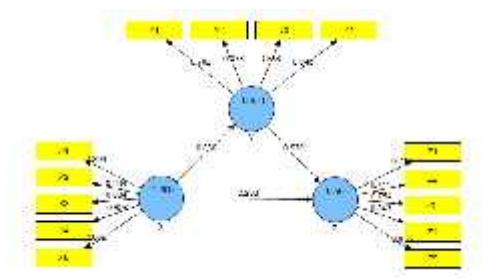


RESEARCH METHOD

Based on the explanation related to the research problems and objectives which are previously mentioned, this research uses quantitative approach. The type of this research is an explanatory research with survey technique. The population of this research is the Brawijaya University students who has social media and known about Malang Strudel. The research was conducted by distributing 120 questionnaires. In this research, the sampling technique used is the non-probability sampling with purposive approach. In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects (Sekaran 2003:276). Data processing method used in this research is multiple regression method.

RESEARCH RESULT

Figure 2. Measurement Evaluation (Outer Model)



There are three criteria in using data analysis techniques with SmartPLS to assess the outer model of Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicator is judged by correlation

between item score / component score estimated with Soft PLS. Individual reflexive sizes are said to be high if they correlate more than 0.70 with measured constructs. However, according to Chin, 1998 (in Ghazali, 2006) for a preliminary study of the development of measurement scale the loading values of 0.5 to 0.6 are considered sufficient. In this research will be used the load factor limit of 0.50.

Convergent Validity

Convergent validity aims to determine the validity of each relationship between indicators with latent variables. The convergent validity of the measurement model with the reflexive indicator is judged on the correlation between the component score and the construct score calculated by the PLS.

Value loading factor above 0.7 is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable as long as the value is not below 0.5. Result is shown on table 1.

Table 1. Outer Loadings (Mean, STDEV, t-Values)

| | Component Score (R2) | Standard Deviation (STDEV) | t-Statistic (CRATER) |
|-----------|----------------------|----------------------------|----------------------|
| L1 <- I1 | 0.4484 | 0.0221 | 20.3113 |
| L1 <- I2 | 0.521 | 0.0142 | 36.5122 |
| L1 <- I3 | 0.5833 | 0.0249 | 23.4228 |
| L1 <- I4 | 0.0253 | 0.120 | 0.2107 |
| L1 <- I5 | 0.6040 | 0.0385 | 15.6874 |
| L1 <- I6 | 0.4017 | 0.0401 | 10.0151 |
| L2 <- I7 | 0.5876 | 0.0275 | 21.3724 |
| L2 <- I8 | 0.5773 | 0.0722 | 7.7288 |
| L2 <- I9 | 0.5457 | 0.0424 | 12.8267 |
| L2 <- I10 | 0.7480 | 0.0225 | 33.2002 |
| L3 <- I11 | 0.7407 | 0.0114 | 64.9465 |
| L3 <- I12 | 0.7581 | 0.0185 | 40.9122 |
| L3 <- I13 | 0.5435 | 0.0270 | 20.1071 |
| L3 <- I14 | 0.5564 | 0.0375 | 14.8223 |

Discriminant Validity

Discriminant Validity is to prove that latent constructs predict the size on their block is better than the size of the other block. Ghozali (2008) mentioned that Discriminant Validity of measurement model with reflexive indicator is assessed based on cross loading measurement with construct.

After convergen validity, subsequent evaluation is to see discriminant validity with cross loading, root square value of average variance extracted (AVE) and composite realibility. Discriminant validity of the measurement model is assessed based on the measurement of cross loading by construct. If the construct correlation with the principal measurement (each indicator) is greater than the size of the other construct, the latent construct predicts the indicator better than the other construct. The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with another loading value against other latent variables. Discriminant validity test results are shown on table 2.

Table 2. Cross Loading Value

| | X | Y | Z |
|----|--------|--------|--------|
| X1 | 0.8999 | 0.6375 | 0.5994 |
| X2 | 0.834 | 0.4622 | 0.4498 |
| X3 | 0.8838 | 0.6787 | 0.5005 |
| X4 | 0.6258 | 0.9997 | 0.9479 |
| X5 | 0.6019 | 0.2861 | 0.2962 |
| Y1 | 0.4958 | 0.7817 | 0.5098 |
| Y2 | 0.6914 | 0.8876 | 0.6979 |
| Y3 | 0.3575 | 0.6678 | 0.3519 |
| Y4 | 0.4978 | 0.8457 | 0.6396 |
| Z1 | 0.4074 | 0.4575 | 0.7489 |
| Z2 | 0.3511 | 0.4804 | 0.7407 |
| Z3 | 0.4571 | 0.6024 | 0.7541 |
| Z4 | 0.5883 | 0.6903 | 0.8136 |
| Z5 | 0.5641 | 0.6098 | 0.8564 |

Composite Reliability

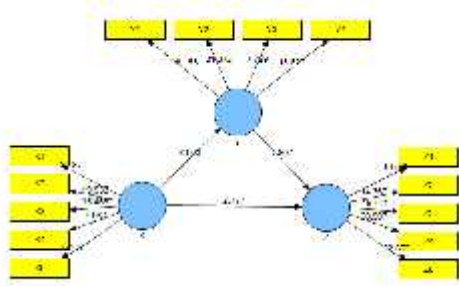
Evaluation of the measurement model with square root of average variance extracted is comparing the AVE root value with correlation between constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, AVE values greater than 0.5 are strongly recommended.

The next test to analyze the outer model is to look at the construct reliability of the latent variable measured by two criteria, namely composite reliability and cronbach alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and the value of cronbach alpha above 0.70. Result is shown on table 3.

Table 3. Goodness of Fit

| Variable | AVE | Composite Reliability | Cronbach Alpha |
|----------|-------|-----------------------|----------------|
| X | 0.605 | 0.825 | 0.835 |
| Y | 0.605 | 0.871 | 0.771 |
| Z | 0.634 | 0.893 | 0.894 |

Figure 3. Structural Evaluation (Inner Model)



Inner model or structural model testing is done to see the relationship between construct significance value and R-square of research model. The structural model is evaluated by using R-square for the t test dependent construct as well as the significance of the structural path parameter coefficients.

R-Square (R²)

Tests on the structural model is done by looking at the R-square value which is a goodness-fit test model. Result is shown on table 4.

Table 4. R-Square Value

| Variable | R Square |
|----------|----------|
| Y | 0.430 |
| Z | 0.566 |

In principle, this research uses 2 variables influenced by other variables that is Brand Attitude (Y) variable influenced by Social Media (X) variable. Similarly, the Purchase Intention (Z) variable is influenced by Social Media (X) and Brand Attitude (Y) variables.

Table 4 shows the value of R-square for Brand Attitude variables obtained for 0.430. The value of R-square shows that 43% Brand Attitude (Y) variable can be influenced by Social Media (X) variable, while the remaining 57% is

influenced by other variables outside of the studies. And the value of R-square Purchase Intention of 0.566 indicates the variable Purchase Intention (Z) influenced by Social Media (X), and Brand Attitude (Y) of 56.6% while the remaining 43.4% by other outside of the studies.

Predictive Relevant (Q²)

According Jaya and Sumertajaya (2008) Goodness of Fit Model is measured using R-square latent variable dependent with the same interpretation with regression. Q-Square predictive relevance for the structural model is used to measuring how well the conservation value is generated by the model and also its parameter estimation. Quantity Q² has a value with the range 0 < Q² < 1, if it closer to 1 means the model is getting better. This is equal to the total coefficient of determination in the path analysis.

Here are the formulas and calculation results of predictive relevance:

$$Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2)$$

Explanation:

Q² : value of Predictive Relevance

R₁² : Value of R-Square of Brand Attitude

R₂² : Value of R-Square of Purchase Intention

Result:

$$Q^2 = 1 - (1 - 0.3958) \times (1 - 0.5637) = 0.7364$$

From the calculation is known value of Q² of 0.7364, it means that the amount of data diversity from the research that can

be explained by the structural model designed is equal to 73.64%, while the remaining 26.36% is explained by other factors outside the model. Based on this result, it can be said that the structural model in this research is quite good because it is closer 1.

Hypothesis Test

The significance of estimated parameters provides useful information on the relationship between research variables. In the PLS statistical test each hypothesized relationship is performed using a simulation. In this case the bootstrap method is performed on the sample. Testing with bootstrap is also intended to minimize the problem of research data abnormalities. The test results with bootstrapping from PLS are shown on table 5.

Table 5. Path Coefficient

| Independent Variable | Original Sample (O) | Standard Deviance (S.D.) | T-Value |
|----------------------|---------------------|--------------------------|---------|
| X → Y | 0,6557 | 0,0099 | 6,9997 |
| X → Z | 0,2333 | 0,0384 | 6,0772 |
| Y → Z | 0,5784 | 0,0406 | 14,2467 |

The obtained structural equation:

$$Y = 0,6557 X$$

$$Z = 0,2333 X + 0,5784 Y$$

The significance of estimated parameters provides useful information on the relationship between research variables. The basis used in testing the hypothesis is the value contained in the output of result for inner weight. Hypothesis testing can be done by comparing t-statistics with t-table, t-table can be obtained from 120 respondents who finally got t-table of 1,960.

a. Hypothesis 1

H1 : Social Media has a direct and significant positive effect on Brand Attitude.

Social Media variable value to Brand Attitude with path coefficient of 0,6557 and t statistic equal to 6,9997 value is bigger than t table (1,960) or p 0,05%. From the above results show that H0 is rejected and H1 accepted this means the first hypothesis is accepted.

b. Hypothesis 2

H2 : Social Media has a direct and significant positive effect on Purchase Intention.

Social Media variable value to Purchase Intention with path coefficient equal to 0,2333 and t statistic equal to 6,0772 that value bigger than t table (1,960) or p 0,05%. From the above results show that H0 is rejected and H1 accepted this means the second hypothesis is accepted.

c. Hypothesis 3

H3 : Brand Attitude has a direct and significant positive effect on Purchase Intention.

Brand Attitude variable value to Purchase Intention with path coefficient of 0,5784 and t statistic equal to 14,2467 that value bigger than t table (1,960) or p 0,05%. From the above results show that H0 is rejected and H1 accepted this means the third hypothesis is accepted.

Indirect Effect

In indirect relationship between Social Media with Purchase Intention there is variable Brand Attitude as intervening variable. The research hypothesis tested as follows:

H4 : Social media has indirect effect on Purchase Intention through Brand Attitude.

The calculation of the effect of Brand Attitude as intervening variable is as follows:

Structural Equations:

$$Z = PYX + (PYX \times PYZ)$$

Direct Effect Social Media on Purchase Intention is 0,2333

$$\begin{aligned} \text{Indirect Effect (IE)} &= PYX \times PYZ \\ &= 0,6557 \times 0,5784 \\ &= 0,379 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PZX + (PYX \times PYZ) \\ &= 0,233 + 0,379 \\ &= 0,612 \end{aligned}$$

From the results of the calculation shows that Brand Attitude proved as intervening variable in relationship between Social Media with Purchase Intention. This is evidenced by the results of calculations Indirect Effect 0.379 Total Effects Social Media Purchase Intention through Brand Attitude of 0.612.

Direct influence, indirect influence, and total influence of relationships among variables have been presented in a summary of the results. The summary is presented in Table 6.

| Variables | Direct Coefficient | | Standard Error | | Indirect Coefficient | | t Value | p Value |
|---------------------|--------------------|-------------|----------------|--------|----------------------|--------|---------|---------|
| | Direct | Coefficient | Standard | Error | Coefficient | to Get | | |
| X ₁ to Z | 0,6291 | 0,2038 | 0,6373 | 0,0786 | 0,579 | 0,0378 | 0,367 | 0,000 |

d. Hipotesis 4

H4 : Social Media has indirect effect on Purchase Intention through Brand Attitude

The result of hypothesis testing for Social Media Variable with Purchase Intention through Brand Attitude shows indirect value equal to 0,379 with t statistic value equal to 5,567. The value is greater than t table (1,960) or p <0.05. This result means that Brand Attitudes have a significant influence in mediating Social Media to Purchase Intention. The above results show that H0 rejected this means Hypothesis 4 is accepted.

Based on an explanation of the indirect effect of Purchase Intention, it is found that Social Media has a direct influence on Purchase Intention. Beside Social Media also give indirect influence to Purchase Intention through Brand Attitude.

CONCLUSION

Based on the finding of the research, the result shows that Social Media gives positive and significant influence to Brand Attitude. Even though the value between this study and the previous research was different, but the results remain the same compared to previous study by Mehdi, *et al* (2014). According to the theory of reasoned action, positive and negative communications of user through social media of the companies can influence consumers' attitude toward a particular brand. Social media have three different primary ways from traditional communications, there are; a shift in the locus of activity from the desktop to the web (meaning greater accessibility), a shift in locus of value production from the firm to consumer (deriving from increased interaction), and a shift in the locus of power away from the firm to consumer.

In this study, the result shows that Social Media has direct and significant positive effect on Purchase Intention. In the previous research Bamini, et al (2014) stated that with the increased adoption fission of the internet, World Wide Web is becoming gradually standard advertisement platform. The Web is offering business advertisement world with more rich media tools, interactive services, and global reach. And also internet can create an online social networking that refers to the socialization activities that occur in the online environment when internet users group together to form some relationship. The emergence of these virtual communities provides platforms for online consumers to share and exchange ideas, views and product/service related information.

Based on the result of this research, Brand Attitude gives significant effect on Purchase Intention. This already shown in previous research, it's indicated that customer attitude towards a brand has a strong effect on purchase intention as attitude is suitable determinant of purchase intention (Mehdi, et al, 2014). Brand Attitude describes the extent of consumer believes a product or service has certain attributes or benefits, and an evaluative assessment of the beliefs about the good of a product if it has such attributes or benefits (Keller, 1993). The more positive consumer attitude towards a brand, then the behavior and intentions of consumers to buy the brand will also be more positive (Wilkie, 1994). Positive brand attitude of a consumer to a brand will allow consumers to make purchases, while the negative brand

attitude will prevent consumers in making purchases (Chang, 2008).

This study provides benefits in the field of science that social media and brand attitude have positive influence to purchase intention. This result aligned with previous research which explained that social media and brand attitude have positive influence toward purchase intention which in this research the object is Students of Brawijaya University who already purchase Malang Strudel.

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